DRY GOODS REVIEW

VOL. XX. JANUARY, 1909 No. 1

Single Copy Twenty-Five Cents Per Year, Two Dollars

Special
Spring
Number



MacLean Publishing Company, Limited, Publication Office, Toronto, Canada

Montreal Winnipeg New York Chicago London, Eng.

PERSONAL CHATS

Our Monthly Talk

SUBJECT : A NEW YEAR
AND NEW RESOLUTIONS.

After all, 1908 was a year of experience. The prosperity of 1907 and preceding years hurt some of us a bit—made us somewhat careless in many respects, and success is often dangerous. Last year toned up the business system, showed mistakes, and we'll all start with good courage and plenty of enthusiasm on the new year's business. After all, looking the world over, the business situation is decidedly favorable.

You may fix up your store, add a department, and go ahead with confidence.

A safe port and a haven of refuge for you is a well-assorted wholesale stock of dry goods, and with a stock such as we carry, there is no reason why you should lose sales.

Our friends in the Western Provinces and British Columbia will find an equally well-assorted stock in our warehouses in Winnipeg and Vancouver.

THE GAULT BROTHERS CO., Ltd.,
13-21 St. Helen St.,
Montreal, Que.

Special New Year Announcement

of

Greenshields Limited

Montreal

Underlying conditions of trade are so distinctly favorable that we are prepared for a large business for Spring 1909.

It is doubtless generally conceded that this house carries the largest open and warehouse stocks of dry goods and fancy goods, and also shows the largest and most comprehensive assortments in the various lines.

The volume of this business makes a unique buying advantage, which is reflected generally in our values. You will appreciate our stocks and assortments for the Spring of 1909.

You have our thanks for the courteous reception we are sure our enlarged travelling force will receive at your hands.

Greenshields Limited

Why Wear Silk Linings?

"The Radiant Sheen on Opaline Surpasses Silk."

"OPALINE" is no ordinary mercerized calico, but a sateen-de-luxe and a lining par excellence. It is spun and woven in Lancashire by highly skilled operatives on machinery of the most up-to-date type, and only the **very best Egyptian cotton** is used in its manufacture. Then it is dyed by a new patent process, and **mercerized and schreinerized** by the Bradford Dyers' Association, who guarantee its unique, permanent, silky lustre. Every stage of its manufacture is carried out under the personal supervision of one of the leading experts in England.

The peculiar humid climate of the Manchester district, and the wonderful deftness and skill of its mill operatives—apart from many other local advantages – makes it an impossibility for any other country in the world to reach such perfection in the manufacture of **fine** cotton goods.

"OPALINE" is a durable high-class fabric, a satisfactory silk substitute, indelible, clear and brilliant, and puts all similar makes in the shade. It is got up in a tasteful and artistic manner to please the most exacting Dry Goods Dealer, and the endless variety of fashionable shades will satisfy his most fastidious lady customer.

"*THE QUEEN*" says:

> "To describe Opaline as a superior sateen scarcely gives an adequate idea of its appearance, which is really that of silk, while the touch is equally deceptive, and one of the chief points is that the radiant sheen obtained does NOT wash off. Unquestionably it is the best thing of the kind ever produced."

Samples are always in the hands of our Canadian representatives, and we also send samples and quotations by mail when requested.

J. & N. PHILIPS & CO.

35 CHURCH STREET

MANCHESTER, - ENGLAND

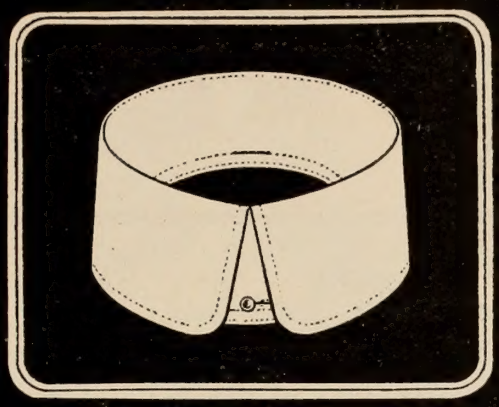
Mills—Cheadle and Tean. Branch—20 Cheapside, London, E.C.

CANADIAN OFFICES

211 Lindsay Building
St. Catherine St. West
Montreal

611 Empire Buildings
Wellington St. West
Toronto

BATTENBERG



FOR INFORMAL OCCASIONS.

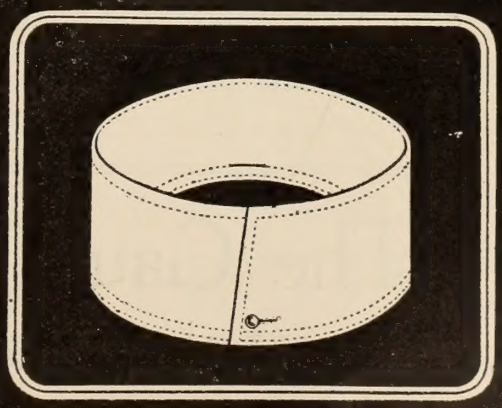
ASK YOUR WHOLESALER FOR CATALOGUES SHOW CARDS AND ILLUSTRATED SHEETS.

Success COLLARS

MATERIAL AND WORKMANSHIP GUARANTEED.

Any **Success** collar found defective in material or workmanship may be returned for perfect goods, or a refund of purchase price.

LAURIER



FOR FULL DRESS AND FORMAL WEAR

STOCKED BY ALL WHOLESALERS.

PROMPT DELIVERY ALWAYS ASSURED.

The Gault Brothers Co., Ltd.

MONTREAL

With great confidence that our stock, especially that purchased for the coming Spring, will interest merchants looking for choice assortments of desirable merchandise, we cordially invite your attention to the assortments in the various departments, either through our sales-force or in the house.

DEPARTMENTS:

Cottons	Carpets	Woollens	
Dress Goods	Linoleums	Tailors' Trimmings	
Linens	Oilcloths	Clothing	
Silks	Curtains	Gents' Furnishings	
Smallwares	Ribbons	Laces	Whitewear

We believe that the mutual interests of our customers and the house are better served by exact statements of existing conditions and values, and this house at all times has lived up, to the best of its ability, to this policy.

The Gault Brothers Co., Ltd.

13-21 St. Helen Street, MONTREAL



EVENING BODICE
in Black Satin.

Satins and Satin Effects

will be the

Last Note of Fashion

For Spring 1909

This style of fabric is the only one that will lend itself to the costume of the moment.

What are you doing about it?



DAY BLOUSE
in Satin.

Better see our London Import Samples without delay. They are replete, not only with the newest cloths, but with the latest shades.

NOTE.—We stock the best selling numbers, Blacks, Whites and Colors, in both Montreal and Toronto.

Mail orders always have prompt attention from us.

DEBENHAMS (Canada) LIMITED

MONTREAL
18 St. Helen Street

TORONTO
Bay and Wellington Streets

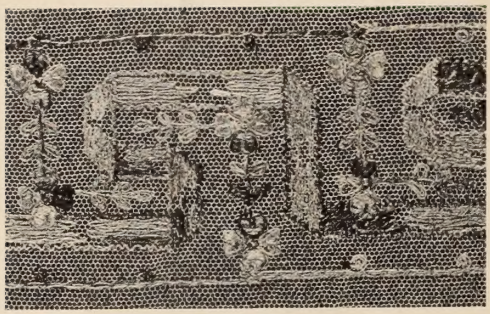
DEBENHAM & CO. {London (West), Paris, New York, Melbourne, Cape Town, London (City), Brussels, Boston, Sydney, Johannesburg

KONIG and

Manufacturers and Importers

of

Laces, Embroideries, Trimmings, Veilings, Neckwear and Novelties

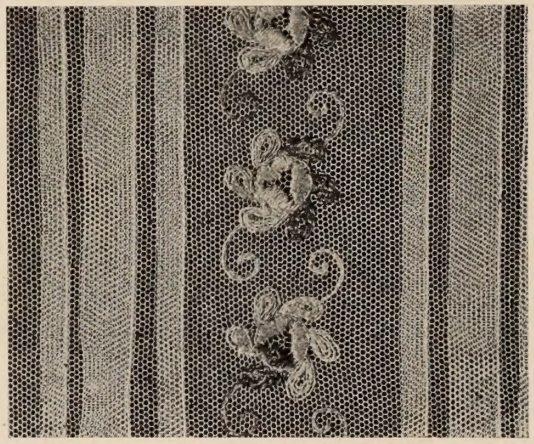


Fancy Colored Breton Net Insertion.

WE are splendidly equipped for the Spring season, and cordially invite retailers to make an inspection of our various lines.

All foreign markets have been searched to make our stocks the most complete and varied in the trade.

Our assortments IN STOCK will help lighten your stock-carrying responsibility as they embrace the newest and latest ideas and prove THE place to buy Laces, Embroideries, Trimmings, Veilings and Novelties is from **KONIG & STUFFMANN.**



Allover of Tucked Breton Net with colored effects.

Some Hints

Colored Nets and Insertions as well as tucked nets in plain or with colored combinations will no doubt be leading sellers during the Spring season.

Plain White Embroideries or with COLORED combinations are worthy of attention and are in stock.

Flouncings are good property; our range runs from popular to high-class novelties.

Vals. Torchons. Point de Paris are staple as ever.

STUFFMANN

Victoria Square, MONTREAL

Wholesale Distributors

Of the Well Known

Sterling £ Hosiery



Spring stocks in ladies', children's and men's plain and fancy Hosiery is now to hand.

The Sterling £ Hosiery Brand is now favorably known from Halifax to Vancouver as a source of satisfaction to retailers and consumers alike.

Our Travellers are on the road again with a complete range of samples from all departments.



WELLINGTON ST. ENTRANCE

A Question of Service

There are many things a retail merchant has to depend on his wholesaler for. For this reason he cannot afford to be careless in his selection of the house with which he does business. This first step in making a success of retailing is to buy the goods from a wholesale house which he knows to be fitted by its long establishment and absolute reliability to give him the service he needs.

A business which has stood the test of 59 years, and which is still as virile and aggressive as it ever was, and which has established and maintained during all these years a record of unfailing fidelity to the interests of its customers is surely a safe one to deal with. If service is a consideration, then there is one wholesale dry goods house which stands pre-eminently fitted to bid for the trade of retailers who appreciate this quality.

This One House

is John Macdonald & Co., Limited, Toronto. It is the one house possessing the advantages of years of buying knowledge and exercising that knowledge for the benefit of their patrons. If a question involving the temporary advantage of the house or the interests of the customer comes up, the customer always gets first consideration. Possibly this is one of the reasons for the continuous growth in the volume of business and the increasing prestige of John Macdonald & Co., Limited. The years of accumulative experience make this firm better able to-day than it has ever been before to serve you. Most Canadian dry goods merchants know this; some few do not. If you are one of the few there's something in the way a wholesale house deals with its customers that you have not learned. That way is John Macdonald & Co.'s way. Will you give us an opportunity of demonstrating it ?



FRONT ST. ENTRANCE

WHITE HEATHER



REGISTERED TRADE MARK

BEEHIVE

TRADE MARK



REGISTERED

BALDWIN'S "BEEHIVE"

Baldwin's 2nd Quality AND Baldwin's Best

"WHITE HEATHER"

ARE THE BRANDS FOR

KNITTING-WOOL SPECIALISTS

THEY ENSURE A READY SALE

Through leading Wholesale Houses. Samples, free on application, from:—

J. & J. BALDWIN & PARTNERS, LTD.
ESTABLISHED 1785 HALIFAX, ENG.

AGENT—
Duncan Bell & Co.
MONTREAL & TORONTO

JAY

THE JAY FINISH TRADE MARK UNSHRINKABLE.

UNSHRINKABLE WOOL

UNDERWEAR



LADIES'

Combinations fitted with the Patent "S" WRAP, affording complete protection where this is most necessary.

No button is needed, and the garment does not drag when the wearer is sitting.

GENTLEMEN'S

'STAR" Seated Pants and Drawers. No seams at fork, up back, or down inside of leg to chafe, or give way. All wearing parts are strengthened and extra spliced.



These Specialities are made of Unshrinkable Wool and can also be obtained in Merino, and Silk and Merino.

ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

Please note the above TRADE MARK should be upon every genuine JAY FINISH Garment.

Wholesale only -
Messrs. I. & R. MORLEY and Geo. BRETTLE & Co., Lon., ENG.

THE LEADING ENGLISH UNDERWEAR.



For Spring, 1909

Mohairs and Sicilliennes that Reach the Last Note in the Scale of Beauty and Fashion.

To meet the style idea of Spring, 1909, a fabric must have "sheen."

B. D. A. MOHAIRS and SICILLIENNES are brilliantly lustrous, *lastingly* lustrous. They are the only non-silk fabrics in which the life of the luster is the life of the material.

Furthermore, style critics both here and in Paris have endorsed certain colors as the style shades of the Spring season.

You'll find them all in the new B. D. A. color card, including Iris, Taupe, Elephant, Amethyst, Catawba, Hyacinth, Bronze, and the new Blues.

But there is no intermediate ground. To get the style, the beauty, the durability, you must get BRADFORD DYED and FINISHED MOHAIRS. All others lack the very qualities that have made B. D. A. MOHAIRS famous.

See your jobber and get samples.

The Bradford Dyers' Association

of Bradford, England



BURNLEY'S WOOLS

A GOOD RESOLUTION FOR 1909:

Get a Stock of Burnley's Wools







The best yarns,—and pay YOU the best profit. 150 years' experience in learning how. Your wholesalers have them. Samples upon request.

Thos. Burnley & Sons, Ltd.

Manufacturers of Knitting Yarns for over 150 Years.

GOMERSAL MILLS, near Leeds, ENGLAND

Canadian Agents

D. M. Chorlton & Bro.

43 St. Sacrament St., MONTREAL

Canadian Buyers in New York

Will find Comfort and Convenience at the

HOTEL ALABAMA

AND

THE VAN RENSSELAER

13-19 E. Eleventh St. near 5th Ave.



In the very heart of the **WHOLESALE DRY GOODS DISTRICT.** Accessible to all **THEATRES** and Places of Amusement. Everything for your comfort and convenience has been provided. **We desire your patronage.**

Single rooms and bath - -	$1.00 up
Single rooms and bath, with meals	2.50 up
Parlor, bedroom and bath - -	2.50 up
Parlor, bedroom and bath, with meals - - - - - -	4.00 up

Best American Plan Table in New York

NO TIPPING

HORACE S. CHASE, MANAGER

Write for our literature and special rates to parties of two or more.

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

1906.

	Canada	Other Countries	Total
Cosies, Cushions, etc.	£ 495	£ 154,047	£ 154,542
Curtains	190	87,675	87,865
Fancy Goods	313	279,452	279,765
Piece Goods, Cotton and Linen	11,894	3,297,724	3,309,618
Flannelettes	1,688	251,965	253,653
Boots and Shoes	4,951	114,003	118,954
Rubber Sand Shoes	2,319	47,998	50,317

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway. We will also supply specimen copies on application.

Publishing Offices

Melbourne,	**Fink's Buildings**
Sydney,	**Post Office Chambers**
London,	**112 Wood St., E.C**
New York,	**29 Broadway**

"Old Bleach" Linens

are bleached entirely by the Sun

Sun bleaching is old-fashioned to be sure; but it's all the better for that. One of the reasons why Old Bleach Linens are greatly superior to ordinary linens is because absolutely no injurious chemicals are used in the bleaching. The long strips of woven flax are laid on the grass-covered fields and exposed to the Sun's generous rays until they are bleached pure white. This thorough-going, old-fashioned method causes the linen to retain the extraordinary natural strength of the flax.

TOWELS,
HUCKABACKS,
DIAPERS,
HOLLAND-COLORED
LINENS.



"Old Bleach" Linens are made of pure flax only — absolutely no substitutes being used. The most elaborate precautions are taken to secure perfect weaving. They are finished without a grain of starch by our special "Old Bleach" Process—the only process which can produce the everlasting silky lustre and delightful soft feel characteristic of "Old Bleach." The people who make "Old Bleach" Linens come of a linen-making race; and possess the accumulated skill of centuries.

EMBROIDERY
LINENS,
SHEETINGS,
H. S. SHEETS and
PILLOW CASES
BABY-
TOWELS,
Etc., Etc.

Send for our Free Illustrated Booklet describing "Old Bleach" Art Linens

R. H. Cosbie, Irish Linen Agency, **Toronto**

Representing

The Old Bleach Linen Company, Limited, Randalstown, Ireland

Every Store should keep a stock of ROSENWALD'S

"COIFFURA-Tidy-Wear" FRINGE NETS

REGISTERED PATENTED

Made from the finest specially selected Real Human Hair



Reg'd Trade Mark

NOTE THE TIGHT HAIR at the bottom of the Net which when placed over the forehead, forms a neat "Bag" shape, keeping the front dressing of hair "Tidy" whilst allowing ample fulness.

EVERY NET GUARANTEED

All usual Hair Shades.

The strongest and most durable fringe net obtainable.



A USEFUL COUNTER CABINET GIVEN FREE, with orders for one gross and upwards.

ROSENWALD BROS., LONDON, PARIS, and VIENNA, sole manufacturers. Makers also of popular Hair Nets, Hair Frames, Hair Rolls, Dress Accessories, etc.

Sole Agents for Canada:

Dieckerhoff, Raffloer & Co., Ltd., cor. Simcoe and Wellington Sts. TORONTO and 40 St. Antoine Street, MONTREAL.

The Serpentine Continuous Hair Roll Patent

Any desired length can be cut to meet any customer's requirements, each end quickly fastened with cotton thread.

Boxed in **6** and **12** yard lengths. Stocked in all the natural shades. This article is guaranteed hygienically treated and is always comfortable and cool.



Copyright.

MADE IN ENGLAND.

STOCKED BY EVERY DRY GOODS STORE IN CANADA.

ORDER NOW. DON'T MISS THE BOOM.

Ask for the Serpentine and insist on above label.

BURNET & TEMPLE, Manufacturers,

3 FITCHETTS COURT, NOBLE STREET, LONDON, ENG.

WE ARE SO PROUD OF OUR GOODS THAT WE BRAND THEM ALL.

FLANNELETTE

If purchasers of this useful material for underwear all the year round would buy the best English make, they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

HORROCKSES'

Flannelettes

(made by the manufacturers of the celebrated Longcloths, Twills and Sheetings)

are the best.

SEE "HORROCKSES" stamped on selvedge every 5 yards.

Horrockses, Crewdson & Co.

LIMITED

Cotton Spinners and Manufacturers,

PRESTON. MANCHESTER. LONDON, ENGLAND.

"MAIL" BRAND

REGISTERED SHIELD

TRADE MARK

VRAI A LA FIN

ON EACH BOARD.

SPECIALITIES IN DRESS FABRICS

NAMES STAMPED ON SELVEDGE EVERY 5 YARDS.

Cordura

Reg'd

SOFT AS VELVET

TOUCH OF A GLOVE

BLACKS AND NEWEST

SUITING MIXTURES IN PATENT "DURETTE" FINISH Reg'd

SELF COLOURS

Kayoula Poppeline

DRAPES LIKE VELVET

All the appearance of an IRISH SILK POPLIN.

Silkine Mohairs

Reg'd

"CHIFFON FINISH"

Has the Softness & Suppleness of a Rich Silk.

PACHA & LLAMARINE MOHAIRS

MADE FROM THE RICHEST TURKEY MOHAIR.

THESE GOODS ARE ALL REGISTERED QUALITIES AND MADE FROM THE FINEST YARN PROCURABLE.

DYE AND FINISH GUARANTEED.

THE RETAIL TRADE IS URGED TO EXAMINE THESE MARKS.

GOODS TO BE OBTAINED FROM ALL THE LEADING JOBBERS

Established 1832 *CABLE CODE: Law - Bradford*

SPRING 1909

"Lawrus" Fabrics.

(REGISTERED)

These goods are rolled on special boards and stamped every 5 yards LAWRUS.

Specialities

Alexandra Suitings

Mayfair Suitings

SELLING FREELY

See Our New Suedena Finish

Rainproof Goods

Law, Russell & Co., Limited

Converters of Bradford Fabrics

BRADFORD and LONDON

Remino

For Day and Night Wear.

What it is

Remino Flannel is the product of an advanced treatment of Pure Wool Welch Yarns, producing a soft velvet textile of extraordinary elasticity, free from irritating imperfections that are usually embodied in the ordinary makes of flannels, that it will adapt itself to the most sensitive skin with the first wearing, free from all mineral or other dressings, thoroughly sanitary and while not a heavy material, lends to the body sufficient warmth for almost any climate.

What it Will Do.

The strongest point in favor of an all wool flannel is its unshrinkable qualities—Remino is guaranteed not to shrink, and as to wear the free yarn makes the wearing a certainty, in the laundry soiled garments are made clean with less rubbing thus prolonging the utility of the garment. **Remino** has and will prove the flannel of the hour.

What it's Used For.

First and foremost **Remino** is the **Queen** of **Shirting Flannels,** when quality and coloring of a high order is demanded, it affords the buyer the cream of the flannel department, and the large range of patterns include **Blousings, Shirtwaist Suitings, Kimona, Tennis, Golfing,** and **Pajama Goods.** Full 30 inches in width makes economical cutting.

Woolalone

Just as good as the Name.

is another production of the same mill, **Woolalone** is very much like **Remino** with all the cardinal points embodied, the prices make the most noticeable difference as the cloths look to be much the same. For women's and children's wear, **Woolalone** is very popular priced cloth.

NOTE — **Samples of these goods by return mail, showing full range of colorings and designs. . . . . .**

John M. Garland, Son & Co.

Ottawa - - Canada

"MEN'S WEAR" says: "Tailors and Outfitters all over the Kingdom are greatly indebted to Messrs. Samuel Kirk & Sons, Ltd., for the perfection to which they have brought their permanent finishes for linings (Italians, Mohairs, etc.)"

The BEST Linings *are those that bear the stamp of*

SAMUEL KIRK AND SONS
LIMITED.

THERE ARE TWO FINISHES WITH THIS NAME AS A GUARANTEE OF EXCELLENCE IN BRILLIANCY, PERMANENCY AND STRENGTH;

(1) The Original *"Permanent" Finish.*

(2) *"Velper"* (Regd.)
The Velvely Permanent Finish for those who prefer a soft handle.

BDA (Copyright)

Patterns of either Finish can be had on application to

The Bradford Dyers' Association, Ltd.
or Advertising Offices: 100c, Queen Victoria Street, London, E.C.

WHAT ABOUT 1909?

WE don't know what resolutions you are making for 1909. It matters not how many you make. It's the ones you keep, that count. Nothing will do more to make 1909 a better year than reading regularly a wholesome, clean and bright magazine.

Busy Man's is a Magazine of quality. Its articles are inspiring as well as interesting. Herewith is given the contents of the January number just out. Busy Man's is on sale at all news-stands. Forward Two Dollars to our nearest office and the Magazine will be forwarded for one year commencing with the January number.

Original Articles.
The Millionaires of Cobalt.
Men and Events in the Public Eye.
The Man Who Built the St. Clair Tunnel.
Canada's Non-English Newspapers.
A Novel Business Organization in Germany.

System and Business.
A Billion Dollar Amusement Business.
Sending Christmas Money Over Seas.
Importance to Merchants of Right Buying.
Constitutionalism in the Factory.
Advertising and Salesmanship.

Successful People.
Northcliffe and Munsey.
The Story of My Business Career.
An Editor With a Million Circulation.
Moxey, Terror of Defaulters.

Political and Commercial Affairs.
The Real Owners of America.
Power from the Pit's Mouth.
The Social Responsibilities of Empire.
Wonders of Manhattan Real Estate.

Short Stories.
At the Rail Fence.
The Reward of Virtue.
The Man Who Was Horse Crazy.

Miscellaneous.
Muscular Work Appetite and Energy.
The Book of the Month.
Contents of Other Magazines.
The Busy Man's Book Shelf.
Humor in the Magazines.
Improvements in Office Devices.

The Busy Man's Magazine

Montreal Toronto Winnipeg New York Chicago London, Eng

Paton's Scotch Boot and Shoe Laces

Cotton Thread, Wool, Silk, Leather and Porpoise Hide, give your customers satisfaction.

Paton's Name on every box

If you have not stocked this line it is worth while to get samples and prices.

Paton's Linen Threads

Lack a Quality Rival.

Church Brand —Needles—

They are indispensable to your store.
Your wholesaler has them.

Ward's Coronet Hardash, Red and Blue Label.

Unequalled in quality and price.

Sole Agents for Canada:

Geo. D. Ross & Co.

72 Bay St., TORONTO
142 Craig St. West, - - MONTREAL

Batting

North Star Crescent and Pearl

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of Your Wholesaler

Robert Henderson & Co.

Dry Goods Commission Merchants
181-183 McGILL STREET, - MONTREAL
JAMES STANBURY & CO., TORONTO

BRADBURY GREATOREX & CO., (COLONIAL) LIMITED

ALDERMANBURY

Also Fountain Court and Dyers' Court

LONDON, ENG.

GENERAL WAREHOUSEMEN



Departments :

LINENS	MANCHESTER	VELVET AND CRAPES	RIBBONS
CALICOES	OXFORD SHIRTINGS	MANTLES	FLOWERS AND FEATHERS
BLANKETS	VELVETEENS	COSTUMES	MILLINERY
FLANNELS	QUILTS	HOSIERY	NECK WEAR
FLANNELETTES	COTTON DRESSES	GLOVES	HANDKERCHIEFS
SCOTCH	FOREIGN DRESSES	UMBRELLAS	LACE
TABLE COVERS	BRITISH DRESSES	FURS	STRAWS
CURTAINS	SILKS	MEN'S SHIRTS, &c.	UNDERCLOTHING
TRIMMINGS	HABERDASHERY	CHILDREN'S OUTFITS	LADIES' BLOUSES

HEAD OFFICE IN CANADA : Mr. C. I. W. Davies, 19 Phillips Square, Montreal

Also Mr. R. H. McMillen, Victoria, B.C. and Mr. W. MacKenzie, Toronto

Whenever you are wanting any

Hair Nets, Hair Rolls
or other Hair Goods

Ask for the **"Pleasall"** Mark

It means getting the very best that is obtainable in these lines.

The "Pleasall" Hair Nets are sold in all sizes and shades.

A smart cabinet is given away with every gross of nets.

Write for samples at once.



The "Pleasall" Hair Nets are guaranteed to count the exact number of meshes as invoiced.

What is your experience???

Prompt delivery of all sizes.

It is well worth placing a sample order.

You will be astonished at the fine finish and regularity of a "PLEASALL" Net.

Sole Agent for Canada. (Wholesale only)

HAROLD F. WATSON

207 St. James Street,
MONTREAL

Carlaw Bldg., Wellington St. W.,
TORONTO

PECK'S JANUARY POINTERS

What We Are Doing and Where We Are Doing It.

MONTREAL. Will clear lines in—

HEAVY FURS, FUR-LINED COATS AND MANTLES
SHIRTS AND CLOTHING

From the Big Factory at Mile-End.

WINNIPEG. Will send Travellers to you with—

SHEEP - LINED GOODS, FALL AND WINTER CAPS.

Shirts, Clothing and Hats and Caps.

From the Largest Stock in Canada.

VANCOUVER. Will see you with—

HATS AND CAPS, SHIRTS, OVERALLS AND SPECIALTIES

In All Your Requirements in Clothing.

Wait for the Travellers or Write for the Goods.

JOHN W. PECK & CO., Limited

MONTREAL, - WINNIPEG, - VANCOUVER.

Clothing - Furs - Hats - Caps - Shirts

The 1909 Shirt

Black Serge Fleece Back
Extra Large
Double Stitched

Finished
36 in.
Back and Front
BLACK PRINCE
Width
46—48—50 in.
Finished

Full Yoke and Pocket

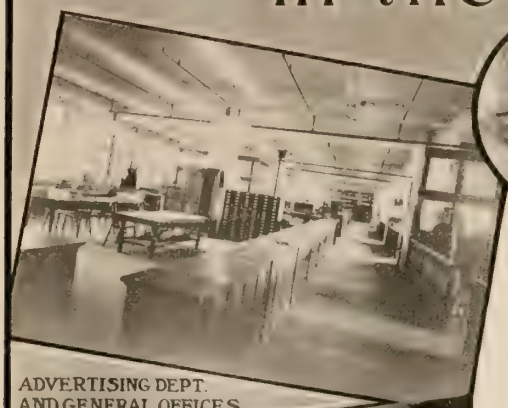
Any Wholesale House Can Supply This Shirt at

$9.^{00}$ per dozen

This Shirt is Made From a Specially Dyed and Finished Cloth
Guaranteed Fast Black.

The Canadian Converters Company, Limited
MONTREAL

Look at our unequalled Facilities! The Largest Rain Coat Factories in the World

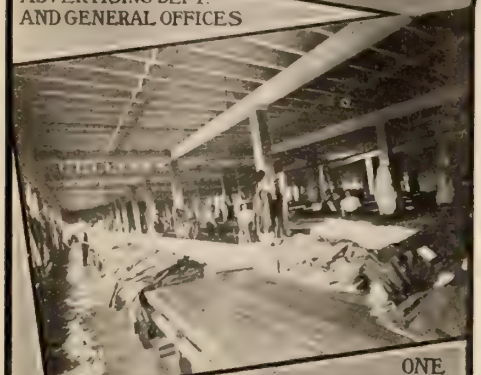


ADVERTISING DEPT. AND GENERAL OFFICES





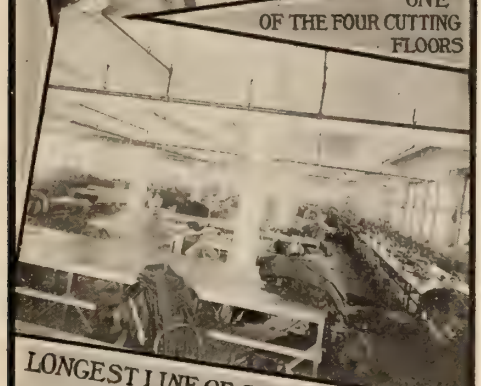
SECTION OF LADIES COAT DEPT.



ONE OF THE FOUR CUTTING FLOORS



STOCK FLOOR — COMPLETED GARMENTS



LONGEST LINE OF SEWING MACHINES IN THE WORLD



PRESSING MACHINES 1500 LBS. PRESSURE

Kenyon Women's Raincoats and Rubberized Coats are made in all the desirable colors and fabrics, also an extensive line of Women's long Coats in a wide variety of cloth and silk materials.

With our enormous capacity and unique factory system we can assure deliveries and beautifully finished merchandise. We own and operate exclusively the entire space in the factories shown.

Kenyon Coats are easy to sell for the following reasons: They are famous for fine workmanship and reasonable cost, and they are the only raincoats the public knows by name.

We are advertising in 450 newspapers and a large list of Women's Magazines. We provide you with the right goods to make quick sales and full profits.

Begin to think of Kenreing Gabardines. Soon to appear. The one great hit of 1909.

Call often and consult our File of Selling Plans at our salesrooms in New York and Chicago.

200 Jackson Blvd. CHICAGO

C. KENYON COMPANY

23 Union Square NEW YORK

THE "CRAVENETTE" CO., LTD., affix their stamp only to such goods as are suitable in quality for Rainproof purposes.

REG.D TRADE MARK
"Cravenette"
PROOFED BY
THE "Cravenette" Co. LTD

Fac-simile of Stamp.

THEREFORE, this stamp is a guarantee not only of Rainproof properties but also of the quality of the material.

Buyers of Rainproofs should ask for those proofed by



BDA
(Copyright)

DUST-PROOF
as well as
RAIN-PROOF

The 'Cravenette' Co., Limited

Proofers to the Trade, BRADFORD, YKS.

Knitted Goods and Millinery

These departments in the February issue of The Dry Goods Review will claim special attention. Advertisers who have something to say to retailers along these lines should reserve space now.

By Strong, Steady, Patient Methods,

The Review

has advanced in size and quality, and has grown in the confidence and number of its readers.

Merit plus Demonstration has done this.

The MacLean subscription organization (71 men, the largest sales force in Canada) sells MacLean's ten trade papers, of which the Dry Goods Review is one.

They cover the whole field, from the Atlantic to the Pacific.

Dry Goods Review

$2.00 per year.

Subscription Department,
10 Front Street East, - Toronto

Stewart & McDonald (Export)

LIMITED

GLASGOW, - - - - SCOTLAND



SOME OF OUR LEADERS:

Dress Goods, Silks, Prints, Ribbons, Muslins, Laces, Cottons, Woolens, Linens, Hosiery, Carpets, Linoleums, Lace Curtains,

Etc., Etc.

WESTERN BUYERS

MR. MERCHANT TAILOR—

Our Stock for Spring is almost complete in the very latest in Fancy Worsted and Tweed Suitings, Serges and Worsteds, Flannels and Spring Overcoating, Italian and Mohair Linings in all shades, and all tailors' trimmings.

MR. DRY GOODS MERCHANT—

Stock is now fast arriving in latest novelties in Dress Goods, Washing Fabrics in Zephyrs, Prints, Ducks, Muslins, Lawns, Dress Linens, Linings, Sateens, Etc.

We are carrying specially nice ranges in Women's and Children's Hosiery for the Spring Trade in Cashmere, Cottons and Lisle Thread.

MR. GENTS' FURNISHER—

Spring Underwear in both British and Canadian makes are to hand. Balbriggan, Natural Wool.

Socks in Heavy Wool, Cashmere, Cotton and Lisle.

Working Shirts, Handkerchiefs and Neckwear.

MR. HOUSEFURNISHER—

We have now in stock full ranges in Blankets, Sheets, Sheeting, Pillow Cases, Cretonnes, Casement Cloth, Art Muslins, Lace Curtains, Etc.

SHOULD ONE OF OUR TRAVELLERS NOT HAVE ALREADY CALLED ON YOU, WRITE US AT ONCE FOR PATTERNS AND PRICES.

CANADIAN REPRESENTATIVES:

Quebec and Maritime Provinces,
ALLAN S. BAIN,
61 St. Sulpice St.,
MONTREAL.

Ontario,
J. H. JOHNSTON,
64 Wellington St. W.,
TORONTO.

Manitoba and West,
JAS. THOMSON & SONS,
353 Water St., Phone 4140,
VANCOUVER.

About Advertising—

¶ There is nothing strange or mysterious about advertising.

¶ As it applies to your business it amounts to this.

¶ You like to talk personally to one of your customers, realizing the beneficial effects upon your business.

¶ Advertising in the Review is simply the means of making it possible to talk on paper to all your customers and prospects.

¶ Think about advertising with that basic idea.

¶ Then think how effective that talk would be in the Review.

¶ If a person bearing a letter from Lord Strathcona came into your office, doubtless you would welcome him more than if he bore a letter of introduction from an ordinary individual, unknown and unliked by you.

¶ Well, the Review is something like that.

¶ It is not Lord Strathcona, but it's a well-liked and subscribed for paper, and a good letter of introduction for your firm.

¶ Full page, 12 months, costs $300.00.

PHILLIPS & WRINCH

ESTABLISHED 1894 LIMITED

SMALLWARES AND NOTIONS

We show here a few illustrations indicating the correct fashions in these goods for Spring and Summer 1909. Hair Ornaments will still continue to be in big demand, with an increased call for Side Combs. Single Pin Ornaments in the form of Darts etc. will be worn quite extensively. Grape effects in both Jewelry and Hair Ornaments will be very fashionable.

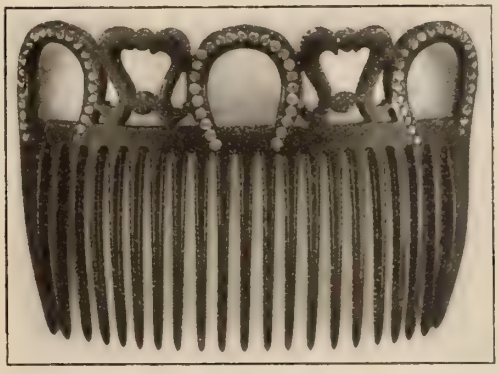
Our seven travellers are now on the road and will cover their usual routes in time for early SPRING TRADE. If they do not reach you, write us direct. Your order will have PROMPT and CAREFUL attention—and, with your permission, we will send you an approbation parcel of the latest quick selling novelties. You can return anything at OUR EXPENSE you do not wish to keep.



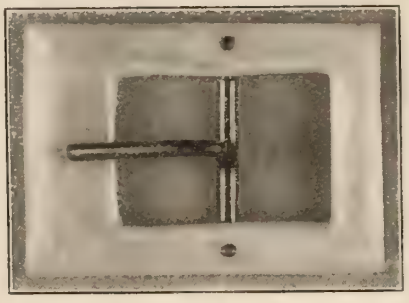
We have a complete line of Beauty Pins to retail at all prices.



This is an extra heavy pearl Veil Pin to retail at 50c. We have other good lines in both pearl and metal to sell from 15c. and up.



Our range of Combs and Hair Ornaments is far the largest we have ever put out. We have goods to retail from 10c. to $12.00 each.



This Buckle is Mother of Pearl with extra heavy end. We have a full line of Buckles and Sash Pins covering all the latest creations in both metal and pearl.



This Small Brooch or Dress Pin is a dainty little rose gold article ornamented with green grapes. We have them to retail at all prices.

We have a complete stock of Hair Rolls and Hair Nets in all sizes.
We are Sole Agents for the following well-known Notions
W. Woodfield & Sons Meteor Sharps—"The Best Needle."
"Capsheaf" Coilless Safety Pins.
"CAN'T-SLIP" Hair Rolls.
CRIMP-CURL and PRINCESS Wavers.
We Make Wooden Button Moulds.

PHILLIPS & WRINCH

LIMITED

25 Wellington Street West, TORONTO QUEBEC: 137 St. Joseph St.

J. K. Wallace

representing

Arthur & Co., (Export) Ltd.

Glasgow, Scotland

London, - England

Canadian Headquarters—

232 McGill Street MONTREAL

I expect to call upon the trade in Eastern Ontario and Ottawa Valley during this month, with a complete range of samples.

We Make Linens

of all kinds

our particular business

For your January Sale or Early Spring Sorting.

We offer you very special drives at this time.

WRITE US FOR SAMPLES

Harrower & Johnston

(For Manufacturers)

301 St. James Street : : : Montreal

Standard Umbrellas

FOR

Spring 1909

When you are buying Umbrellas—you should not do without this brand.

An inspection will prove this.

Travellers now covering the Dominion.

Write for samples and quotations.

The

Standard Umbrella Mfg. Co.

215 Notre Dame West,
Montreal

Rooster Brand

Best Made



"I CROW OVER ALL"

A Happy and Prosperous New Year to the Merchants of Canada

Robert C. Wilkins, Montreal

Some Facts Mainly About Ourselves

The Review's Representatives in London, Eng., New York, Chicago and Winnipeg



J. M. McKIM
Chief of the London, Eng., Office, 88 Fleet St., E.C.



R. B. HUESTIS
New York Office, 622-4 Tribune Building.



J. P. SHARPE
Chicago Office, 933-5 Monadnock Building



F. R. MUNRO
Winnipeg Office, 511 Union Bank Building.

The Review's Far-Flung Line of Outposts. This page introduces five outposts of The Dry Goods Review—the men in charge of its chief offices in London, Eng., New York, Chicago and Winnipeg. There is that about the word "outpost" which makes its application very appropriate here. It not only suggests activity on territory occupied, but, also, a keen eye on perspective. That thought ought to be worth some reflection by readers of The Review and those who advertise in it, since the most satisfactory service in their interests is the objective point. "Good enough" is not, from The Review's point of view, good enough for them. Greatest efficiency demands, among other things, able representation in the most important centres.



E. J. DODD
Mr. McKim's Lieutenant in the London Office.

Drygoodsmen and those interested in branches of the dry goods business, need never go a-begging for a handshake in any city where The Review has a representative. The offices, it will be found, are most convenient to business districts, and a visit, no matter how brief, from manufacturers, merchants, buyers or salesmen will always there be regarded with the greatest pleasure. The Review would like to have them consider the staffs, files, the reading rooms or any part of its office equipments as at their service.

A word or two of special reference to the outposts may be of interest. J. M. McKim, chief of the London office, and European manager, is a Toronto man. Fifteen years ago he joined the staff of the MacLean Publishing Co. He was assigned office eight years ago, and has been successful in that important field. His assistant is E. J. Dodd, a Bristol, Eng., man, who came to Canada at the close of the South African War, in which he saw active service. He had charge of the advertising end of Bookseller and Stationer for some time, and a couple of years ago became Mr. McKim's lieutenant. The London office is located at 88 Fleet Street, E.C. Review visitors may there always be sure of a hearty welcome

R. B. Huestis, who took charge of the New York office two years ago, was with the wholesale dry goods firm of A. B. Book & Co., Halifax, N.S., for eight years, having been office manager for the last three years of that period. Mr. Huestis, subsequently, covered Canada from ocean to ocean as the representative of a banking institution, and is a firm believer in the country's future. He recently moved into new offices, Nos. 622-4 Tribune Building, New York, which are a decided improvement upon former quarters and in keeping with progressive conditions.

J. P. Sharpe, of the Chicago office, was born in England, and, on coming to Canada, studied law for two years in Manitoba University. Taking up general brokerage, he identified himself for seven years with the business activities of the West, and a few months ago became the Chicago representative of the MacLean Publishing Co., his office being Nos. 933-5 Monadnock Building.

A thorough training in mercantile methods through his connection with a general store in Western Ontario was the initial stage of the business equipment of F. R.

Munro, of the Winnipeg office. In 1903 he graduated from Toronto University, and, for fifteen months, was engaged first, in editorial work on Hardware and Metal, and later on advertising. In 1904 he took charge of the Winnipeg office. This is centrally located on the fifth floor (No. 511) of the Union Bank Building.

As here described, the far-flung chain is by no means complete. Apart from the Montreal and Toronto offices, through which much of the inter-welding is directed, there are those which give it still greater extent. Here is the list: Vancouver, B.C., 1737 Haro Street; Manchester, Eng., 92 Market Street; Paris, France, 8 Place de la Bourse, and in Zurich, Switzerland, where the representative is Louis Wolf, of Orell, Fussli & Co. The Review, therefore, has that scope which enables it to keep its readers in touch with the most up-to-date world information of interest in that particular sphere to which it is devoted. That is its constant aim.

✱

The Cover Design of the January Review.

The background upon which the figure is posed in the cover chosen for the January number of The Dry Goods Review, is an exact reproduction of one of the new wash suitings that are so extensively shown for the Spring of 1909. In this case, the fabric is a union of silk and cotton, and is woven in imitation of the rough lustrous Oriental silks so much in evidence. It has an indistinct stripe and bar effect, produced in the weave which is also a feature in the present fabric fashions, and comes in the light suiting weight that is prominent in next season's wash fabrics this Spring. There never was a season when color played such an important part in the lines of wash fabrics produced, and this cloth, as well as many others, is shown in all the new art shades and tones. The gown the figure wears is a new Paris production and shows the leading style tendencies that will be paramount in the making up not only of washing fabrics, but also of those in silk and wool. Though by no means eccentric in design, it has all the leading style tendencies the long tight sleeve, the high waist, and the long narrow sheath skirt, with the short round train. Soutache braidings, loops and rouleaus of cloth over cords are used as trimmings. There is a narrow chemisette of net, and the high collar is finished with the new form of straighter ruching. The low crown of the large hat, with the drooping brim, is draped with chiffon with a cluster of roses at the side. This hat illustrates the simple trimming effects that are in vogue now.

✱

The Review's Plans for 1909.

It is a good thing to begin the new year with a purpose which directs effort at a mark beyond that defined by the limits of last year's work. For 1909, The Review will aim at improvement all along the line. At the annual conference of the staff, held during December, it was agreed that there could not be too great concentration upon the departments. The successful application of the plans approved by the conference will give Review advertisers and readers a more efficient service straight through; larger departments and more of them; closer and more thorough consideration of the points of view of those connected with every branch of the dry goods trade —the manufacturer, the jobber, the retailer, the buyer and the salesman. The editorial staff will be strengthened with the object of giving that field the most capable service. Accuracy and efficiency as a guide to buying and as a practical selling help, has always been the aim of The Review.

Are Canadians a Wasteful People?

"Bradford dress goods houses, making a specialty of Canadian trade, are much busier than those manufacturing solely for the home department. Bradford goods, such as panamas, coating serges, and satin-faced materials are figuring prominently in the trade of this market. So far as it applies to Great Britain alone, however, business, from the point of view of the manufacturer of these goods, is far from satisfactory." This statement was made to the Review by John Northway, of John Northway & Son, cloak and suit manufacturers, who returned recently from an eight weeks' trip to England and France. American trade had, he said, been regarded as a particularly good prospect and this was one explanation of the advance in the price of wool. Mohairs and other lines of bright goods were only finding a moderate market.

"The demand from Canada is, as a rule, of such proportions," said Mr. Northway, "that some of the manufacturers in the Old Country express the opinion that we must be a very wasteful people in the matter of dress. They state that in comparison with any other six million people within their knowledge Canadian consumption is enormous. From their point of view they may be right to a certain extent, but the amount spent in England on other items, including beer, is far beyond that spent in Canada proportionately for similar purposes. Apart altogether from that view of the matter there is this to say: the young women who earn their living in Canada dress in much better taste than those of the Old Country. Here in Canada they lose their industrial identity as soon as they leave their places of employment while in England that is not the case.

In the matter of technical education Canada is in strong contrast when one considers the attention which has been given the subject on the continent. Even in England there is hardly a manufacturer who claims to be equal to the German in that branch of chemistry essential to successful dyeing of light or delicate shades in low and medium-priced goods. Notwithstanding the surtax, every garment manufactured in this country has to import certain shades of broadcloth and other goods from Germany that cannot be as satisfactorily produced in England.

Mr. Northway stated that there was a growing feeling among English manufacturers in favor of protection. While in France it struck him that the working people were much better conditioned than those of England. Protection, he stated, was one of the causes to which this was sometimes attributed.

Factors in Successful Management.

Business executives must not try to do too much themselves; their power will be in duplicating themselves by the selection of lieutenants to carry out their plans, and having made their selections, giving them latitude to work into their particular problems their own personality.—James Logan.

That practice of showing authority merely for authority's sake always hurts rather than helps. It sears the sensitive workman. It acts as a muscle-binder, and with the brake of resentment set, that man's quality of work depreciates.—George H. Barbour.

A personality is responsible for the success or failure of a business firm largely to the extent by which he is enabled to organize and control its forces—to instal and apply the personal influence in his systems—Henry C. Lytton.

The W. R. Brock Company (Limited)

Toronto

Goods sold under recognized brands or trade marks are more in demand every season. The majority of lines we handle are either specially made by or for ourselves and have consequently become popularized throughout the trade.

We draw particular attention to **7** of them, illustrated on this and the three following pages, in which a greatly increased business is largely due to the knowledge that thus branded they are the best value procurable and always give satisfaction to the consumer.

All Wool Black and Colored Dress Goods

Victorian

Henriettas	Crepe de Chenes
Poplins	Sicilians
Coatings Serges	Chiffon Cloths
Venetians	Satin Cloths
Cashmeres	Voiles
Taffeta Cloths	Cord de Soies
Cheviots	Repps
Box Cloths	Poplinettes
Nun's Veilings	Panamas
Llamas	Bedford Cords
Lustres	Persian Cords
Broad Cloths	Mayos
Albatross	Chamois

Two Extra Specials

PJ4 50-in. All Wool Chiffon Broadcloth

Thoroughly shrunk and unspottable, Hannart's Best Dye and Finish, all popular shades, can be retailed at $1.00.

FF8 52 3-in. Champion All Wool Panama, to retail at 50c.
in complete range of colors

The W. R. Brock Co. (Limited)



The highest grade of printing, pattern and quality in the trade.

All Colors
ABSOLUTELY
FAST

An enormous range of patterns to select from.

31 32 inches wide.

Regattas	Spots
Objects	Stripes
Checks	Chambrays
Blues	Plates
Lilacs	Madders
Mixtures	Greys
German Blues	Cardinals
Black and Whites	
Copenhagens (pure indigo)	

Best value in the market for the money.



The W. R. Brock Co. (Limited)

HER LADYSHIP GARMENTS

Dress Skirts and Jackets—excelling in style and value all former efforts.

Waists—in short or long sleeves:—Such a line has never previously been presented to the trade, securing admiration and orders wherever shown.

We draw particular attention to phenomenal values at $6.75, $9.00, $10.50 and $12.00 per doz.

Whitewear—including Corset Covers, Drawers, Gowns and Underskirts. All marked to sell at popular prices. We invite comparison.

Underskirts—in Heatherbloom, Sateen, Taffeta, Moreen, etc. Prices from $6.75 to $54.00 per doz.

Wrappers—Generous fulness in the cut of each garment; made



Cotton and Linen Turkish Towels and Towellings—

Plain and Fancy, Colored and Bleached, [illegible] qualities from the cheapest to the most [illegible] —The recognized standard of the trade.

The W. R. Brock Co. (Limited)



30 different designs in Black and Indigo Serges.

28 different makes of Black and Indigo Cheviots in twill and plain weaves.

16 different weaves of Oxford and Cambridge Grey Cheviots in shades and qualities for Suitings and Overcoatings.

Work Shirts

Large sized bodies, double stitched, seams warranted not to rip—Once bought always stocked.

Neglige Shirts

Made from cloths specially selected for washing and wearing qualities—Fit and value guaranteed.

Night Shirts and Pyjamas

For comfort and wear as well as appearance.

Overalls and Smocks

Manufactured from the best Denims and Cottonades obtainable, and always satisfactory as to fit, workmanship and wear. The demand for "Grizzly Brand" garments is an ever increasing one.



Drygoodsmen and their Merchandising Methods



The "Big Cash Store" of the Anderson Co., St. Thomas. The Windows have a Frontage of 80 Feet and Always Contain Effective Displays.

"Put More Steam Into It."

When you find a department dropping behind, what remedy do you apply ?

This question was asked of J. Mickleborough, head of one of the departmental stores of St. Thomas.

"We put more steam into it," was his unhesitating reply. In those six words he revealed the secret of his success in business.

The store has four floors, each 120x66, and the "steam" is apparent in well-arranged sections, in attractive displays of goods, in well-equipped shopping facilities and in thorough consideration of the "customer's" point of view.

In reply to the question as to what he considered the most effective advertising mediums, Mr. Mickleborough gave the credit to the daily newspapers. Through these it was possible to make the most direct appeals. He had little confidence in circular or dodger campaigns, his opinion being that "Mickleborough standards of quality" were best promoted by systematic, reliable and attractive publicity through regular channels. The firm is considering an important change in their display window plan. At the present time the back has a height of only three or four feet, and there is no top. The trimmer, therefore, considers himself handicapped sometimes in creating as effective backgrounds as might otherwise be rendered possible, while the absence of divisions and top frequently makes draping a difficult matter. As it stands at present, however, some very good combination designs have been secured in materials, which blend effectively, or in seasonable displays, which admit of appropriate groupings.

*

Cash System and Monthly Pay Day.

"Big Cash Store" was certainly a bold-appearing sign for a business establishment in a city such as St. Thomas, where railway employes form a large section of the population. Railways only pay once a month.

The legend in connection with the Anderson Co.'s firm name, however, meant just what it said. In twelve years, Mr. Anderson stated, not one account had found its way into the books. Business, he further explained, could be somewhat increased by accepting a safe line of short credit, but it had never been considered advisable to depart from the cash policy.

The effect of the monthly pay-day system was sometimes noticed in a slight falling-off shortly before the end of each pay-month, and a revival immediately following.

The Anderson Co.'s store is conducted on the departmental plan, which makes each division responsible for its own progress. There are two floors measuring 100x 80 feet. The first floor is devoted to fancy and staple dry goods, dress materials, men's and women's furnishings, while the second floor departments are millinery,

furs, suits, mantles, carpets, curtains, rugs, linoleums. The fur section has had a strong development, the secret of its success being a stock which measures up to every demand.

"Management is the important point in the effective departmentizing of a store," was the opinion expressed by Mr. Anderson. "A man may have the very best goods at his disposal, but unless he studies the conditions which attract and make customers, his end of the business is going to drop behind. There are different methods of advertising. One man may have as large a space as another and wonder why he cannot get the same results. If he considered the matter carefully he would soon find out. The people are depending upon the merchant to post them on what they should know about his store to a greater extent than ever before. The merchant must have the confidence of his customers, and to that end his goods must be dependable."



View of a Section of the Dry Goods Department in the Store of James Clinkskill, Saskatoon.

The Anderson Co. are considering the extension of their store accommodation by occupying the third floor in their present building. This flat is now being used by a business college.

The windows of the store, which, by the way, are changed twice weekly, have a frontage of 80 feet. That Warren Andrews, the trimmer, has specialized in this particular department is evident not only from the present appearance of the store, but from recent examples of his work in connection with special occasions. He has also developed the art of show-card writing.

*

Geniality as a Trade Promoter.

C. E. Sanders, who has had thirty-two years' experience in the dry goods business in St. Thomas, declares that geniality is a good trade promoter. One year ago he took over the business of H. G. Broderick, by whom he had been employed for twenty-six years. In that one year, he states, the business increased over $5,000. Asked the secret of it, he said: "Geniality, and doing what's right by your customers." This, he added, with an up-to-date stock and judicious advertising formed a strong working combination.

The expansion of Mr. Sanders' business has, he states, led him to consider the advisability of obtaining larger premises.

*

One Day Only for Approbation.

It is the opinion of A. L. Garland, of St. Thomas, that approbation should not require more than one day to establish its preference for goods. The plan he adopts is that, when a customer makes a selection from his store and takes it home to "think it over," he sends in a call where that process extends over one day. In that way approval is made amenable to system, and never becomes responsible for complication in the operation of the department to which the goods may belong.

Mr. Garland's advice to merchants who specialize or concentrate upon departmentizing is that system is almost everything. He has devised a plan in bookkeeping whereby it is possible to compare invoices or sales, to date, practically at a glance. At the end of each week he takes off a summary showing not only the condition of each department, but likewise the result of the six days' business in the entire store. Here is how it looks on his books, the figures being merely adopted for example:

Sales for week	$2,000
Invoice value	1,500
Gross profit	$ 500
Expenses of week	$ 150

The system probably introduces nothing new, but it serves to demonstrate the advantage of keeping invoices

and sales closely identified with each other, so that the effect of general trade upon both may be readily ascertained.

In much the same manner a weekly summary is taken of estimated and added stock, the entries in the book used for that purpose being, for example, as follows :

Estimated stock, Nov. 2	$45,000
Value of goods added	6,000
	$51,000
Invoice value of goods sold	3,500
Estimated stock, Nov. 8	$47,500

Another book of great service for purposes of comparison, is that in which is kept a record of the value of invoices and the estimated selling price. These are placed in parallel columns, and it is thus an easy matter to arrive at the difference between the estimated profit and the actual profit, as well as to detect a weak selling spot.

A careful study of modern departmentizing has enabled Mr. Garland to make excellent use of his two floors, each of which measures 100x35 feet. The millinery department is exceptionally well equipped with silent salesmen and glass cases as adjuncts to effective display. The same plan has been applied throughout the store.

Mr. Garland's is practically a cash business. The exceptions to the rule are chiefly in connection with trade with institutions of the standing of whose credit there can be no question.

*

Flooding a Store with Light.

Light and more of it—those five words are indicative of one of the merchandising ideas of T. W. Gray, of Woodstock. A line of silent salesmen running the entire length of his store is a feature of the equipments which illustrates his sentiments on the matter of light. His is a long and comparatively narrow store, but the amount of daylight that floods into it demonstrates that the disadvantages peculiar to this condition may be effectively overcome.

Mr. Gray states that the silent salesmen perform the same service on the inside that he obtains from the display windows on the outside. They help to sell the goods. There is a light well in the centre of the building and large areas of glass in the rear materially assist the lighting plan.

For some time Mr. Gray had difficulty in obtaining a light by which to display black dress goods to advantage. He experimented and at last found what he wanted. His belief is that a store's attractiveness is a somewhat negative quantity so long as shoppers have to strain their eyes and, even then, be doubtful as to the shade or quality of goods.



Interior View of the Dry Goods Store of T. W. Gray, Woodstock. Note the Fine Array of Silent Salesmen. The Lighting and Display Arrangements of this Store have been Particularly well Carried Out.

Mr. Gray is one of Woodstock's oldest and most progressive merchants. The successful application of most modern methods of merchandising has given his store high standing as an attractive, satisfactory and always reliable place in which to shop.

*

Keeps Register for New Customers.

"What special methods do you employ to develop permanency in your business relations with new customers?"

This question was readily answered in the dry goods store of J. E. Boles, Ingersoll. The mottos, "Our prices please the people," "The home of quality," and "The store of satisfaction," would seem to be sufficient, and so they are, for general purposes, but there is a piece

of machinery which goes beyond that. The names of customers are placed in a special register. The clerk can quite readily sift the strangers from the regulars, and his instructions are to add the new names to the existing list. The result has been a directory of great value for mailing purposes.

Semi-annually the store has been issuing a small catalogue of twenty pages, containing information with reference to new stocks at the opening of the season. The people look for it and it brings business.

In the catalogue, by way of introduction, are listed some of the elements which constitute the "Home of Quality." Here are some of them:—"If there is a store that uses you right, it is this store. If there is a store that leads the stores, it is this store. If there is a store that can hold your trade it is this store. If there is a store that is always right, it is this store. It is this store that welcomes you whether looking or buying."

The display windows are always up to the minute. The two trimmers, H. T. Cole and C. H. Smith, are able exponents of the art of display and have been very successful in working out special season designs.

The store is systematically departmentized, each section being under special management. Considerable attention is given to ladies' tailoring.

In connection with the carpet department there is an outside representative who keeps in touch with the carpet requirements of the district.

The store's advertisements are never allowed to lapse in matters of interest. It cannot be said that slaughter sales enter very prominently into the general policy, but when a list of specials is announced it is of a character in keeping with a well established reputation for quality.

In addition to advertising in the local papers, and the circulation of the catalogue, the store's publicity work is reinforced by the use of sign boards throughout the country.

Outside competition, it is recognized, is best met by making available to the people the goods they want to buy, and at prices equally as favorable as those which they can obtain elsewhere.

✱

How the Lean Year was Made Fat.

J. C. Henderson, of Norwich, states that the showing made by his business last Summer was the best in twenty-five years.

How did he do it? There was a great deal of talk about hard times. Generally it was regarded by business men as a decidedly off year—a time when they hesitated to make comparisons with the fatter years preceding. The fact of the matter is, Mr. Henderson adopted special measures with the object of making the season measure up.

"I attribute the Summer's record to the fact that I went frequently to market," said he. "Twice a week I called on the wholesale men in Toronto. I was on the ground for exceptional offerings, and when I saw anything which I thought could be made use of in my business, I bought. Then came special sales, which were chiefly advertised by means of dodgers, for we only have a weekly paper. Those sales offered exceptional values, and were successful. I have seen an entire line cleaned up in one day.

"I am of opinion," observed Mr. Henderson, "that the time has come when the country merchant must keep closer to the market than he has been doing. He would then be enabled, very often, to buy to better advantage than if he remained at home, and at the same time, with a wider knowledge of the trend of demand, would find it possible to make his buying more adaptable to conditions which set the pace in this line or that."

Mr. Henderson's store is operated on the separate department system. That is, in his bookkeeping he keeps a careful record of each section, the sales in cash, credit or produce, and the invoices, so that comparison is an easy matter at any time. So well does the plan adapt itself that it has been found, prior to stock-taking, that the figures were within a couple of hundred dollars of actual values. A record is also kept of the business done by each clerk. All of this information is summarized monthly.

The general dry goods stock occupies the front section of the store, while boots and shoes and a staple grocery counter are located in the rear. The millinery, carpet and ready-to-wear sections are on the second floor. Referring to the development of systematizing methods in recent years, Mr. Henderson recalled the time when there were six cash drawers on the ground floor. At the present time everything is centralized at the office and there is none of the old confusion. Discussing advertising methods, he stated that, on one occasion he secured in a job lot several large pieces of white fabric and had the village painter convert them into good advertising signs. These were applied to barns on the leading roads of the country. The result was one of the largest months on record.

Very little of the store's business may be called credit. The development of merchandising system has been in the direction of cash as a business basis. Some few years ago two hundred and seventy-five names were chopped off the credit list. The people were informed by letter that they could no longer expect to obtain goods on credit in that store. Candid reasons were given for the change. That letter was the first step towards a much-desired end, and at the present time the number of accounts on the books are comparatively small and regarded as a convertible asset. The same principle has always applied to the store's buying. Spot cash is paid for goods. Up to a few years ago the father or son made purchasing trips to the Old Country twice yearly. Now the representatives of the Old Country houses come to the store. A quarter of a century's sound business methods has given Mr. Henderson a place of high standing in the dry goods trade.

His proximity to the source of farm produce supply has given the country merchant opportunities which it appears do not apply to business in large cities and towns. Mr. Henderson states that not long ago he was able to fill an order from a New York commission house for three carloads of dried apples, which had to be packed in barrels of 200 pounds each. This quantity, of course, had not been received in payment for goods, but with the supply end of the market close at hand the rest was a comparatively easy matter, and prices made it worth while.

✱

Cash System Requires but One Book.

"Do you see this?" asked T. A. Forman, of Woodstock, picking up from his desk a volume that looked like an ordinary cash book. "That is our ledger, our set of books. In different sections of it we keep our accounts with manufacturers and wholesalers, our sales records and our bills. Simple, isn't it?"

The secret of this simplicity Mr. Forman described in four words, "Cash, nothing but cash." He has been nineteen years in business in Woodstock and his experience has familiarized him with both the credit and cash

systems. He prefers the latter. His first announcement to that effect was through his advertisement in the local paper.

"We put no signs in the store," said Mr. Forman. "We have seen placards of that type in different places, but that is all they amounted to. When people came to this store and bought they knew that the cash system had been introduced. We treated all alike. Customers with bank accounts bulky enough to buy us out were given no better terms than the workingman who has to depend upon his weekly earnings. There was some little difficulty at first, but they all came to see as we did. They saw that we meant it and the man who said he would cut away entirely if he saw us giving credit to any other person had no opportunity to do so."

The Forman store carries a full range of dry goods, with emphasis on staples. The advertisements, as a rule, do not go in for massed plays. They have comparatively little to say, but that little counts. The display windows speak in the same language. Each week they are trimmed in one particular line; that is to say, they are not filled with groupings from different parts of the stock. One week it may be blankets in one window and dress goods in the other, and the idea is to give each display an individuality. So well is this carried out that results are immediate.

Mr. Forman has carried out a number of unique ideas in his merchandising. One of these he put into effect during the last three months of 1907. He offered prizes of $50, $30 and $20 to the three people who brought in the largest number of paid bills during those three months. The incentive was sufficient to create a live competition. The man who gained the first prize produced bills to the amount of about $180, and the others were not very far behind.

The store is a trifle over 100 feet long. It has a light well in the centre. The first floor is devoted exclusively to dry goods and notions, while a well equipped carpet and house furnishing department is located on the second floor. Three times in nineteen years Mr. Forman has changed the location of his place of business and on each occasion it was because of the absolute necessity for larger quarters.

Believes in Massed Display.

Asked what in his opinion was one of the most effective means of making a store attractive, R. M. Lindsay, of St. Thomas, stated that he found it advantageous to keep his goods prominently before the shopping public. While he has not a large store, he masses his display windows and oudside ledges, and the same plan is followed out in the interior arrangement.

"Every man has different methods to apply to different conditions and classes of trade," said Mr. Lindsay, "and my own experience is that suggestion by means of strong display in seasonable goods is a pretty good merchandizer."

*

Groceries and Dry Goods a Good Combination.

Is it advisable, or, rather, is it good business, to operate dry goods and grocery departments in conjunction with each other? This question was asked in the store of W. B. Hogarth, Tillsonburg, and it brought a decidedly affirmative answer.



Interior of T. A. Forman's Store, St. Thomas. This Store, though Narrow, is Over 100 Feet Long. The View Gives a Good Idea of the Manner in which Mr. Forman Utilizes his Space.

Two floors of equal size are devoted to these departments. Each, to all appearance, is a separate store, although united by archways at convenient intervals. The general stocks occupy three-fourths of the depth of the first floor of the building. At the rear the two sides are united for the purpose of securing suitable space for millinery, which is divided off; furs, carpets, house furnishings and men's ready-to-wear garments. A china and silverware department is located in the basement. The grocery floor is sub-divided so as to admit of boots and shoes and wall paper. This latter department has been developed by Mr. Hogarth himself and has assumed large proportions.

Farm produce enters largely into the trade of a country store, and it is interesting to note that almost everything that a farm is capable of—from dried apples to chestnuts—are offered in exchange for goods at the Hogarth store. This produce has a very quick turnover, and the demand from commission merchants, never permits them to become cumbersome to the retail merchant.

The grocery and dry goods departments form a strong pulling team, according to Mr. Hogarth, since their joint operation facilitates shopping in every requirement. Each side of the building is so well managed that unfavorable comparisons are never a possibility in general impressions. In order to secure the advantages of the sectional plan, goods have to be carefully selected and advertised so that shoppers may find at their service the same value opportunities that are available in separate stores. This has been the secret of Mr. Hogarth's departmentizing success.

✱

Account for Each Department.

One object of a set of books in a dry goods store is, or should be, its ability to show the merchant at a glance just how each department stands—whether it is paying or dropping behind.

In the Northway Co.'s store, Ingersoll, the departmentizing has been so well systematised with that end in view, that to the manager, Mr. Strong, it is an easy matter to ascertain in a brief space of time the condition of business as it applies to his particular store.

The departments are kept absolutely separate. An account is opened for each one. Goods are charged to it and sales are credited. The head of each department is made responsible for its development.

The Northway store opened last Spring. It has been made one of the most attractive in the district, and when Mr. Strong, referring to the effect of outside competition, stated that Ingersoll people could shop to as good advantage at home as abroad, a glance about the store was sufficient to prove that his statement meant something.

The store has a good frontage on Thames Street, and it is almost needless to say, the show windows are made to perform their full share of effective advertising. They are changed frequently and results never fail. So far as newspaper advertising is concerned, the basic idea is to get value for money, in telling the people where they can do likewise. The store news is not allowed to grow old. As is the case with the display windows, the ads. are changed twice weekly, thus serving to keep customers informed to the minute with reference to the store's merchandising advantages.

✱

Premium Cards Build Up Mailing List.

The use of premium cards has been adopted by W. C. Forman, of Ingersoll, in his dry goods business with good results.

When a customer makes a purchase, he presents at the cash desk a ticket, in which the amount of his expenditure is punched out. This ticket bears his name, and after his purchase reaches a certain amount he may return it to the store and receive a premium worth five per cent. of the amount punched. For instance, if a man has purchased goods to the value of $10 he will on returning the ticket to the office, receive a 50-cent premium. The idea is one that has worked out well in customer-making. Not only does one shopper speak of it to another but, when a stranger enters the store he is informed of it by the clerk with whom he deals. The name and address reach the office and the merchant, who has kept a register, finds that he has accumulated a mailing list of great value.

This was Mr. Forman's experience. He finds the list of exceptional service in the mailing of circulars or other advertising matter, or in concentrating his efforts upon any one particular district.

Not for one minute of time in nineteen years has Mr. Forman seen fit to relinquish the cash system. It is adhered to rigidly. Speaking of its adoption by his brother and himself when they entered a business for themselves in Port Perry, he stated that they were at the outset confronted by predictions that they would never be able to carry out their purpose. They had taken charge of the dry goods from a general stock in which their father had conducted business for some years.

The brothers encountered difficulties, but after a fair trial, when they came to make comparisons, they found that they had done a better business in cash than the other store with its various lines had done in cash and credit combined.

Business expansion and available space are problems to which Mr. Forman is giving serious consideration. He has eliminated the carpet department and now purposes to drop boots and shoes, with the object of enlarging other divisions which have grown beyond their present store limits. His intention is to devote more room to women's ready-to-wear garments. He carries a line of wall-paper on the second floor and finds that it is working in successfully in connection with his house-furnishings.

When asked as to the most striking changes in merchandising which had come under his observation within the past 19 years, Mr. Forman stated that there had been an increasing demand for better quality and it was his opinion that people at the present time were in better position to pay cash for their goods than ever before.

✱

Separate Salesroom for Wall Paper.

The most systematic departmentising is noticeable in the Northway store at Tillsonburg. The stock there is, of course, more generally adapted to a country trade, but that doesn't mean that quality and up to date range has been lost sight of, or that any degree of chaos has been allowed to creep into the merchandising plan. The windows, which have a width of about forty feet, are trimmed twice weekly. This is in appreciation of their advertising value.

The store has a depth of eighty-five feet, the first floor containing general dry goods, millinery, shoes and men's furnishings; the second, carpets, curtains and ready-to-wear clothing, the latter being an exceptionally large department; while on the third floor is situated reserve stock and a wall-paper salesroom. One good sized apartment is used for the latter purpose, and equipment has been installed with the object of effectively illustrating tone effects.

The point in a wall paper department is to give the customer as good a demonstration as possible in order that he may be able to form ideas that decide his preference. This has been the idea uppermost in wall-paper department of the Northway store.

An important feature of the advertising problem in the town of Tillsonburg consists of the attraction of the country customer. Not only does Mr. Rush, manager of the Northway store, get after him by using the locality weeklies, but he also issues circulars regularly. The idea is to keep the purchasing public interested, and nowhere are merchants more wideawake to this principle than in Tillsonburg.

Successful Departmentizing.

The location of different store sections on separate floors, with display windows for the use of each, is a departmentizing idea which is being successfully worked out by the John White Co., of Woodstock. Each floor has a depth of 100 feet or more. There are three entrances, and so far as the exterior is concerned the appearance is that of three different stores. Immediately inside,however, a wide arch connects all three and in the centre another arch serves the same purpose.

An exceptionally fine staple department occupies one of the three floors. It is entirely devoted to flannels, flanelettes, prints, cottons, dress goods, sheetings, linens, etc. In the rear are the offices and the parcel counter.

The central department is occupied by gloves, hosiery, women's underwear, black dress goods, silks, colored dress goods, corsets and linings, smallwares and ribbons.

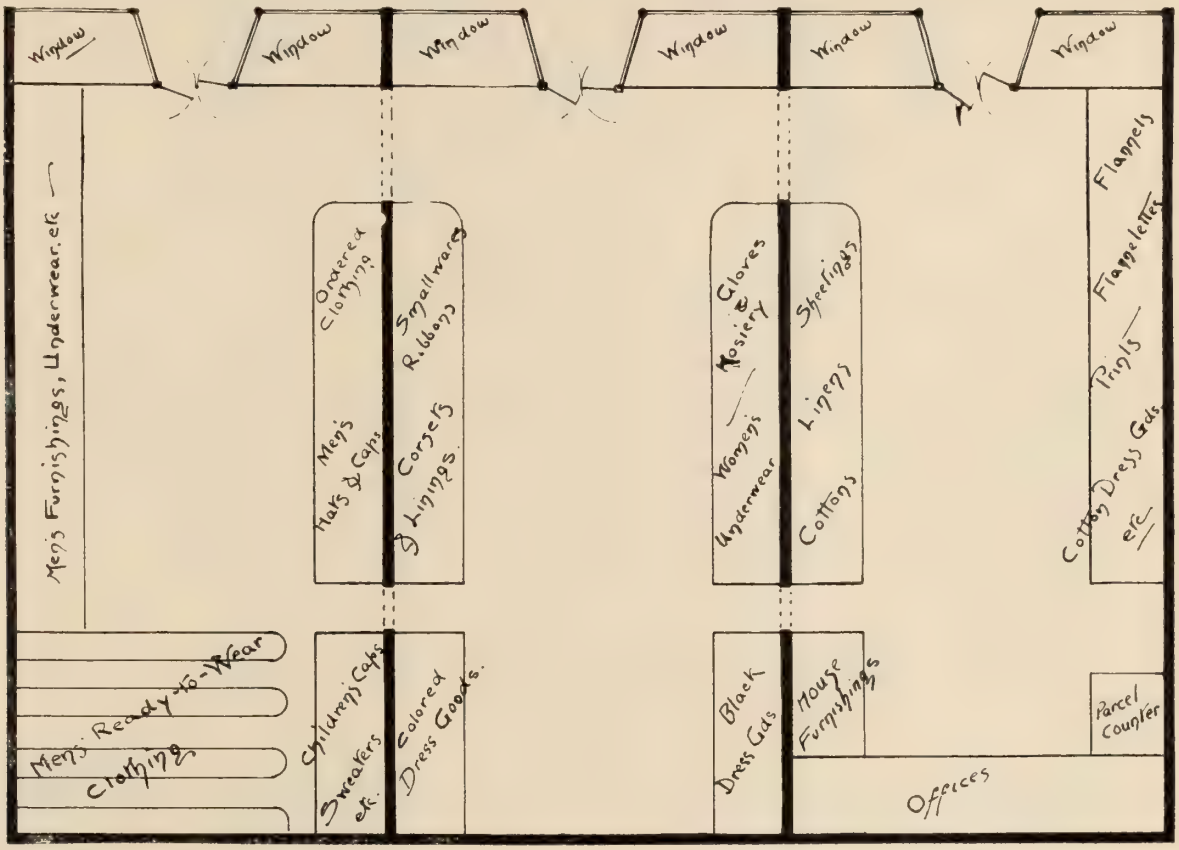
The third department is for men—ordered clothing, hats and caps, furnishings, underwear, children's caps and sweaters and men's ready-to-wear clothing.

All of these departments are on the ground floor. Occupying corresponding spaces on the second floor are carpets, rugs and linoleums, millinery and women's garments, and furs. The most modern merchandising methods have been applied to the end that each department might be a demonstration of its own merit. This, for instance, is strongly evident in the carpet department. The stock is clean, carefully selected and hence equal to every demand that a well established trade might make upon it.

In the same manner, effort is being directed to furs. This is a large department and attention is concentrated upon it to a greater extent than some dry goods men in the smaller cities seem to think it demands. The results in this instance, however, form excellent justification.

There is ample space in the upper storeys for manufacturing purposes and for sewing and cutting in connection with the carpet department.

The division of the floors and the space available have been used to advantage in building up strong departments. Each one is as complete in itself as the firm's enterprise can make it and forms part of a whole which is a striking example of modern merchandising methods.



Ground Floor Plan of the John White Co's. Dry Goods and Men's Furnishing Store, Woodstock, showing Arrangement of Departments.

Comparison as an Incentive.

A system of bookkeeping by which it is possible for him to ascertain, at a glance, how his present business stands in comparison with that of any preceding year, has been worked out by N. A. Hewer, of Tillsonburg.

The plan is also adapted to comparison of details. It enables the merchant to place the record of any day or week against that of the corresponding day or week in any year.

"We find that the system works out so well," said Mr. Hewer, "that easy comparison is an incentive to better effort with a view to beating previous records. For example, we look back and see the amount of business done on the 14th of November last year. Then, on the same day of the succeeding year we set about to improve on it. And in spite of all that has been said about hard times, we closed the year considerably ahead of the one before."

The system, as explained by Mr. Hewer, requires a book in which are entered the daily sales, paid in cash or produce. Where credit is granted, the cash entry is made on the day on which the account is paid. Each department is represented by a letter, and each clerk by a number, and thus a saving of space is possible. The invoices are also departmentized in the book, and in that manner



Send for a copy of Corticelli *"Dressmakers' Fashion Service"*



Corticelli

A Trade Promotion Plan that helps you.

Corticelli "Dressmakers' Fashion Service" brings you increased trade for Corticelli and other lines.

In every town some merchant is going to get the benefit of the dressmakers' interest in Corticelli

WHY NOT YOU?

We propose to give free to Dressmakers who use Corticelli Silk, provided they will agree to return within one year at least five hundred empty Corticelli fifty-yd. spools, a Fashion Service (regular price $25.00 per year). This Fashion Service, (issued four times a year) Feb. 1st, Apr. 15th, Sept. 25th, Nov. 15th, is handsomely printed in four colors, gives, in simple but attractive form, every fashion point and change in style that is important to know.

It is an exclusive and high-grade service of a character never before offered in Canada. A copy of this handsome publication, 15x10 inches, will be sent any merchant upon request.

Your co-operation in your own interest, as well as ours, is requested. Every dressmaker not a customer of yours, you get interested, will increase your sales, not only in Silks but probably in other lines.

Corticelli

Send To-Day for Dressmakers' Subscription Blanks and Full Particulars

Corticelli

The correct standard of sewing silks established and maintained for over 70 years





Corticelli Silk Company

Limited

Head Office at St. Johns, P.Q.

Address nearest office.

SALESROOMS

22 St. Helen St , Montreal
309 Cordova St. W., Vancouver, B.C
24 and 26 Wellington St. W., Toronto
91a York St., Sydney, N.S.W.
56 Albert St., Winnipeg

Corticelli is full length, full strength, full weight, and comes in every desirable color.

On its merit alone it will outsell any sewing silk manufactured. Avoid the complications that arise through selling inferior spool silk, by selling Corticelli

Corticelli success is based on the firm foundation of making the best sewing silk that human agencies can produce, and distributing it by the only policy that ever has or ever will permanently win support—absolute correctness in every business relation between the Corticelli management and its customers. Corticelli—in addition—has always been in the lead with trade promotion plans open to ALL its customers. Corticelli right now, is turning the steps of thousands of dressmakers towards the stores where Corticelli Silk is sold. This one feature of Corticelli trade promotion is worthy of immediate attention from retailers who desire new and helpful plans for interesting the people in their stores.

it is always an easy matter to compare stock values with sales, an important point where clean divisions are most desirable. Each clerk's daily sales are a matter of record. These are entered in detail and later summarized. The plan, in brief, tells the merchant just where he is at, not only with regard to his business, but also as to the work done by his staff.

All of the accounts carried by the Hewer store are represented by the slips on one file. The cash principle is exceptionally well honored by the shopping public of Tillsonburg and the surrounding country.

✳

Boots Boosted Business.

In the year in which C. G. Hulet, of Norwich, added a boot and shoe department to their dry goods and millinery store, business increased to the extent of $10,000. Care had been taken to introduce an exceptionally good value line of footwear, and they were well advertised in the weekly paper and by means of dodgers. The new department was not responsible for the entire amount of the business boost, but it represented a good portion of it and formed a strong combination with the other departments.

Where available space is limited Mr. Hulet does not consider it advisable to specialize strongly on groceries. There is a demand for them, and in consideration of that demand, a staple line is carried in the rear of the store. That department is made to measure up to the standard of other departments, however, and is in every way as well served. Butter and eggs are the only produce received in exchange for goods.

Mr. Hulet's store is another example of the extent to which systematic methods of business are being developed by the country merchant. The departments are so conducted that their records and averages are easily available.

A bargain table is located in the centre of the main floor and it is always a place of interest.

The cash system has been as closely adhered to as possible, with the result that at the end of the year there is a very small amount outstanding.

The people are kept well posted in shopping opportunities, through the weekly press and frequent distributions of literature.

✳

Developed Strong Country Trade.

To conduct one's merchandizing so that it will develop the advantages of the store's location has been found by Sperrin Chant, of St. Thomas, to be a course well worth while. His dry goods establishment is not far from the market. He has always taken an active interest in questions of importance to the farmer. For instance, when it was proposed to impose a market fee upon the agriculturalists, he took their part. His contention was that it would be unfair to impose a fee when accommodation was not up to requirements. The farmers lost, but they did not forget their friend. The store has a very strong country trade.

For some years Mr. Chant devoted considerable attention to wholesaling. He supplied many of the neighboring establishments in certain lines, but with the greatly improved conditions in transportation and means of communication with the jobber and manufacturer, he has withdrawn his attention from that department to a great extent, and is now concentrating upon the retail section.

Prints and hosiery are specialized, although the stock lacks nothing in general proportions. The policy of the store, in its specializing, is one which encourages clerks to show goods, which, while not called for, represent values which are attractive.

"We do not stop at just what a customer asks for. We invite his or her attention to lines in which we feel they should be interested. In that way we have made many customers, to say nothing of the dollars." Thus was the direct contact system explained. This idea in introducing new lines had, it was stated, been effective in nine cases out of ten.

There are four reasons which Sperrin Chant advances in his advertising by way of explanation of his success, namely,: "We are not in any combine. We buy everything for cash. We own our premises in fee simple. We are satisfied with small profits."

✳

Larger Stores and Fewer of Them.

Different men have different opinions with reference to the outcome of the tendency towards strong departmentizing in the dry goods business.

Thos. Henry, of St. Thomas, for example, is of opinion that the small merchant will always be able to find a place so long as he exercises care in his specializing.

J. G. Dickson, a merchant, of St. Thomas, is of opinion that the result will be, so far as the general dry goods store is concerned, larger establishments and fewer of them. The exception to this process of evolution will, he admitted, be the merchant who places that individuality in his business which must bring success, no matter what merging influences may be at work.

✳

Specializing for Quick Turnover.

This is the age of the specialist, even in the dry goods business. Thos. Henry, of St. Thomas, is in that uniquely interesting class. His specialty is "things that pay." For five years he has given some study to the peculiarities of demand, and his store at the present time is illustrative of results, also of his ideas.

In the first place, it has a double front. That is, there is an inner and outer display window—one behind the other, but occupying no more space than might be taken up by one to no material advantage. Between the two there is a narrow passage which adm ts of inspection of the goods forming the inner display.

The stock consists of men's and women's furnishings, boots and shoes. Mr. Henry has worked out the merchandizing proposition on the quick-turnover-and-sure-return basis.

"What staple materials we do carry, we sell mostly by the yard," said he. "I have studied out the preferences of demand and have stocked up accordingly. I used to carry a line of groceries, but dropped that out. In a small store such as this, it doesn't pay to keep the shelves burdened with goods which large stores can handle to better advantage. I prefer lines that move quickly—garments, dress accessories or articles which are immediately ready for wear or use, and for which there is always a good trade. I don't believe the comparatively small merchant should go in for a full stock of general lines. By selecting quick sellers he has his capital well in hand and can keep it moving. Perhaps, if you come

around one year from now my stock will be entirely different from what you see now."

Gradually, Mr. Henry is introducing the cash system. His first month's business five years ago was alarmingly heavy in credits. He decided to get after the root of the evil, and the result has been the reduction in the accumulation of accounts. At the present time he frequently has a Saturday in which there is not the slightest necessity for granting credit. He has introduced the cash system step by step, until he is now almost within reach of the desired end.

✳

Keep Special Sales Within Time Limits.

The opinion of H. Calcott, dry goods merchant, of St. Thomas, is that "cost" sales would be more keenly appreciated if they had application only to the day for which they are advertised, rather than be spread over a subsequent period to convenience people who did not seize the first opportunity. His idea is to renew the original selling price on the day following that advertised for the "special."

"What is the greatest problem a dry goods merchant has to contend with in a railway city?" was the question asked of Mr. Calcott.

"Generally speaking, I should say, the problem is how to get more customers, but, there is no doubt, a large portion of the money paid out every month goes to stores on the American side," he replied. "Railway men while in those cities stock up pretty well in cotton and other goods which they can purchase to advantage there. The St. Thomas stores are doing what they can, by way of values, to attract as large a share of the amount paid out every month as possible."

The monthly pay rolls, in St. Thomas alone, of the different railways entering that city average about as follows: Michigan Central, $90,000; Pere Marquette, $15,000; Wabash, $15,000; G.T.R., $15,000; C.P.R., $1,500, making the tidy sum of $166,500.

✳

Depicted the Past, Present and Future.

The past, present and future of the West were depicted in three series of scenes in the windows of the T. Eaton Co., Winnipeg, during the Thanksgiving season. An Indian tepee, with an Indian woman and children in costume, represented the "past," while a plowing scene, with a four-horse team hitched to a modern plow and driven by a man in blue overalls, was the central grouping for the "present." Broad wheat-fields formed the background, with the farmer's home, typical of the western farmhouse of the average size, prairie chickens, gophers and a grey wolf were interesting features. For the "future" the wheat-fields were there but the houses and barns were larger and the grounds around them more beautiful. Good roads ran by the houses, autos were in evidence, and telephone lines were numerous. The last scene was the interior of the dining-room of the farmer's home. It was furnished and decorated in perfect taste and the table was prepared for a Thanksgiving dinner. Seasonable features of the interior decorations were large golden cornucopias attached to the columns on the main floor, overflowing with Autumn fruits.



General Dry Goods Store of James Clinkskill, Saskatoon.

The Sixtieth Anniversary of John Macdonald & Co.

Large Wholesale House had its Origin in Retail Store Opened by Hon. Senator Macdonald With $2,000 Stock — Late Timothy Eaton Afterwards Occupied the Same Building — Advertising 60 Years Ago.

To the man actively engaged in business, the beginning of a new year is not solely an occasion in which to peer into the future with the object of planning for that work which, through experience, seems already to have assumed an established place. It is also a time for review, and to a house approaching its sixtieth anniversary, such a retrospect must be of exceeding interest.



The Large 103 Store on Yonge Street in which Hon. Senator John Macdonald Opened Retail Dry Goods Business with a $2,000 Stock 60 Years Ago. The Store was also Occupied at One time by the Late Timothy Eaton.

The year 1909 marks the diamond jubilee of the wholesale house of John Macdonald & Co., Ltd., Toronto. The late Hon. Senator John Macdonald was the sole owner of the original store which was opened as a retail establishment in September, 1849, at 103 Yonge Street, with a stock of staple and fancy dry goods, amounting to about $2,000. The assistants in the store were an experienced salesman and a boy. Small beginnings have never been without precedent, and among those which have developed proportions beyond all comparison with their initial state, the firm of John Macdonald & Co. is a notable example.

From Store to Warehouse.

The store was known as the large 103. In the second year wholesaling became a feature of the business, and in 1853 the retail section was done away with entirely. In order to have those facilities requisite to development, the firm in that year moved to a building in Wellington Street East, opposite the present warehouses. The latter were erected in 1862, and, with subsequent enlargement and improvement, have afforded the accommodation essential to continued progress. The warehouses have a floor area of more than 120,000 square feet.

The death of Hon. Senator Macdonald occurred in 1890. The present president of the company, his son, John Macdonald, had been admitted into partnership more than three years before. He had entered the warehouse at the age of sixteen, on the completion of his educational course in Upper Canada College.

CHANGE OF THE SEASONS!

AND NEW, CHEAP, AND

SEASONABLE DRY GOODS.

The showers of the Spring are but shed o'er the land,
The earth but unfettered from Winter's grim hand;
Its breezes but felt, and its verdure but seen,
When it passes away with the Springs that have been.
Then Summer comes on with its sweet smelling flowers,
Its rich verdant fields, and its ivy-clad bowers.
Yet strange, when it yields us the greatest delight,
It mocks at our gazing, and fades from our sight.
Then Autumn succeeds, with its corn and its grain,
Its fine yellow fruit, and its rich yellow plain;
But like Spring-time and Summer—how short is its stay?
It drops us the sear-leaf, and passes away.
Then Winter draws nigh, and the leaves disappear,
And every green spot grows withered and drear,
And the breezes of evening are heavy and chill,
And the snow spreads its mantle of fleece o'er the hill;
Unlike Spring-time or Summer, or Autumn it stays
Through many bleak nights and cold frosty days,
Till we tire of its visit, and wish him away,
And long for the balmier breezes of May.

McDONALD, on YONGE STREET, *One Hundred and Three*
Has a stock which he wishes the Public to see;
Well suited in fabric for a cold Winter's trade
And embracing the latest designs that are made;
There are *Flannels* and *Blankets*, in goodly supply,
Which feel thick to the hand, and look well to the eye;
There are hundreds of *Shawls!* some styles very rare,
The fine, heavy, long, and magnificent square.
There are *Broad Cloths*, and *D. eskins*, and *Cassimeres*, too,
And *Lustres* and *Coburgs*, in every fine hue:
And a fine stock of *Furs*, which, at some recent day,
Were traped on the banks of the famed Hudson Bay.
There are fine *Cloaks* and *Bonnets*, and many things more,
That McDONALD keeps always on hand, at his Store;
He would not the rights of another invade,
While he seeks for a healthy extension of trade:
But if fairness will answer, and bargains repay,
Then call at his Warehouse at some early day;
He asks but a call, 'tis a modest request,
And a glance at his prices will tell all the rest.

JOHN McDONALD.

Advertisement of John Macdonald & Co. Nearly Sixty Years Old.

The following paragraph from the golden jubilee souvenir, issued ten years ago, is of interest, not only from the fact that it describes a period of steady progress in the history of the house, but because of its reference to one of those recurring periods of depression from which the world is now issuing:—

"That memorable year 1890, the first year of the firm under its new head, made us feel keenly the tre-



The Present Head of the Firm of John Macdonald & Co.

Sixtieth Anniversary of Establishment of Toronto Wholesale House.

mendous responsibility of our position. We at once decided to pursue business success along the lines which had already been marked out so plainly for us, Integrity and Honor. This year of 1890, although commencing in gloom, ended in the brightness of successful business. The years 1891, 1892 and 1893 were also successful, but 1894, 1895 and 1896 were very discouraging. Capital, ability in financing, fidelity of our employees and the confidence of our customers, enabled us to weather the storm of business depression that covered, we may say, the whole world during those years, and left much wreck and ruin in its track. With the dawn of 1897 the clouds of commercial gloom gradually disappeared, and as the year advanced the sunshine of prosperity commenced to spread its rays over the business horizon. Farmers, who are the bone and sinew of our country, harvested bountiful crops, and reaped satisfactory returns for their labor. Capitalists invested their money more freely. Mechanics and laborers procured employment with greater ease, hence a greater circulation of money in the business world. The results from this year's business were more encouraging than for many years."

One of the First Eaton Stores.

The years in their flight have wrought many wonderful changes in the business heart of Toronto, but in this

connection it may well be observed that few of the older store buildings have had their history marked by a coincidence as striking as that which honored the Large 103. Not only was it the point from which John Macdonald & Co. developed into one of the representative Canadian wholesale houses, but it was also one of the first buildings in which the late Timothy Eaton, founder of the great department store, first actively identified himself with the mercantile life of the city, he having occupied the building in succession to a dry goods merchant named Jennings, to whom the building was sold after John Macdonald & Co. moved to their first warehouses on Wellington Street.

An interesting fact—one that was noted in the historical review issued on the occasion of the fiftieth anniversary ten years ago—is that John Macdonald & Co. are the only firm remaining of those who commenced the race with them towards success in Toronto. As indicating the ability of the staff as well as the existence of a fine spirit of loyalty, it is noteworthy that fifteen of the employees have been with the firm for over 20 years, the member of longest standing having 32 years to his credit. Twelve entered the firm's employ between 10 and 20 years ago, and fifteen between five and ten years ago. This record not only has its significance so far as the staff is concerned; it points alike to the stability of the house and to its appreciation of faithful service.

Unique Advertising.

From the point of view of the advertising man the occasion is of more than passing interest. He may now consider himself something of an artist, but in those days the muse was sometimes bestirred, and that very cleverly, for a contribution to business publicity. A somewhat unique example of this, and one which indicated that the firm then as now knew the value of advertising, was the accompanying ad. of John Macdonald & Co., at the time they were located at 103 Yonge Street.

With the approach of the firm's 60th anniversary felicitations are certainly in order and in these the Review heartily joins.

Trade-At-Home Crusades.

Referring to the operations of a large Chicago mail order house, and urging the patronage of home institutions, the Eagle-Star, of Marinette, Wis., has this to say:—

"One Chicago mail order concern has printed every year a catalogue the size of which would compare favorably with the largest size unabridged dictionary. More than 2,000,000 of these catalogues are mailed throughout the United States, although most of the entire edition is distributed through the middle west, which includes Wisconsin, Marinette County and the city of Marinette. It costs over $500,000 to mail this immense catalogue. From these figures some idea may be gleaned as to the gigantic volume of business this mail order house must do to even pay for the catalogue and the postage required to mail it. This concern sells nothing to people in Chicago, all its business coming from the surrounding territory. More than $150,000,000 are poured yearly into the coffers of the mail order houses of Chicago, saying nothing about New York, St. Louis and other cities. It's about time the people are waking up. Pause a moment for reflection; what a glorious change would result if those who are sending these millions to Chicago, New York, St. Louis and other cities would spend their money with their local merchants!

"In some cities the trade-at-home crusade has cut so deeply into the annual business of these mail order houses that they are making strenuous efforts to regain the trade they have lost through the better understanding and greater loyalty of the people of the country to their home institutions, by shipping to these points whole carloads of catalogues and appointing agents to distribute them.

"The propaganda for patronage of home institutions has been effectively carried on in various sections of the country with the result that people who investigate find that home patronage is best. They secure better goods, as a rule, and pay less for them. It is found that when freight or express is added to the cost of the mail order goods, that purchasers can do as well or better at home. It must be considered that goods purchased at home are usually guaranteed and if found defective will be made good. Doing business with a mail order house is not so convenient or pleasant in the event of defective goods.

"Aside from the personal matter of cost of goods, there is the important question of the prosperity of the community. It is a well known fact that Marinette merchants sell their goods at a lower price than dealers in most cities, which is another very good reason why we should patronize them. If the local merchants have the benefit of the home trade they can buy larger stocks, pay better clerk salaries, etc. The local merchant is the friend of his customers in time of need and can and will extend credit to those who need it and are worthy of such accommodation. The mail order houses make no such concessions. They extend no credit, pay no local taxes, rent or wages, and are of no possible benefit to the community."

American Cotton Men Vigilant

A despatch from New York states that the American Cotton Manufacturers' Association has sent to each of its members a letter urging vigilance and constant action to the end that the present duty on cotton cloth and certain cotton yarns shall be maintained. The letter which is signed by T. H. Rennie, as president, and C. B. Bryant, as secretary and treasurer of the association, says:

"It is of prime importance that the duties on cloth be maintained in accordance with the present schedule, if not increased. Foreign countries have much advantage on us in exporting cotton cloth and on account of the export trade being particularly dull at this time, foreign countries would naturally ship their goods to America in event the duties were decreased, and such goods would come in competition with American manufactured cloth at the expense of the American mill. Insomuch as the American trade is at this time almost entirely at home, no stone should be left unturned that this trade be maintained at its present standard.

"It is of the greatest importance that each of you keep in constant communication with your representatives and senators with the end in view of maintaining the present tariff on cotton cloth and of course numbers of cotton yarn and on the slight change proposed by the different organizations on fine yarns."

R. W. Walsh and R. Breadner, of the Canadian Manufacturers' Association, recently made a tour of the West with the object of conferring with the members there as to how the interests of the association could be mutually advanced.

"Men Who Sell Things"

Close Study to Proper Display of Samples on the Road is Important—A Man is Judged Almost as Much by His Appearance as by His Actions, or the Degree of His Sanity—Orderliness in Dress Goes Hand in Hand With Orderliness in the Sample Room.

By Walter D. Moody. Serial rights for Canada purchased by the MacLean Publishing Co. from the publishers, A. McClurg & Co., Chicago.

(Continued from December Dry Goods Review.)

CHAPTER XVI.

Shun the Sliding Scale.

The highest delights are often found by turning the back on inviting by-paths and facing cold duty.

It is hard to redeem the salesman who is under the narcotic of price-cutting.

The habit of making your own prices on your employer's goods is a moral kink in your selling education, a holdback on your advancement in the profession, and a sink-hole for the profits of your house; and if you cannot break yourself of it, better far that you quit salesmanship and become an auctioneer; then you can have unlimited latitude to indulge in the pastime of tobogganing on a sliding scale of price-making where no harm can be done.

The most inexcusable fault in any salesman is the lack of ability to get the price.

If you will always keep in mind the principle of not allowing your customers to make your price, you will find how easy it is to make sales at the prices with which your goods are marked.

There are shrewd buyers everywhere who have learned that if they can put the price on the other man's goods they are morally certain of getting the best end of the bargain.

When a customer enters your sample room and informs you that your competitor has offered him the same article you have just shown him at a lower price than you named, you should at once settle it with yourself that you will be establishing a dangerous precedent in falling into the hands of that customer, if this reported cut in price is met without careful investigation. And even then you should gnerally stand firm and refuse to meet this competitive attack. The salesman who sells the right goods to his customers in the right way has no need to do business at a loss on any article, or to allow his competitors or his customers to make his prices.

It is a good thing to remember the old rule that a good buyer never calls attention to the fact of prices being higher in one place than another. If a higher price has actually been named than he could buy the same article for elsewhere, he quietly drops it, slips away to the store of the man who made the lower price, and places his order there.

In nine cases out of ten, when a buyer questions your prices he is merely testing your nerve as a selasman. If you should yield just once, and your house be lax enough to permit it, you are done for on price-getting with that buyer as long as you travel that territory.

The weak-kneed salesman who is unacquainted with the mind of the average buyer imagines because he is not strong himself on his own goods and prices, that the buyers on his territory will share his uncertainty. If they do share it, it is because of his reflected weakness, and not on account of his values.

All through the various phases of salesmanship, faith runs like a silver thread. If a salesman's faith is weakened with dread and doubt, he must blame his failure on his lack of confidence, and not on his goods.

When you start out with a new line of goods at the beginning of a season, and your faith is abundant, how easy it is for you to drive your points home and clinch your arguments with every article shown. No room for price-cutting then!

Now, as a matter of fact, the prices of the goods in your house are pretty generally right. An off price now and then, even on a marked article, is perfectly liable to occur, but it is nothing to be alarmed at. Your house could not remain in business and pay you the salary you are drawing, if it were always under the market on everything it had to sell.

Selection and Quality.

While you are looking with an eye to picking the easy sellers in your line, don't forget that price in merchandising does not cut so much figure as it did ten years ago. The buyer's argument then was price and quantity; now it is selection and quality. The merchant is out of date who goes about the market wearing that old price bugaboo around his neck. There is little room for doubt that his shelves are filled with shopworn "bargain," in place of up-to-date merchandise.

On a certain occasion a big and pompous dealer from the West came into our store, and in a loud voice said:

"I'm looking for the man who makes prices."

The sales manager was called, and explained to him that no one in the place was empowered with that privilege. "Our prices," said he, "are the same to you as to others."

"But," answered the merchant, "I have always heard it stated that you were high-priced."

"You are willing to trust to your own knowledge of values, are you not?" asked the manager.

He said he was, and expressed a desire to go through the house. Stopping on one of the floors where he thought it would be a good place for the merchant to start in to buy, the manager launched into a brief, terse argument, in which he cut loose from cheapness—emphasizing merit—laying stress on inherent worth both of style and quality.

That buyer placed an order for fifteen hundred dollars before he left, and came back for more goods each season afterwards, always acknowledging that that argument on quality had been worth a great deal to him in his own business.

I have known salesmen to be so weak on price that, when they discovered an article in the line that was overvalued from among hundreds of others of exceptional value, all they could do was to go about the place and hound everybody they came in contact with about it, as if the whole future of the house and themselves depended

on immediate adjustment of the matter. Their argument was that if a customer should happen to run across it, it would prejudice him toward the entire line. Nice compliment to their customers' knowledge of values, wasn't it?

For the edification of just such salesmen, let me emphasize right here that buyers do not turn down a house of standing because of a price or two being out of the way. Every buyer has certain houses on his staff that he likes to favor. Before going to market he makes a mental blueprint of the amount of goods he intends to purchase, and about how much he will leave with each house. In visiting the various places he is in the habit of frequenting, his chief attention is given to selection on style—not price. He picks out patterns in one house that he did not see in another, and vice versa. If, perchance, he actually discovers the same article in two places at different prices, and he has already purchased it at the higher price, he simply cancels his order for that one thing and places it with the other house. But on no account does he condemn the entire plant because of that experience. So there is no need of fear that your trade is going to leave you on any such pretext.

Enlargement of the heart is responsible for price-cutting on the part of some salesmen. They permit a buyer to work on their sympathies with stories of the quantities of goods he can use if the price is right. He pleads his case so eloquently and with such ardor that the salesman forgets that successful salesmanship depends upon his ability to lead his customers—not on following them. Leaders are finders; followers get but leavings.

Clouds are helped by winds to rise. Be not a cloud; strive to be the wind whose will the clouds obey."

Salesmanship Defined.

The spirit of accommodation is all right in its place, but it amounts to an offence against your house when you take the liberty of displaying it at the firm's expense. It is easy to be generous with other people's resources, unless your character is free from kinks. Price-cutting is character weakness. Did you ever think of it in that light.

What right have you to reduce the price of another's goods purely of your own volition?

No more right than you have to go behind the cashier's desk, put your hand in the money-drawer, and take out the same amount you lop off in a cut price and give to a customer.

Sounds severe, does it not? It is the truth. Truth hurts sometimes, but when it hurts most it does the most good.

You are paid to sell goods at a profit.

The Sheldon definition of salesmanship is the best I have ever heard:

"Power to persuade people to purchase at a profit."

Not simply to purchase but to purchase at a profit.

Your salary is based upon a percentage of your sales, plus traveling expense. When you cut prices, this percentage does not fluctuate with your cuts. It goes on just the same whether you are steady on prices or not. The basis of profit to you remains the same. If your house fixes the percentage on the profits of your sales instead of the actual sales, that is a different proposition. That is the safest and surest remedy for price-cutting; it makes the fiddler dance to his own music.

The house employing many salesmen without a profit-figuring department is like a steam boiler without a safety-valve.

Strange as it may seem, salesmen who have enjoyed the widest liberty in the conduct of their firm's affairs abroad, and whose basis for salary has been changed from net sales to profit on sales, decidedly prefer the latter method. It leaves no gaps in the selling-fence through which the salesman is tempted to wander into by-paths. It is always easier to keep your mind on one object than on a dozen. When that object is the sale of goods at a profit, it is easier of accomplishment with the course positively defined. The man is yet undiscovered who can successfully watch all the attractions going on at once in a five-ring circus.

If, however, your house is still operating on the old plan of percentage on sales, and there is no limit to your latitude (don't put the coat on, now, unless it fits; this chapter is intended for that class of salesmen for whom instructions have but little restraining influence), stop for a moment to consider your house. It pays you your salary. It is the head of the business family of which you are a member. True, you could go elsewhere and secure a position—almost any one could. That is the meanest argument you could use. The question is, Have you no filial business regard for the head of your business family?

Why, of course! Down in the inner recesses of your sterner nature you know you have, only you have not stopped to think of it in that light. Show it, then, by quitting the price-cutting habit.

You would not lift your hand against the safety and maintenance of your own father's household, would you? Why do you do it, then, against the home of your business family? When you compare the two cases there is not much difference.

You have some pride, have you not? Well, then, if you don't want to be known to the father and brothers of your business family as a weakling, constantly requiring care and watching, quit that habit of price-cutting. Start in to hold up your end in supporting that family, in place of being a drag on it.

Every time you take a liberty that you have no business to take, some one suffers for it. When you fail to do your part in keeping up the profits of your house, your brother salesmen have to carry the load you have imposed upon them by your lack of sense of obligation.

The most justifiable kick any salesman ever makes is when another salesman in his house cuts the price, while he remains firm. If you want the privilege of being a "special rights" member of the family, you ought to be willing to pay for it.

My first business venture was the establishment of a house that traveled ten men. Our capital was limited, and we could not afford to make many mistakes. But in our desire to get a foothold we allowed our salesmen a considerable degree of latitude the first two or three years. Finally we were obliged to call a halt. The cutting of prices was ruining our business. We took the men aside one day and explained matters, asking their support in refusing to cut prices any longer. Our best men stopped the practice at once, but there were three or four weaklings on the staff, who thought the request was a joke, and to correct these it became necessary to make a positive rule that all salesmen cutting prices would be charged with the difference.

CHAPTER XVII.

Dress and Orderliness.

Good clothes help to nake a salesman. Observers are more impressed by the tidiness of one's clothing than by its expensiveness or variety.

It is said that no one ever notices a man's linen unless it is soiled; or his hat unless it is of unusual shape, or dusty, or shabby; or his shoes unless they are loud, or need blacking, or are worn down at the heel.

True, unpleasant conditions do attract notice, but it

is undeniable that the observer is always agreeably impressed by the cleanliness and good style which distinguish the gentleman. Every salesman, therefore, owes it to himself and to his house to be well dressed.

The secret lies more in the choice of clothes and the way they are taken care of than in their expensiveness or variety. Often the man with a modest wardrobe is better dressed than the one with many suits. Naturally, the man is light-headed, not to say wicked, who would squander on coats, boots, and neckties an income sufficient to support several families; but the example of the careless, slovenly man is not inviting, and if extravagance is to be deplored, there is merit in good dressing. Strike the happy medium. Be neither a Beau Brummell nor a dust-stained Weary Willie.

Neglect of the clothing is a symptom of slovenliness that is apt to be progressive.

The well-dressed salesman is scrupulously neat, carries himself well, and is alert and active. The salesman who is content with ill-fitting clothes, shabby hat, soiled linen, rusty shoes, and a collar that is a size too large may be a very bright man and representing a first-class house, but he certainly does not look that way. The first impression the observer forms of him is that he is a "down-and-outer," bordering on a state of collapse. So much depends on first impressions and in keeping up good impressions once formed that every salesman should regard his personal appearance as important.

Contempt for clothes is too often associated with laziness. The salesmen whom the general trade care to meet are those who "keep up" in every way. In matters like dress it is a good thing for the salesman to try to get a look at himself "as others see him."

It matters little what your income is or the claims there may be upon it, you can at least afford to patronize a tailor who can give your clothes a stylish cut and a neat fit. Properly selected and adjusted fifty-cent neckties look as good as dollar ones; and a hat that becomes you costs no more than a misfit.

Personal appearance in salesmanship counts so much and costs so little that any salesman can afford the price, and it is money well invested. A man is judged almost as much by his appearance as by his actions or the degree of his sanity, in this progressive age. A well-dressed, alert salesman will get a "look-in" with a brusque merchant while his slovenly brother is being waved aside with the busy signal.

Orderliness in dress goes hand in hand with orderliness in the sample-room and orderliness in everything else connected with the work of a salesman. Nothing creates in the buyer a desire to buy like stepping into a well-ordered sales-room. The most attractive line of goods will lose out fifty per cent. through ineffective display in a cluttered-up room.

Study Proper Display.

The proper display of samples on the road is a subject worthy of the closest study. Due care should also be given to cleaning up the sample-room in general before going out to round up a customer. Waste paper, trays, and empty boxes should be stowed away out of sight, and everything arranged in apple-pie order if one hopes to conduct a customer through the line without a hitch.

Some salesmen are naturally orderly; others learn to be, by hard knocks taught in the school of experience; and still another class never learn the lesson. I graduated from the second class during my first year on the road. It happened in this way.

My line was displayed in a large, hustling, northern Michigan town. Our house had practically no business there, and my first three visits were devoted largely to an effort to interest the largest concern in the place; but I failed.

On my fourth trip I found the buyer of my line away on sick leave. The head of the house was a crusty, nervous old man; but not wishing to be turned down altogether, I summoned courage enough to approach him.

In the place of the curt refusal I expected to receive, to my surprise he asked in a quick, sharp manner if I would be in my room at the hotel at twelve o'clock. Receiving a reply in the affirmative he promised to meet me there at that hour. With eager expectancy I went back to wait out the interval. I was nervous and dreaded his coming, for that was my first experience face to face with a big merchant.

He was on time to the second. With youthful indiscretion I greeted him rather more effusively than the occasion required, which he failed to notice, however, for he pushed right by me into the room without any ceremony whatever. Before I had recovered my mental equilibrium, he was firing questions at me, two at a time, concerning the value of various items in the line. Without giving me time to answer even his first inquiry he started for the door, with the remark that he guessed there wasn't anything he wanted. Stopping on the threshold, he turned and said, "If you have a black silk at—— I can use a few pieces."

"Certainly," I said, "I'm sure we have it," and commenced a search that ended in despair. The piece-goods samples were jumbled in a telescope with two or three other lines, and in spite of desperate efforts to locate that silk sample I couldn't put my hand on the right one, although I knew it was there.

He got impatient, and I got nervous, which gave me blind staggers, and I couldn't have found that sample if it had stood in front of me as large as the statue of Liberty. Muttering something about "disorderly salesmen," he rushed out, banging the door behind him. I dropped into a convenient chair in a cold sweat. Ten minutes later I located the offending sample and started to run over to his store with it, when it struck me that he was probably at luncheon. At one-thirty I found him in his office and hastened to apologize for the delay.

"Never mind troubling yourself, young man," he said, in a rasping tone, "I have just placed an order for twenty pieces of the silk I wanted with a New York salesman who keeps his samples where he can find them." And then, to give good measure, he added, "If you remain on the road and expect to succeed, you'll have to keep your wits about you."

The loss of that order amounted to four hundred dollars, besides a chance to get an opening-wedge in with a gilt-edge concern. I didn't need any coaching after that on how to keep stock in the sample-room.

Proper care of samples is as necessary as effective display or orderly arrangement.

Standing, Persuasion, Condition of Samples.

The three vital factors in the successful sale of goods from samples are: first, the standing of your house; second, your own power of persuasion; third, the condition of your samples.

The most painstaking salesman will find that with packing and unpacking his trunks every day his samples soon become worn and unattractive. What then happens to the careless man! Many a time I have seen a line of what had once been choice goods in an utterly shabby condition before they had been out ten days, and for the balance of a trip of several weeks the salesman carrying

them was obliged to make the best showing he could with ruined samples.

It is a difficult matter, even for a buyer possessing the keenest imagination, to stretch his fancy from a straw-hat sample that looks like a punctured bushel basket to the smart article of headgear it was when it came fresh from the factory.

When a clothing salesman extracts from a pile a garment that resembles a linen duster instead of the snappy, up-to-date coat that it once was, his customer is very likely to class it with the "has-beens" and ask to be shown something in the prevailing style.

A good-looking sample is a sale half-made.

When I was in the jobbing business at D——, a prominent straw goods manufacturer called on us, accompanied by his regular salesman.

The occasion of his visit was to introduce a new line. He succeeded in arousing the interest of our hat buyer, who induced me to go along with him to the manufacturer's sample-room to look his line over. Picking up a certain block that he thought was destined to have a great run, the manufacturer started to show forth its merits. Stopping suddenly, his eyes riveted on a certain spot on that hat, he called his salesman over to our group, and there in front of us all gave the unlucky fellow the worst "roasting" I ever heard.

"Do you see that dent in the crown of this hat?" he asked.

It was so small that the rest of us had failed to notice it; but his salesman admitted it was there.

"Well," continued the manufacturer, "haven't I told you repeatedly to pack your samples so as to insure them against damage? In another two weeks this sample will be utterly worthless. Do you expect to finish your trip introducing this hat, and to take orders from it in a dilapidated state?"

The manufacturer worked himself up to a great state, while his salesman stood before him, utterly unable to defend himself. Although he was guilty of carelessness, he was too manly to offer excuses, so said nothing.

"Perhaps you know where another line is coming from; I don't," his employer started in again. "I tell you what it is, I want you to take more care with these samples. If it takes all day to pack up, you see to it after this that they are packed to avoid breaking."

The salesman was saved from further reprimand by a telephone call from the office. When he had left the room I asked his employer if he wasn't a little rough on him, and whether such talks were not more effectively conducted in private.

"Perhaps so. No doubt you are right," he answered in a half-apologetic manner, "but it is so exasperating. I lost my self-control for the moment. Permit me to explain, however, what my salesman knew from long experience, that a new line of samples like these is made ready only after weeks of work and great expense. Our sample line is our stock in trade until the orders are all in and the factory running. A duplicate line could not be had, excepting at great cost and a loss of time. In any event, there is really very little excuse for careless packing. A damaged sample is a poor foundation argument upon which to build a satisfactory business in a new line."

Barring the unpleasantness of the sample-room incident that talk impressed me so that immediately on returning to my office I caused to be sent out to our own traveling men a detailed account of what had taken place.

A salesman's duty to his house does not consist alone in reaching a satisfactory figure in volume of sales. Other things require his attention to complete his real worth. Profit, not sales, is the objective point of every house. Chasing sales instead of profits is a disastrous game for either salesman or employer. Wanton extravagance in expense, loss from damage on samples, returned goods, and claims of whatsoever nature, resulting from loose methods in making sales, are all profit-drainers. If you wish your sales to increase, and if you have an honest interest in seeing your house make profits, see to it that your sample line is kept in the best possible condition.

Again: orderliness plays an important part in the clerical work every salesman is obliged to do each day. Your bad penmanship may be pardoned if you have not had the advantages of thorough training, but there can be no possible excuse for you if your orders are so carelessly transcribed as to be incomprehensible.

We had in our employ a man of exceptional ability as a salesman; but in spite of his superior attainments in other respects it seemed impossible for him to transcribe an order properly. The habit of carelessness had such a hold upon him that in spite of the repeated efforts of the head of the house and others down to the order clerk, he could not be made to reform. He would invariably omit the name of the town, or the customer's name, or neglect to state departments, so that the office was in a constant turmoil when filling his orders. He was great on abbreviating. He would so abbreviate words that only he and a mind-reader could have deciphered them. We never could get him into the habit of being orderly about these things.

Keep the Manager in Touch.

Don't let the habit of disorderliness grow upon you if you want to be a help instead of a nuisance to the order-filling department, where so much depends upon quick service. Be particular also to see to it that your manager is kept in constant touch with your movements on the road. At times it means much to any business to be able to reach a salesman within a few hours by wire.

(To be continued.)

The Name Sinks In.

Perhaps no fact has been more thoroughly proven than the fact that the name of a well-advertised article records itself on the mind unconsciously, whether the reader will or no. When an advertiser talks up his goods to an audience composed of the people who are destined to handle them, his name becomes as familiar to the trade as are the names of certain soaps and pills to the public generally. The traveler carrying samples of goods well advertised in the trade press has an easier and more profitable time than the man selling unknown goods.

The Credit Bureau of the Millinery Jobbers' Association of the United States which met recently in convention in Buffalo, reported that satisfactory results had marked the system whereby the list of millinery dealers charged with returning goods unjustly to members of the Association was being published monthly and sent to members of the Bureau. There had been a noticeable reduction of returns.

THE BIG DRY GOODS HOUSE IN MONTREAL

JAS. A. OGILVY & SONS

will hereafter handle only the **CELEBRATED**

McCall Patterns

having substituted them for another make they have been carrying for many years. This splendid Department Store, established 42 years ago and well known throughout Canada, found, after a thorough investigation, that in

Fit
Style
Simplicity
Satisfaction
Amount of Sales
Number of Selling Agencies

McCALL PATTERNS LEAD ALL OTHERS

There is no doubt that McCall Patterns are the best made, the best known and the best selling paper patterns in America. If you want a pattern the demand for which already exists, a pattern that will give your customers satisfaction, a pattern that you will be proud of, a pattern that you will not have to hand over the counter with an apology, and a pattern **that sells**—you want McCall Patterns.

Write for our terms. They are fair and business-like. Our well established Canadian Office and Factory, the largest and best equipped in the Dominion, make it possible to offer Canadian Merchants the same advantages of TERMS, PRICES, DELIVERIES, etc., that our 9,000 United States Merchants enjoy.

THE McCALL COMPANY

THE LEADING PAPER PATTERN HOUSE OF AMERICA

236-246 West 37th Street, New York

TORONTO CHICAGO SAN FRANCISCO

NOT IN THE TRUST *NO CONNECTION WITH ANY OTHER HOUSE*

DRY GOODS REVIEW

Issued Monthly

SUBSCRIPTION PRICE:

Canada, Great Britain, United States, Australia, South Africa and the West Indies - - - - $2 a year
Other Countries - - - - - - - - - $3 a year
Single Copies - - - - - - - - - - 25 cents

Invariably in advance.

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ADVERTISING RATES—12 MONTHS

One page	$300
" half page	180
" quarter page	100
" eighth page	60
" inch	30

Office of Publication, 10 Front Street East, Toronto

MONTREAL AND TORONTO, JANUARY, 1909.

Concerning Resolutions.

It is not too late to talk about New Year's resolutions. Some of them no doubt have already been given their annual canter and returned to their stalls in the stable of "has beens." Others may see an anniversary or two, while there are those which will gradually disappear before counter influences or recommended short-cuts.

This making of resolutions is not entirely a matter of the readjustment of personal inclination. The beginning of another year has that about it which inspires effort towards better things. To the merchant who is always alert upon matters affecting his enterprise it is a time in which to take measurements. With one eye on the previous year, and the other on his business perspective, his course will not continue along that parallel suggestive of the rut of indifference. That is not the purpose of the New Year in the merchandising calendar. The past year was one of depression, yet there were merchants who by careful management, by availing themselves of those means of information upon conditions which could be turned to their advantage, found themselves well ahead of the previous year.

It is a good thing to start the year with a determination to beat previous records. This being done it is reasonable to ask whether every element of success is receiving a fair chance. What about the advertising end? Does it represent the merchant's best effort? Is it an effective part of the selling equipment? What of that department which did not make good last year? Has it the requisite combination of steam and brains? Are the display windows as effective as they should be, and does the staff measure up to necessary efficiency? These are a few questions which the New Year season might suggest. There are many others, and the man who is having the most satisfactory results is he who has long ere now worked out the solution. His business is not running him; he is running his business.

The Value of Fashion Changes.

A new season is opening up, a season of brighter promise for the dry goods trade, due to better business conditions. It is to be hoped that when good times in the trade again come round both merchant and manufacturer will not unlearn one lesson at least that the period of depression seems to have taught. The fact that an effort had to be made to keep things moving has led the trade to be unusually quick to take up new fashions. It has been a matter of frequent comment during the past few months that there never was a period when it was so easy to introduce new goods. As a consequence, Canada is closer than ever before to the styles passing in the large fashion centres. The Canadian trade must have learned something of the value of this policy, intelligently applied, for fashion is a great value creator as well as a large factor in inducing good business. It pays to have new styles come along, and to press this point home one case only need be cited, that of the Merry Widow influence upon millinery lines last Summer, and the big money-making business that has resulted and is resulting from the present fashions in ladies' neckwear.

It is not too much to say that in many stores the fact that the balance is on the right side this stock-taking, is due to those departments where trade has been kept active by observance of fashion changes and new goods. The Spring season promises to bring an unusual number of striking ideas to the front, as the Directoire-Greek fashions are merging into other styles. Some of these may be of a quite radical nature, but it is not too much to say that to their judicious acceptance much of the new season's success promises to be due.

Hitherto the Canadian trade has had a reputation of being slow in taking up with new fashions. Merchants waited for their customers to ask for the goods before

they placed them in stock. Perhaps in the past there was some justification for this attitude. There is no doubt that there will be less justification in the future. Canada is rapidly acquiring a wealthy class which will demand from the trade the new goods and the latest novelties, and which will be both able and willing to pay for them. Nor is this class confined to the large cities alone, but it has a representation in every town, village and section. Canada has the name of being, for the size of her population, a big consumer of dry goods, the women of all classes are said to be tasteful in dress. This is a matter of comment by all strangers who visit the Dominion. With the growth of this wealthy class must come in all centres greater opportunities for the trade. To build up and to hold this new business merchants will need more than ever to keep in close touch with what is doing in the world's fashion centres. They will have to be more open than they have been, as a class, in the past, to the placing of fashionable novelties in their departments.

This kind of business demands more of the merchant, he has to be more alert and better informed. There is also more risk of loss incurred, but, on the other hand the chances of expansion are greater and so is the profit returned.

Educative Advertising.

These are the days when most people like to be shown; a good many in fact insist upon being shown. Publicity men will agree that one of the most effective lines of advertising through trade journals is that which is educative, that which imparts valuable information in an interesting way, to convince readers as to the merits of the proposition.

It has often been said that manufacturers might do well to consider whether it would not be to their advantage to loosen up judiciously in the secrecy with which he guards this or that process of production—not to such an extent that competitors could steal it, but in such a manner as to demonstrate to the reader that the process secures results important to know about from a merchandising point of view. In their experience manufacturers, and wholesalers too, undoubtedly become well informed on certain matters other than those having to do directly with methods of production, but which the retail merchant could use to good effect. While it is not the intention to suggest usurpation, in the ad., of the duties of the editorial columns, it need hardly be pointed out that it is thus possible to make direct application on information which might otherwise be generalized. The head of a large glove house, for instance, had made a study of the peculiarities of hand shapes, and he had his own ideas on the subject of measurements. Regularly he incorporated useful pointers in his ad. What he had to say only required five or six lines, but it attracted attention. Merchants and salesmen read it. They were brought into direct contact with the ad. and it helped to popularize the gloves.

It is safe to say that there are not a few business men who though firm believers in advertising, have, unwittingly perhaps, hindered the free action of those elements of publicity, which, if embodied in the advertising would have improved results wonderfully. Demonstration and illustration are strong clinchers in any proposition. As one of the most essential factors in business building the ad. should be as illuminative as possible along lines calculated to make it of compelling interest. It should go a little farther than mere anticipation of what the reader wants to know about reasons why.

Regaining Lost Ground.

The dry goods trade, for the year 1908, may be said to have had an experience ranging from depression to well-grounded hope. That something, which seemed to strike the world all at once, assumed from the outset the nature of a panic, but, in Canada at least, the revival has come with comparative rapidity in response to a strong development of those elements which promote confidence.

Decided evidences of the financial stringency appeared in the latter part of 1907. Heavy stocks had been purchased in the Fall of 1906 and Spring of 1907, and Fall buying in the latter year showed a sharp curtailment. The same policy was followed for the succeeding Spring. Authorities placed the falling off at from 20 to 30 per cent. There was a gradual recovery in Fall business, however, due in very great degree to the prospects of an unprecedented harvest in the West. The outlook realized little that was disappointing, and up to the close of the year, it is safe to say, lost ground had been almost half regained.

A pronounced feature of the situation was the conservatism extending throughout the trade. In the retail division Fall buying was largely from hand to mouth, owing chiefly to large stocks carried over from previous seasons. In lines subject to immediate demand, as the result of change in season or decree of fashion, there was a very fair business. Reports from all over Canada indicate that there had been a steady trend in the right direction, due allowance being made for unseasonable weather. In some quarters the depression was noticed in very slight degree.

Spring business, the great topic at present, compares favorably with that of the same season last year. Many houses declare that already their order books show a considerable increase over the total advance business for last Spring and on this fact they are basing a large share of their optimism.

In almost every section of the Dominion there are signs which point to a decidedly progressive movement

in retailing which is taking the form of larger buildings, better equipment, a more thorough system, with the object of developing the best that is in enterprise, and a tendency to keep closer to the market. The activity in the West is all the more interesting since it is one of the many indications of rapid commercial development throughout that young and vigorous territory.

The depression during the year has not been an unmixed evil, if one may judge from opinions expressed in different quarters. It has tended to bring the manufacturer, the wholesaler and the retailer, as having to do directly with the law of supply and demand, closer together through a greater appreciation of the responsibility which each must share. On that basis progress towards normal conditions cannot fail to promote a still greater stability.

Bank reports recently issued contain a decided though unostentatious note of optimism. In his address at the annual meeting of the Bank of Montreal the president, Sir George Drummond, after a short review of the year's dry goods history, added:—

"Buying has been conducted everywhere on conservative lines for next Spring season, 1909, which is just beginning. Orders taken in advance by the travelers are very fair.

"The capacity of the Canadian cotton mills and calico printers is likely to be taxed in many lines to its full capacity, as they have received large orders which last year were placed in Manchester. Fine and coarse wools have advanced in England, and manufacturers of woolen dress goods in France have refused orders, except at an advance in price.

"The good crops have helped collections very much, and the financial state of the retail trade is quite satisfactory. Comparatively few bad debts have been made by the wholesale trade during the year. (This is one of the features of this panic, as the Bank of Montreal returns show.) Generally the prospects seem distinctly improved, and the outlook decidedly hopeful.

The lessening of the gap between exports and imports was noted as indicating a healthy condition. Repeated recommendations emanating from all financial quarters had no doubt assisted this reform and the liquidation process compelled by monetary conditions had been accomplished in Canada with, upon the whole, little disturbance, and practically without any great disaster.

Travelers as Missionaries.

The annual report of the different Commercial Travelers' Association shows a condition of things which must be very gratifying to the members. Financially and otherwise the year has had a good record, and it is readily seen that the position of each organization is one of increasing strength.

It was a happy arrangement by which the travelers at their annual banquets had the pleasure of listening to short, though important utterances from a number of men prominent in Canadian affairs. The hustlers of the grip have comparatively few opportunities to meet the statesman at first hand, and on this occasion it must have been gratifying to all to have had a good portion of their time devoted to addresses upon subjects of broad, national importance. Most appropriate was it that both in Toronto and Montreal able reference was made to the development of Canadian transportation as a strong factor in the country's prosperity. To this question, the travelers can never afford to be indifferent, and in planning for that feature of the programme they placed themselves on record as fostering a live interest in the national heritage. Hon. W. J. Hanna, the Secretary of the Province of Ontario, touched the proper note when he placed the commercial traveler in the missionary class. That word is suggestive of the great influence which the traveler, both as an individual and as an organization may exert in advancing the country's mercantile standard to that position which it must occupy if Canada is to be "the nation of the 20th century."

Business Prospects in the West.

The turn of the year finds the dry goods trade of the West on a substantial basis of prosperity, and with every indication pointing to an active year's business in 1909. The year 1908 was in many respects a disappointing one. Business during the first six months was very light. The trade was staggering under the effects of the depression, money was very scarce and credit was strained to the utmost. Under the circumstances the retail trade of the West bought in very small quantities, and, as compared with the first six months of 1907, sales of the wholesale houses showed a big decline.

But by the middle of the year the financial crisis was well over. Money was more plentiful and it was already evident that unless the unexpected should happen the West would have a big crop to market in the fall. Under these conditions, business gradually revived, and when in September it was found that the most optimistic hopes were to be realized, business once more became active.

It is estimated that more than $50,000,000 have been put into circulation in the West since the middle of September as payment for the portion of the crop already marketed. This has resulted in the settlement of obligations which were long outstanding and in an impetus to general business which has been very beneficial. Orders for Spring goods bid fair to surpass the season of 1907, and the trade have every reason to expect a year of prosperity which will compensate for the losses of 1908.

A London firm dealing in fancy goods of all kinds, including leather goods, jewelry, toys, etc., has written the Department of Trade and Commerce, Ottawa, with the object of opening communications with Canadian buyers.

The Greatest Trade Mark In The World Backed By The Best Pattern Ever Made

So dazed are they by the sudden and overwhelming success of The Ladies' Home Journal Patterns, many veterans in the Pattern business and pattern agency business have not yet recognized the reasons for this success—altho the reasons are plain as a pike-staff.

After all, what else could they expect? Here was a new and admittedly superior pattern bearing the greatest trade mark in the world! The merits of the pattern and the value of the trade mark were being impressed month after month, month after month, on a million women guided absolutely in all matters of this kind by the greatest women's magazine since the discovery of the art of printing. With such merchandise, such a trade mark and such advertising, success was a certainty from the very first.

Moreover, The Home Pattern Company began right. Unhampered by the handicap of having to live up to any of the moss-grown traditions of the trade, the new Company, from the very beginning, endeavored to cooperate with its agents for the mutual benefit of all concerned. In this way, The Ladies' Home Journal Pattern was able to escape all the faults and weaknesses that belonged naturally to the making and selling of those patterns our grandmothers used to use.

The new pattern was a natural outgrowth of its time. A more propitious moment for the birth of a new pattern cannot be imagined. For a whole decade the manufacture of ready made men's, women's and children's garments had been in the process of development. This tremendous industry—which, of course, could grow only as the art of making paper patterns was perfected—had at last reached perfectly colossal proportions. And, as hundreds of millions of dollars came to be invested in the industry, the very best thought of the time was concentrated on the question of the best way to make patterns. Naturally, the factories everywhere began to discard the oldfashioned "rule-of-thumb" grading methods for a new and scientific pattern.

Right at this time came The Ladies' Home Journal Pattern. Just at the proper moment to take advantage of all the experience of all the new knowledge of all the scientific methods, and of all the new inventions evolved in the development of the ready-made garment trade! When it is considered, that beside all these advantages, The Ladies' Home Journal Pattern is, from the mere fact that it can be easily adapted to suit the individual, superior to any ready-made garment, one can easily understand why The Ladies' Home Journal Pattern was really the first scientific tissue paper dress-pattern ever placed in the market.

The education of the modern home dressmaker, too, has kept pace with the development of scientific garment making. The American woman is no longer satisfied merely with the "clothes"—she demands style, The Ladies' Home Journal Pattern, being made by the new and scientific method, "makes up" as stylishly as the design, and gives satisfaction to a degree never before obtained by home dressmakers. It has eliminated guesswork; every size fits; the pieces go together like clockwork. Each pattern is accompanied by its original Guide-Chart, which obviates entirely the old difficulty of putting a pattern together. In short, The Ladies' Home Journal Pattern excels all others in fit, style, accuracy and simplicity.

No garment can be smart and stylish unless the pattern from which it was made possessed individuality. The Ladies' Home Journal Pattern is not only scientifically made, but it is rightly designed. Than The Home Pattern Company staff of designers, artists, and expert pattern-makers no better can be found in America.

Is it, therefore, any wonder that with these advantages The Ladies' Home Journal Pattern has been the means of creating millions of new pattern customers? The prestige of the trade mark the pattern bears persuaded women everywhere to give patterns a trial, once tried, the superiority of the pattern itself ensured the future patronage, not only of the woman herself, but of all her friends. In just this way, the simplicity and accuracy of the new patterns and the illuminating Guide-Chart have made home-dressmaking so easy and so successful that millions of women who had either never attempted to do their own sewing, or who had tried other patterns and failed, are now regular purchasers of The Ladies' Home Journal Patterns.

Does it not follow inevitably then that—

First: The Ladies' Home Journal Pattern—a new and Powerful force in dressmaking has created, and is creating, millions of new pattern users.

Second: The franchise for the sale of the Ladies' Home Journal Patterns is not a mere "pattern agency." It is a connection with a new and constantly growing force, and an opportunity which, rightly improved, will build up a merchant's business as can no other make of pattern yet devised.

The Home Pattern Co.,

23 Lombard Street, - Toronto, Canada

Mail Order Catalogues in Towns and Smaller Cities

Good Results Obtained by Systematic Comparative Advertising of Local Prices With Those of Mail Order Houses—How the Plan is Working Out in the West—Competing Against Large City Stores.

By A. M. Bunt, of Brown's, Portage la Prairie.

Catalogues are not issued by merchants in the larger towns and small cities, so much for the direct business derived, but principally to hold their own against the ravages of the large city mail order houses. The large city mail order firms have been carrying on a system of education for years in the so-called benefits of mail order buying until not a town, village, hamlet or scarcely a lone shack away on the prairie but receives, regularly, these catalogues.

While all this has been developing into gigantic proportions, the home merchants have not been realizing the great menace, that has been growing up in their midst and sapping the life out of their trade until the expression "I can buy it cheaper at Blanks by mail" has become a common expression.

Now, the great problem that confronts the merchants of the larger towns and smaller cities as well as the village storekeeper is, how this trade may be diverted back to their own stores. It may be obtained by systematic comparative advertising of local prices with mail order houses, but we believe that the plan adopted by some of the more progressive firms by meeting Greek with Greek is a good one, and that is, to publish a catalogue themselves. This plan has a double advantage as it firstly and primarily is good advertising in the immediate vicinity for regular trade. Direct results are shown by the frequency of customers, who come into the store to buy, asking for a certain style or number advertised in the catalogue. Then again, this catalogue goes into the homes side by side with other large city catalogues, and comparison of prices made, and when the goods are found to correspond in value, and in some cases to be of better value, it is safe to say that the benefit is overwhelming in favor of the store that the customer can come to personally and see the goods before purchasing.

Paying Railway Fares.

Then again, a special advantage is given to anyone coming from a distance, as upon their purchasing a certain amount of goods their railway fare is paid both ways, by the firm.

For example, customers within a radius of 20 to 30 miles, upon their purchasing goods to the amount of $25; 30 to 45 miles, $37.50; 45 to 60 miles, $50; 60 to 80 miles, $65, will have their railway fare refunded to them.

While this combative work is being carried out in the near vicinity, this store, as well, has been building up a substantial mail order business of its own, which has extended to all the Western Provinces and has brought an increasing volume of business, the Spring season of 1908 having to its credit an increase in sales of nearly 50 per cent. over the Spring of 1907.

For the past four years this firm has issued a catalogue of 100 pages every Spring and Fall. It is well illustrated, a great many of the electros being supplied directly by the manufacturers, the balance being made specially from sketches drawn from the article itself. It is necessary in all cases to have the identical article in stock as illustrated, but, should it be sold out, it is the invariable rule to substitute a better article at the same price.

Extensive Advertising.

Buying is made easy, as satisfaction is guaranteed on all goods sold, or money refunded and express charges paid both ways.

Extensive advertising must also be carried on regularly in the best weekly and monthly periodicals, exploiting an exceptionally good value from the catalogue, and also asking readers to send for catalogue.

The list of names to which the catalogues are sent must be frequently and carefully revised, in order to cut out all "dead wood" owing to deaths, removals and lack of purchasing.

In conclusion, my advice to the general merchants in the smaller cities contemplating the publishing of a catalogue for the express purpose of doing a mail order business alone, is "don't," but, as a competitor in the local field against the large city mail order houses, there is nothing so effective as a live, up-to-date, well-illustrated catalogue, providing that prices and values are equally as good, or better. It is up to the merchant, who is sitting in his office lamenting over the loss of the great amount of money that leaves his town, to go to the city mail order houses, to "get busy" and contrive some definite system of education, by advertising or a catalogue to bring the money to his own till.—A. M. Bunt, with Brown's, Limited.

New Companies Incorporated.

Clatworthy & Son, of Toronto, have been granted a provisional charter to manufacture, import and sell display fixtures, figures and store fittings of all kinds. The capital is $40,000 and the provisional directors George Clatworthy, Kitty Clatworthy and Cecil George Clatworthy.

A charter to manufacture and sell woolen and cotton goods has been granted to the Parkhill Woolen Mills Co., with capital of $20,000. The provisional directors are: Neil Matheson, D. N. MacLeod, Alex. Hotson, N. Caw and Hugh Matheson, with head office at Parkhill.

The Canada Label & Webbing Co. have been granted a charter to manufacture, buy, sell and deal in silk and other woven fabrics, the share capital to be $150,000, and provisional directors W. R. Walton, D. L. Smith and J. R. Show, Toronto; head office, Toronto.

H. V. Vineberg, I. Cohen, A. J. Hart, A. Z. Cohen and S. W. Jacobs, of Montreal, have been incorporated as H. Vineberg & Co., with $250,000 capital, to manufacture garments of every description, to deal in dry goods, silks, satins, etc., and carry on the business of tailors, outfitters and clothiers.



We have been specially requested to make a Spring Announcement, and it is with every confidence that we respond, because we can point with pleasure to the greatly improved conditions for 1909, compared with 1908, in every part of Canada.

Reports from all over the Dominion indicate that money will be more plentiful during 1909, and our travellers and sales-force assure us that although they got a

THE W. R. BROCK COMPANY, (Limited)

MONTREAL



good reception when taking orders for 1908, it does not for one moment compare with the ease with which they are taking orders for 1909.

We will be glad to hear that others are having the same experience; but it may be that the enthusiasm of our sales force is largely due to the fact that they can offer such value as our

X Y Z and Honest



THE W. R. BROCK COMPANY (Limited)

MONTREAL



sheetings, our Beaver linings, our Anderson and Kingcot ginghams, Sovereign Dress goods, Lion hosiery, carpet squares, and carpets, Invader ladies' garments and Sunbeam velveteens.

We invite you to visit our warehouse when in Montreal and to make an inspection of our stock. We are in splendid shape to look after Spring business, and would like to fill your order.



THE W. R. BROCK COMPANY, (Limited)

MONTREAL

Please mention The Review to Advertisers and their Travelers

Began Business with $45 Stock in Dry Goods and Ice Cream

Mrs. C. A. Marshall has Built up a Successful Locality Trade—Now has Her Own Store and $8,000 Stock - Had not had One Day's Experience Behind the Counter—Buys and Sells for Cash.

A dry goods stock valued at $45, ice cream in somewhat speculative quantities, business ability to offset inexperience and a decided application of the cash principle—these were the original constituents from which Mrs. C. A. Marshall, 2163 Queen Street East, Toronto, developed a successful business. They do not entirely confirm traditional directions to business beginners, but that is what has made the results unusually interesting.

The process has only taken about seven years. In materialized form, Mrs. Marshall's success is now represented by a substantial store building erected on a $1,000 Queen Street lot, at a cost of $5,000—the property is worth much more to-day—a dry goods, men's furnishing and fancy goods stock valued at between $8,000 and $9,000, a very good locality trade, and enough customers from distant parts of the city to demonstrate that attractive values will not be confined to district limits.

Does Not Believe in Bargains.

By attractive values Mrs. Marshall does not mean bargains. The latter form no part of her merchandising, and she states that when she wants to indulge in sensational philanthropy she will give things away. She has never held a bargain sale.

"One can never guarantee a bargain," said this discerning woman of business, whose own foresight and application, better described as hard work, have served her in the stead of those essentials embodied in mercantile experience.

"Never buy at a bargain and then it will never be necessary to sell at a bargain. That is one of the rules I have worked on. If a bargain does not turn out right it comes back at the reputation of the store. I do not go in for large margins of profit. That would be a mistake on the part of a locality store. I find it possible to give the people better prices on many lines than they can obtain in the large city stores. Where expenses are not great this is an easy matter. If it so happens that my stock does not contain what a customer may desire, I obtain it for her if at all possible. Very often she is thus relieved of the necessity of making a trip up town. My stock consists largely of lines which move rapidly, hosiery being a specialty. One condition I insist upon in my buying is that I may return goods immediately when any defect is discovered.

How Mrs. Marshall guided her business to success is not the uninteresting chronicle about dollars and cents and dry goods that one might expect. When a woman with two small children to look after, and her husband ill in the Old Country starts out to conduct a dry goods store on a capital of $45, with no experience, it is worth while noting developments.

Leased Store for Five Years.

"My first store was on Queen Street East, near Pape Avenue," said Mrs. Marshall to the Review. "I leased a store for five years. It had no shelving or furniture of any kind, so I fixed it up with tables and for a few dollars secured a counter which was so large that I was able to curtain it off and use part of it for the ice cream department. I bought my ice cream ready-made, and on the first 24th of May I came out $40 ahead.

"I was in that store for about two years, when I heard of another stand, a much better one, at the corner of Carlaw and Queen. My landlord would not take any less than three months' notice, so I sub-let the store for $2 a month more than I was paying. I had, of course, taken necessary precautions in my lease. When I went into my new quarters I bought a fountain for my ice cream parlor, costing $125, and put as much money as I could afford into dry goods. That department was growing fast, so finally I sold the fountain for what I had paid for it, gave away my ice cream business and devoted my entire attention to dry goods. Everything went along very nicely and about two years ago I turned the business over to my sister and located here.

Bought and Sold for Cash.

"When I opened my first store I had not had one day's experience behind a counter. I had no assistance and it kept me busy at times waiting on customers and looking after my two children. My husband, who has been in the employ of the Toronto Railway Co. for 25 years as a conductor, was ill in the Old Country. He had gone home for his health. Although I had had no actual training in the business I knew what stock I had and my brains helped me out. From the very first I bought and sold for cash. It required no experience to tell me that when people get goods out of the store without paying it is convenient for some of them to forget about it. They have the goods and the money and the merchant has nothing. I have an assistant in the store with me now and business receives our undivided attention."

Specializes on Hosiery.

Mrs. Marshall's store has a frontage of 22 feet, and a depth of 45 feet. A counter in the shape of a horseshoe extends out from the rear of the store and is used for displaying fancy articles. The dry goods stock consists largely of staples. The hosiery section is unusually large for a store of that size, and this is the result of Mrs. Marshall's specializing. Staple lines of men's furnishings form a well-developed branch of the business.

The store is situated in a section of Toronto known as the Beaches, about six miles from the heart of the city. In the Summer time it is a popular neighborhood for cottagers and campers. Mrs. Marshall states, however, that the arrival of the outing season has no great effect on business, her opinion being that many people leave the locality on pleasure jaunts of their own, thus counteracting any benefit that might be derived from the transient residents.

The display window has a width of 20 feet. Its advertising value is always well developed by means of attractive displays. In order to overcome the effects of frost or fog of any kind on the glass the display space is heated by steam.



There Is No Better Pattern

THE NEW IDEA 10c. PATTERN

WAS THE FIRST GOOD PATTERN SOLD AT A POPULAR AND UNIFORM PRICE. IT IS TO-DAY THE BEST.

The result of years of practical experience in the designing and manufacture of tissue paper patterns, added to an intimate and comprehensive knowledge of the qualities most to be desired in a paper pattern.

New Idea Patterns are as accurate as it is possible for a paper pattern to be. The entire process of their manufacture is in the hands of experts, who spare no effort to produce a perfect pattern, by which any woman with ordinary intelligence and skill in needlecraft can fashion garments that fit well, look well, and are distinctly up-to-the-minute in style.

New Idea Patterns are simpler to follow than any other paper pattern on the market. They contain no unnecessary markings, and present no complications for the embarrassment of the inexpert home sewer.

THE AVERAGE WOMAN—MOST WOMEN—will buy it in preference to all others, when they know that they can get A PERFECT PATTERN FOR TEN CENTS AND SAVE FIVE CENTS.

Let us tell you more about it.

THE NEW IDEA PATTERN CO.

HOME OFFICE : 636 and 638 BROADWAY, NEW YORK

Western Offices : 232-234 Fifth Avenue, CHICAGO, ILL. 1631 Washington Avenue, ST. LOUIS, MO.

Canadian Office : 70 Bay Street, TORONTO, ONTARIO.

27-29 Stevenson Street, SAN FRANCISCO.

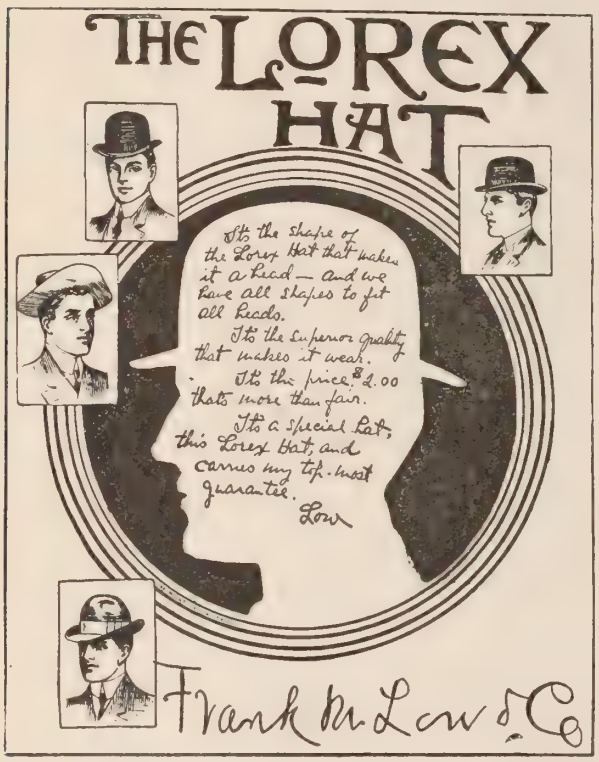
Advertising That Brings the Buyer to the Counter

How a Retailer Built Up a Successful Business in a Decade — Newspaper Publicity and Special Sales Backed by Service and Quality.

By Frank M. Low, founder of Frank M. Low & Co., in System.

If it had not been for persistent, consistent advertising, I believe I should now be very fortunate if the little twenty-five by thirty room in which I started business still continued to house me. I could scarcely have expected my store to grow.

In an advertising campaign for a retail store newspaper publicity comes first always. And in appealing to the trade of men, I believe short concise statements of fact are the most effective; men want to run as they read—and will not wade through the descriptive advertising that appeals to women. We have a short adver-



Here is One of the Full Page Advertisements which Brought Business by its Combined Design, Pictorial Characters and Personal Appeal.

tisement varying from 14 to 30 inches in all of our local papers (which number four) every day of the year.

Change Advertising Copy Daily.

We change the copy daily; I don't remember in all my ten years of newspaper advertising of ever allowing the same advertisement to appear twice, or of skipping a day, Sundays excepted. Steady, persistent, constantly before the public newspaper advertising pays. Our advertisements are mostly in the nature of interesting store news. We strive to keep them short, terse and crisp, no bombastic display, and no exaggerations are ever permitted to appear over our name. Ten months out of the year we talk quality, style and store service, and two months out of the year—one in mid-summer and one in mid-winter—we talk price. Then we clean up the remainder of the season's stock and start anew. In that way we have no accumulation of old stock and we don't tire the public out with sales.

Illustrated advertising serves to catch the eye of the busy man, so we have a new cut at the top of every advertisement—not the very much overdone "woodeny" kind, but an interesting, original cut which for its merit alone is worth while studying, and which, of course, always has some bearing upon the text of the advertisement that follows.

Illustrations Must Be Right.

An illustration, in order to help an advertisement, has got to be right. Above all it must have originality. For the average concern to employ a man capable of drawing an original cut every day is out of the question. So we subscribe to a clothier's exclusive cut and advertising service, which furnishes seasonable cuts for every day in the year. By thus co-operating with many other concerns throughout the country we enjoy the benefit of talent we could not otherwise afford. Our store news is edited to correspond.

There are so many logical talking points in my business that it's comparatively easy to promote the sale of merchandise, although to do it most effectually one wants to time the window displays and interior store exhibitions so that they will back up the newspaper announcements. For instance, if we advertise a sale of men's fifteen dollar suits, we usually have on exhibition some of the suits in one of our show windows, and we also have them displayed conspicuously inside the store; then, if the customer is drawn to our store from the advertisement, the interest awakened by the newspaper announcement is kept alive by the show window and the interior display, and in that way the advertisement is very materially strengthened to the extent that its nothing short of lack of goods or poor clerks that would hinder the making of the sale.

Between the constant changing of styles, the many improvements that are constantly being made in wearables for men, and the novelties that are being introduced almost daily, there's little or no difficulty in finding something to call the public's attention to, every day of the year, in a profitable manner.

Talks Quality for Ten Months.

For ten months out of the year in my advertisements I talk quality, style and more service; the other two months, one at the end of the Summer season, say August, and one at the end of the Winter season, say February, we clean up what remains of our stock and talk price—appealing to that feeling of thrift that exists to a greater or lesser degree in everybody's make-up. Personally, I am not a big believer in running too many sales, in men's wear especially. I think it can be overdone. We never inaugurate a sale without a real pressing and legitimate excuse behind it, and those conditions exist in a well established business but two or at the most, three times a year. Of course I'm referring now to sales that affect every department in your store,

especially the clearance sales at the season's end, without which no business can retain a healthy condition.

I think the cry, bargain! bargain! bargain! has been overdone; the public has been fooled so often that I'm inclined to state my values modestly and let the public find out in their own way in due time.

The result is interesting, attractive, convincing, judicious advertising. After a few years of this sort of advertising in a community it becomes pretty hard for one of our townspeople to think of wearing apparel of any kind without thinking of our concern.

Bulletins Hold Interest.

One of our most effective as well as most inexpensive ways of gaining and holding public interest is by the use of bulletin boards at the entrance of each of our two doorways. At the top of these bulletin boards in large raised brass letters are the words, "Low's Store News," and every morning as the daily pedestrian goes by our store he is greeted with a new bulletin on the board, always something catchy and a phrase of the day, or something that we can turn or twist so that it will have some bearing on the store service or the merchandise inside. We have succeeded in making these bulletins so interesting that hundreds of people now look for the new one every day, and it has become one of the talked-of features of our store.

One of our recent successful advertising ideas that we have already begun to feel the good effects of, was a "New Year's Greeting" mailed to all of our patrons January 1st. With the greeting, which was printed on heavy book paper, in two colors, we enclosed one of our business cards and a coin about the size of a twenty dollar gold piece. One side of the coin bore the head of George Washington and the inscription "Frank M. Low & Co.—1908;" the other side contained the following inscription, "Good for 50c at Frank M. Low & Co.'s on a $5.00 Purchase." We can trace a direct increase in our January sales just to the influence of these coins. Many of our patrons say they wouldn't part with them, that they're going to carry them as good luck pieces.

Sales that Do More than Move Goods.

On the tenth anniversary of the opening of our store I carried out a plan that proved very successful and created a lot of talk. I advertised a three day "Anniversary Sale," announcing that every tenth purchase, it being our tenth anniversary, would be given to the purchaser absolutely free. Check was kept at the cashier's desk and each tenth box which came in over the automatic cash carrier was sent back to the clerk who had forwarded it and the money it contained returned to the customer.

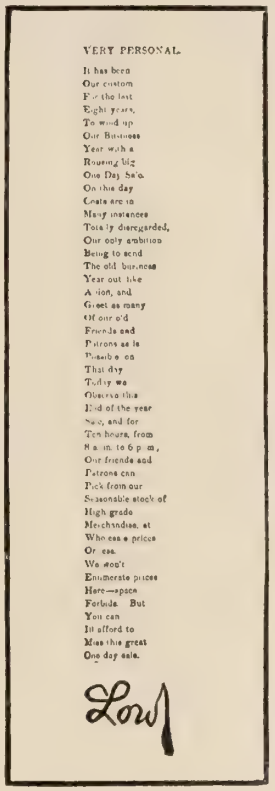
It cost fourteen per cent. of the sales for the three days, greater than the law of average should have called for, but it was good advertising.

The best part of it all was it gave the public increased confidence in our word. Many instances come to my mind that plainly show the value of this idea. One young man came in and bought an overcoat; his was a tenth sale; his money came back, and he therefore received the overcoat absolutely without cost. His father wanted a new overcoat, but had intended putting off the purchase until possibly another winter. With the money that had been saved, however, he could buy a garment at once. He came in and—think of it?—his purchase, too, was a "tenth" one, and he walked home with the money still unexpended and a new overcoat on his back. That family are still talking and telling their acquaintances of our "square dealing."

"A square deal" in quality and service back of this kind of publicity spells success.

Coloring Washable Leather.

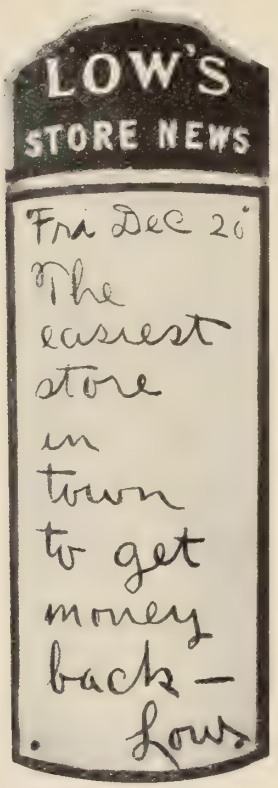
J. B. Jackson, Trade Commissioner at Leeds and Hull, states in his weekly report to the Department of Trade and Commerce that "The coloring of leather is an art in which great difficulty has always been encountered. It is difficult, in the first place, to dye it evenly of the same color, and equally so to secure any degree of permanency. An English firm claims they have succeeded in coloring leather by an entirely new process.


VERY PERSONAL.

It has been
Our custom
For the last
Eight years,
To wind up
Our Business
Year with a
Rousing biz
One Day Sale.
On the day
Coats are in
Many instances
Totally disregarded,
Our only ambition
Being to send
The old business
Year out like
A lion, and
Greet as many
Of our old
Friends and
Patrons as is
Possible on
That day
Today we
Observe this
End of the year
Sale, and for
Ten hours, from
8 a. m. to 6 p. m.,
Our friends and
Patrons can
Pick from our
Seasonable stock of
High grade
Merchandise, at
Who ess e prices
Or less.
We don't
Enumerate prices
Here—space
Forbids. But
You can
Ill afford to
Miss this great
One day sale.

Low

One of the Panel Announcements Used to Appeal to Customers with Their Personal Talk.



The Bulletin Board on Which Special Announcements are Made to Appeal to Customers Passing the Store.

For this product of their ingenuity they claim the following striking advantages:

"Permanent and fast color; it will not fade; will wash with soap and water without deterioration either to shade of color or quality of the leather; is of the same color all through, and will consequently wear evenly; and will not stain the most delicate fabrics.

"The claim that these skins can be washed is perhaps the most interesting to the ordinary user of leather. Leather, like everything else, is liable to become soiled—a pair of gloves, for instance, rapidly becomes unpresentable—and the possibility of washing it again and again and, in fact, of wearing it until it is actually worn out, is most attractive.

"A large and increasing trade is done in Canadian leather in this district, and the product of our Canadian tanners is very much in request and appreciated here."

Bright Store Kinks That are Making Good

The Review is willing to pay for contributions to this department. Articles need not be sent in already prepared for publication. Merchants or salesmen, knowing of "bright kinks," who may have no time to go into lengthy descriptions, need do no more than drop a few lines to the Review, outlining the particular feature. The wideawake man will find it worth while.

Weighed Infants and Awarded Prizes

A plan which created unusual interest in an infants' wear department was recently worked out very successfully in a good-sized store. A set of scales was suspended above a counter and attached to it was a rattle attractively adorned with bright ribbons. The parent who visited the department with her little one was given a card on which she wrote her name and address, as well as that of her child. While the tiny tot was being weighed, if a chubby hand was thrust out towards the rattle, a record of that fact was made by the salesman in charge and the weight was placed upon the card. The childish instinct to catch hold of the rattle was rewarded a few days later when a dainty prize, addressed to its diminutive self was sent through the mail. A pretty card was the token presented each of the others. The plan served a number of purposes. It not only procured for the store a reliable mailing list, but also caused, through special advertising, sufficient interest in the department to make the scheme a good business promoter.

✳

Inspiration in Comparing Records.

When a merchant has thoroughly departmentized his store, he finds that one great advantage afforded by systematic arrangement is the ease with which present and past records may be compared. This very feature has been made a medium of inspiration by some of the larger city stores. The heads of the different departments are regularly handed extracts from the records of the year preceding with the object of improving upon them in the present year. The staff in each department thus know what is expected of them. The figures give the heads of the store something to steer by, and the general idea is one that carries with it the incentive to excel. In smaller stores, where everything is well systematized, the same plan is easily possible, and instances are not wanting in which merchants have taken weekly records of one year as the means of measurement in that which followed, their ambition being set upon some point in advance consistent with their conception of satisfactory progress.

✳

Making the Store a Centre of Interest.

Besides conducting a voting contest, by which to discover the best boy and girl, not only in town, but in each ward, J. F. Cairns, of Saskatoon, released something special for the "oldsters." He announced that "on the evening of election day, amongst other things Mayor Wilson will present to the candidate polling the highest vote, in the municipal elections, a lifelike reproduction of our old friend Humpty-Dumpty, merely to remind him of the chap who, after reaching the top of the wall, took a serious tumble. To the candidate who polls the lowest vote in the city, Mayor Wilson will present with our compliments, a most benevolent reproduction of Mother Katzenjammer, who will console him in the hour of his defeat. We dare either of the winners of the above to be absent on Monday evening at 8.30 o'clock." The scheme was introduced by Cairns as one means of celebrating the sixth anniversary of his business, and is typical of the unique and very successful methods which he adopts to centralize interest in his store. The boy or girl receiving the largest number of votes in the contest before referred to was presented with a purse containing $50 in gold.

✳

Bargain Annex a Good Special Feature.

The "Bargain Annex" is a department which Cressman, of Peterborough, introduces with profit in connection with holiday seasons. He gives it the benefit of strong advertising. Here is a paragraph from his ad which is in itself descriptive of the methods employed: "Big Dress Goods Bargain—Last week's annex dress goods sale was such a big success that we have selected another lot for this week's annex in plain navy, black, brown, etc. In the annex all one price. As is always customary in the case of special or general merchandising, plans with which A. W. Cressman featureizes his business the proposition is always given the benefit of the best possible publicity. That is one explanation of their success.

✳

Voting Contest for the Boys and Girls.

George Vickers, of Barrie, gave the young people of his town and the surrounding country, especial reason to be interested in his store not long ago by conducting a voting contest. One ballot was given with every fifty cent purchase. There were fourteen prizes, seven for boys and seven for girls, and to those securing the largest number of ballots within a certain period, prizes were given. In a very short time, there were 280 girls and 84 boys on the list of eligibles. The comparatively small showing of boys had its explanation in the fact, according to Mr. Vickers, that the boys made a more thorough canvass to corral the votes. The contest proved a live subject to both young and old, while it lasted. Its competitive feature made it a paying proposition.

✳

Ten Per Cent. Off as a Cash Promoter.

W. E. Megaw, of Vernon, B.C., added dry goods to his department store a few years ago. He did not immediately inaugurate the cash principle, but he adopted a plan which made it worth while for the shopper to have the ready money with him when he went there to buy things. Mr. Megaw announced, at the outset, that he would allow 10 per cent. discount for cash. The idea was a good one, it seemed particularly well adapted to a district in which "hard times" seldom, if ever, enter into the general experience. The plan admitted of no suspicion from the customer's point of view, for he was always at liberty to make comparisons. That is the equalizing factor always at the service of the shopper. Mr. Megaw states that the great bulk of his business at the present time is cash, and he attributes that fact to the rule put into practise from the beginning.

6 MONTHS INSURANCE AGAINST DARNING



It Would Not Pay Us

to guarantee anything but a superior product, perfect-fitting and comfortable—or, in fact, anything which is not exactly as represented.

It Will Pay You

to sell guaranteed goods that give your customers lasting "come-back-for-more-of-the-same-kind" satisfaction.

Made to Fit

NEVERDARN

Holeproof Hosiery

FOR MEN AND WOMEN

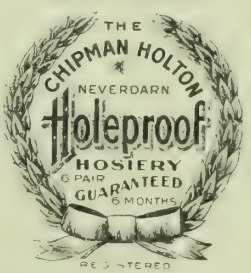
Fit to Wear

Knit absolutely seamless of six strands of specially prepared long fibre Maco and Lisle yarn interwoven. Dyed by new process sanitary dye, which leaves the fabric as strong, clean and soft as undyed hosiery. In leather shade tan and black.

Six Pairs Guaranteed for Six Months

Each box contains our guarantee coupon as follows: "Should any or all of this six pairs of hose require darning within six months from the date you bought them, we will send you at our own expense a new pair for each damaged pair returned."

Each pair stamped with this registered Trade Mark.



You Push This Line

It'll pay you, as somebody in your town is going to sell a lot of them and you might as well be the man. Take advantage of our customer-creating advertising and

ORDER NOW FROM YOUR JOBBER

Chipman Holton Knitting Co., Ltd.

Hamilton Canada

E. H. WALSH & CO., Sole Selling Agents, TORONTO and MONTREAL



An Interior View of the busy Mitsukoshi Store, showing the Japanese Style of Counters and Display Case Extending Along the Right, and the Numerous Customers Seeking Bargains.

The Development of Japan's 300-Year Old Retail Store

Organization and Management of Mitsukoski, Japan's First, Largest and Most Typical Department Store—One Price System Introduced Two Centuries Ago.

By S. Hamada, Advertising Manager, in System.

The Japanese department store really dates back only ten years, when the firm of Mitsui-Gofukuten, of Tokio, under the managing directorship of Mr. O. Hibi, began the expansion of its store, hitherto devoted to dry goods only, into further departments.

This firm has been in existence under one name and another for hundreds of years. It was established as the firm of Yechigoya centuries ago. In 1893 it changed its name to Mitsui-Gofukuten, and since 1904 it has been called Mitsukoshi.

The name Mitsukoshi has a peculiar derivation. The Mitsui family, owners of the Mitsui Bank and the most powerful commercial force in Japan to-day, had control of the store until 1906. In order to keep the old traditions, they combined the first two characters of the Mitsui and old name Yechigoya, and formed the name Mitsukoshi.

The store as it looked more than two hundred years ago is shown in the photograph of the painting here reproduced. It was one large room with no display windows or counters. The customer, coming in from the street, squatted down on the floor and the salespeople went to the stock shelves on the walls and pulled down their goods. The sign on this painting, which is proved to be authentic and to have been painted about two hundred years ago, is very significant. It reads:

Notice :

1. Exchange rate koban 62 momme.
2. One price only.

The first announcement simply means the rate of exchange allowed between silver and gold, one koban being sixty-two momme, which amounted to one-half pound sterling. But it is the second announcement which is significant. I remember reading some years ago an article in System in which was attributed to John Wanamaker the inauguration of the one-price idea which is now in force throughout the Aryan world. It may be true that he first established the one-price system for Europe and the United States, but here is evidence that this system was in operation in Japan over two hundred years ago. This is a historical fact, for I do not remember and know of no man in Japan who remembers, that this store ever used anything but the one-price system since its existence.

Beginning in 1896, the Mitsukoshi store added one department after another, until to-day the merchandise of the store includes eleven departments, handling more than that number of distinct lines of goods. The most recent additions to the departments have been a shop which tailors and retails men's clothes of foreign styles, a restaurant for customers only, and a complete photographic studio.

The personal organization of Mitsukoshi seems to follow very closely that of large department stores in Europe and America. At the head of the store is the managing director, Mr. O. Hibi, a pioneer of department store merchandizing in Japan, formerly assistant manager of the Mitsui Bank. Mr. Hibi is a graduate of Keio College. Under him are the nine distinct divisions into which the store divides itself.

Handling the Records.

First is the secretary's division. He is an official of the company, first assistant to the managing director, in charge of all the records and the handling of correspondence.

Second is the advertising division, which has charge of the newspaper and magazine advertising, the getting out of other advertising literature, booklets and circulars, and the publishing of the monthly house organ, the Mitsukoshi Journal, "Jiko."

Care in Sales Department.

Third is the division of salesrooms, controlled by Mr. K. Fujimura, who is one of the directors. He entered the store 45 years ago and acquired experience in all lines. This division has in its charge the care of the salesroom, displays of goods, oversight of the salespeople, and the handling of customers. Attached to the salesrooms are four departments or sets of executives: first, the floor walkers who meet the customers and see that they are served properly; second, the inspectors who are immediately over the salesforce, and who O.K. sales, approve of credits and decide questions which the salespeople refer to them; third, the interhouse and outside telephone department, which is quite an elaborate affair; and, fourth, the window-trimming force, which has charge of all displays.

The fourth general division is the buying or merchandizing. This division has charge of the buying of all goods sold in the store.

The fifth division has charge of the equipment. This corresponds to the superintendent's department of the American store. It takes care not only of the physical furnishings of the store, but also has disciplinary control over the employes in the store.

Sixth is the mail order division, which carries on a regular mail order business all over Japan and China; and sometimes with foreign countries.

Seventh is the city delivery division, which handles the shipping and delivery of goods.

The cashiers' division is eighth; it receives all cash accounts for money, and makes the original cash book entries.

The ninth division is that of accounting, and handles the work which its title signifies.

The Buying Division.

The Mitsukoshi Company has other department stores in Osaka; Seoul, Korea; and in Dalny, China; while the house maintains buying branches in Kyoto, the silk centre of Japan, and in Kiyu, the centre of the cotton and silk industry. The selling stores have the same organization as the department store in Tokio and are controlled by the managing director.

The most important factors in this retail store are the merchandizing, the salesrooms and the advertising divisions. It is in the merchandizing division that the true organization of Mitsukoshi manifests itself. The store has thirteen merchandizing departments, although it handles more distinct lines of goods than these, because in many cases related lines are combined in the same department.



How Complete and Modern is the Japanese Store is Shown by this Photograph of the Roof Garden above the Store. Here Flower Beds, a Temple and Shrine, and Inviting Outdoor Arrangement, Invite Customers to the Store.

The buying department itself, which is under the direction of a head buyer, is divided into three departments. The first department buys the silks, the second the cotton, and the third the specialties.

Among the merchandizing departments there are three for which the buying division does not purchase goods because they really do more than act as middle men for certain lines. These are the photograph studio; the orders executed department, which does not sell goods, but sells services in the way of dyeing, sewing or clothing-making; and the theatre supply department which rents costumes to theatres. The managers of these departments are really division heads, for they are directly under the authority

of the managing director, without the intervention of the sales or buying manager.

The Sales System.

The buying itself is handled in much the same manner as any department the world over. Specialists handle different lines of goods. Those produced in Japan are purchased there; the cotton and silk are purchased in branch offices, in Kiyu and Kyoto, which are the centres of those industries. Imported goods are purchased abroad, and trips to European production centres are made regularly by the buyers.

The salesroom is divided into fifteen merchandizing departments, each of which has its particular sections and counters sales force. The merchandizing departments are under the direction of the sales manager, who has charge of all that relates to the selling of goods and the handling of the sales. In the organization chart I have attached the merchandizing departments to both the salesrooms and the buying. This I have done because while these departments are directly under the control of the sales manager, yet they must depend upon the buying division for their goods, and, therefore, are dependent upon both divisions.

The salesrooms of Mitsukoshi's are all located on the ground floor of the store, except that the silk and special merchandise divisions of the business are accommodated on the second floor.

The different lines of goods are grouped in counters and sections by themselves. The introduction of counters in Japanese stores is a very recent development. Up to fifteen years ago the goods were stored in shelves along the walls as shown in one of the accompanying photographs, and just as the painting of the Yechigoya store shows they were two hundred and fifty years ago. Customers came into the store and sat on rugs placed on the floor, and the salespeople brought the goods from the walls for inspection.

When Mitsukoshi was transformed into a modern store, counters were installed, and sales are now made just as in America by the salespeople standing behind the counters with the customers opposite.

When a sale is made, the salesperson makes out a ticket much along the same line as those used in American stores to-day. In Mitsukoshi a duplicate system is used.

The cash carrier system is used for handling change. Two cashiers are stationed at diagonally opposite corners of the store. Each is connected with the half of the counters nearest to it by cash carrier wires.

Goods are sold on credit to a very small extent in Japan. The whole store, excluding the mail order department, has only a relatively small number of accounts as compared with American stores, and these are mostly very old customers, known to salespeople and employes of the store through years of dealing.

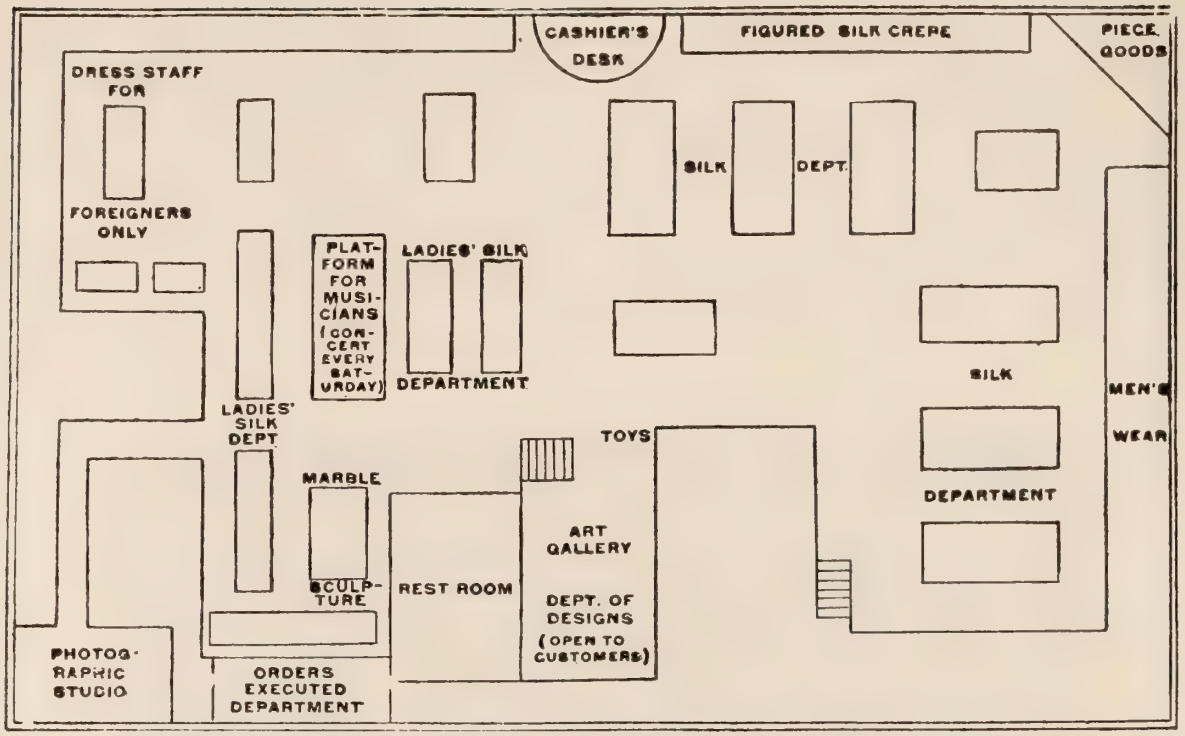


A Photograph of an old Painting of the Yechigoya Store, now known as Mitsukoshi, as it was 200 Years ago; there were no Counters or Displays—goods were Packed in Shelves in the Walls and carried by the Clerks to Customers sitting on the floor. The "One Price Only" Sign hanging from the Ceiling at the Left marked the Beginning of the One Price System.

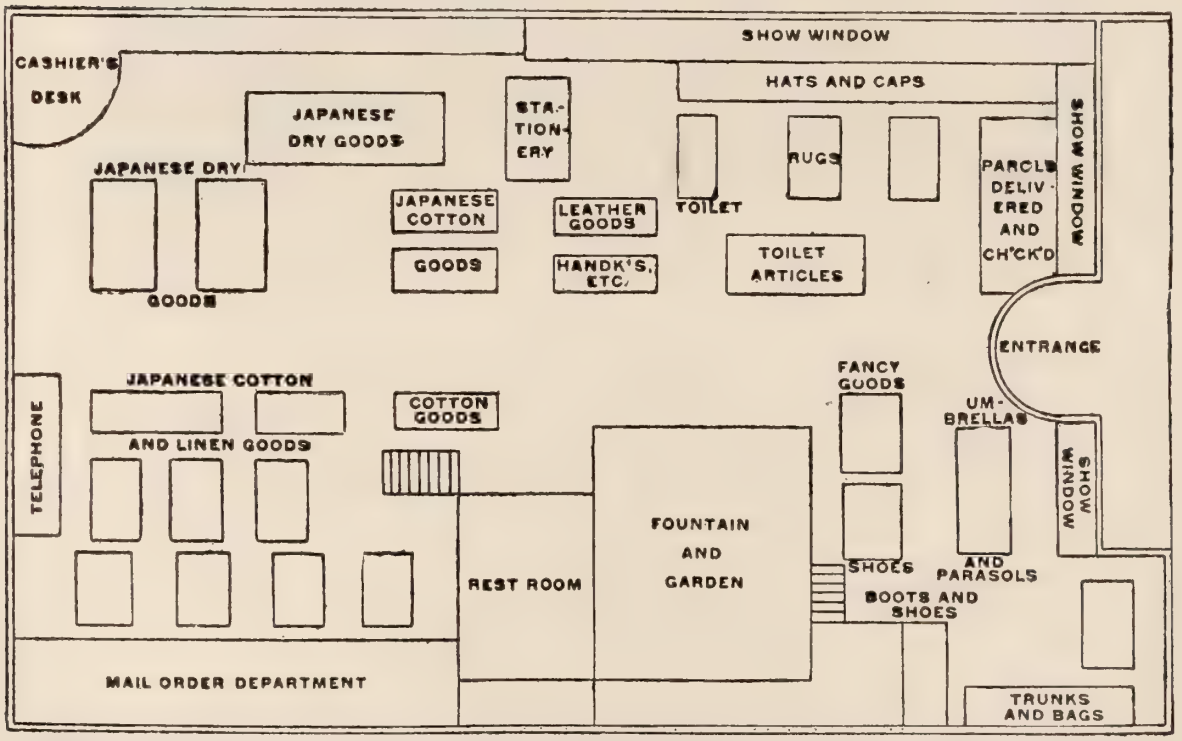
For this reason, Mitsukoshi's has no credit department. When a customer wishes a purchase charged, the salesperson calls an inspector who approves the purchase. The regular sales slip is not then used, but a credit sales slip is made out, from which entry is made directly to the customer's personal account. The fact that a purchaser is not allowed a credit until he has been a customer for a long time and is known, makes such an apparently loose system permissible.

Delivery by Autos.

The delivery system allows rapid handling of goods. Japanese cities are much more confined in area than American towns and deliveries are therefore more rapid. Mitsukoshi's began in 1901 to deliver by automobiles, and, while the method was found successful, yet on account of



The Second Floor Plan of the Store with its Convenient Arrangement of Departments, includes a Rest Room, an Art Gallery and Photographic Studio. There is also a Platform for Musicians who give a Concert every Saturday.



The Main Floor Plan of the Store showing the Entrance at the Right and the General Arrangement of Departments with the Parcel Room Conveniently Located near the Entrance, the Fountain and Garden, a Rest Room and the Mail Order Department.

the very narrow streets in many quarters of Tokio the utmost speed could not be secured in despatching goods.

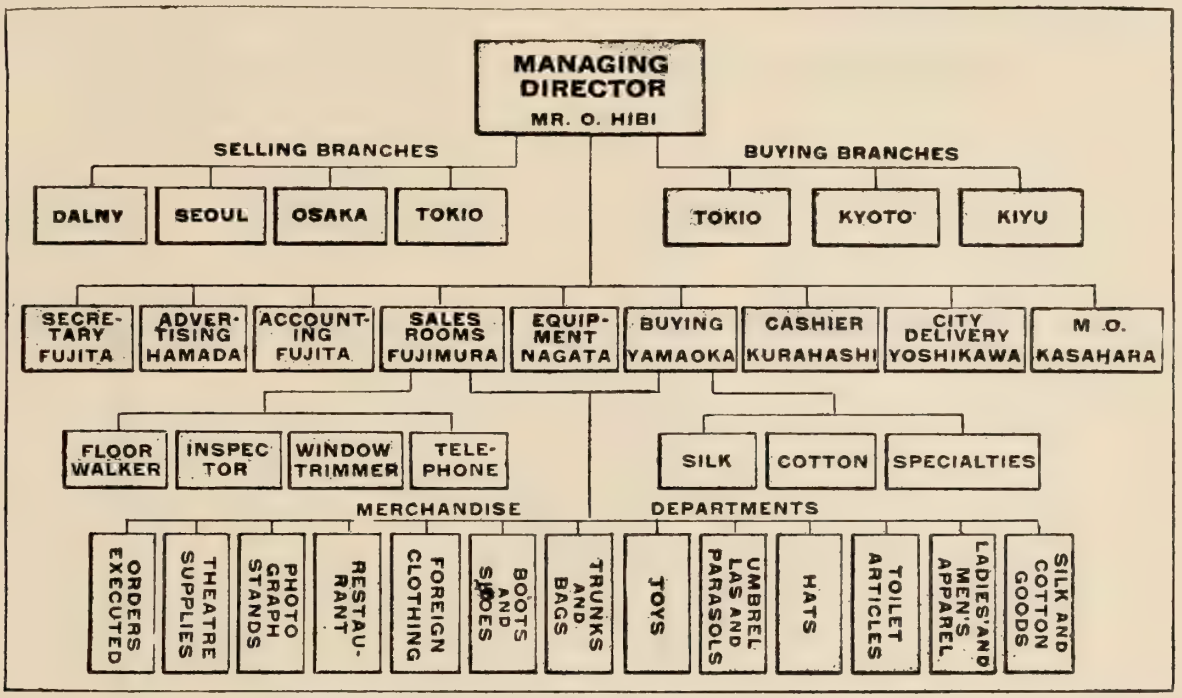
Training and Payment of Employes.

Mitsukoshi employs nearly seven hundred people. Of these, six hundred and thirty are men, consisting of the executives, department heads, salespeople, and minor employes; and fifty are women, who serve in the salesrooms. All employes are hired by the managing director. After the general lines of the work they are to do have been described to them, they are immediately placed behind the counters. For the first two or three weeks they are merely assistants to the salespeople already there, taking down goods from the shelves, assisting in making sales, keeping the stock in order. From the inspectors on the sales floors, too, new clerks receive instruction in their work.

All employes receive a regular monthly salary. In addition to this, the salespeople receive a commission on their sales. Then all employes receive a semi-annual bonus, in January and July. The amount of the bonus is based on the net profits of the store for that period and on the salary of the employe.

The inspectors have general oversight of the salesrooms and see to it that everything runs smoothly. They approve credit sales and deliver orders, and are always ready to clear up any tangle that may occur in the making of a sale or in any store transaction.

The floor walkers' only duty is to meet customers and see that they get the proper service. It seems that in many American stores the work of the inspector and the floor walker is combined, but in Mitsukoshi's the floor walker is stationed at the doors to see that patrons are politely welcomed and properly served; and that is his only duty.



The Organization of the Mitsukoshi Store under one Managing Director in Charge of the Main Establishment and the Buying and Selling Branches, and Under him the Directors of the Various Departments. This Organization is Similar to that of both European and American Department Stores.

The dry goods store of Jette & Lemieux, of Montreal, was damaged to the extent of about $10,000 by fire, which was started by a boy accidentally dropping a candle into an open box in the basement.

What is Worse than Debt?

We know not the fellow who put this together, but it's good anyway:

"The devil of debt seems to be on the heels of almost everybody. The clerk, he's in debt. The bookkeeper's in debt. Ditto the typewriter. Same with the porter and drayman. As for the superintendent, he can't remember when he wasn't. The office boy would be in debt if anybody would trust him. And all of them are complaining and acknowledging the miserableness of their condition.

"Debt is a mortgage on your salary.

"Debt is a monument to a young man's weakness, a grown man's folly and an old man's failure in the University of life.

"Debt is discounting to-morrow's liberty for to-day's good time.

"Debt is a quitclaim to your wife's confidence, your children's ambitions and your self-respect.

"Debt is a guaranteed insurance policy against happiness.

"Then what are we going to do? say a chorus of young fellows and business men and aspiring women and laborers and clerks and managers and street car conductors and hundreds more.

"Do without!

"It will take some backbone. It will take some genuine courage.

"But you'll be able to hold your head up—and that's more than you can do now, and you know it. You won't have palpitation of the heart when the postman blows his whistle, and you won't tremble every time the boss asks you to come into the front office. Neither will you be ashamed to have your stenographer open your mail.

"Because you'll be working to-day for to-morrow's satisfaction, and not to make good on account of yesterday's extravagance."

Yes, debt is hell.

Long-Service Employes Buy Up Large Block of Stock

Smallman & Ingram, London, Recognize Merit by Making Company Stock Available to Their Staff—Magnificent New Store Nearing Completion — Employes' Benefit Society.

When a retail firm has to show for its progress a new five-storey building with ninety-five thousand square feet of floor space and thoroughly modern equipment, it is safe to say that that firm has developed a stride which makes it an outstanding figure in Canadian merchandising.

That certainly seems one of the proper things to say of Smallman & Ingram, dry goods merchants, men's and boys' clothiers and housefurnishers, of London, Ont. Their new building, of the dimensions described, is nearing completion. How they intend to utilize the space may be briefly indicated as follows:

First floor, Dundas Street wing—Dress goods and trimmings, buttons and patterns, silks, velvets, linings, gloves, hosiery, ribbons, notions, handkerchiefs, art goods, ladies' underwear, linens, sheeting, cottons, muslins and staples, offices.

Richmond Street wing—Men's and boys' clothing and furnishings.

Second floor, Dundas Street wing—Millinery, mantles, ladies' suits and all ready-to-wear garments, whitewear, underskirts, lace curtains, quilts blankets, rugs, housefurnishings, etc. Richmond Street section—Ladies' parlors, writing room and tea room.

Third floor—Stock and sample rooms.

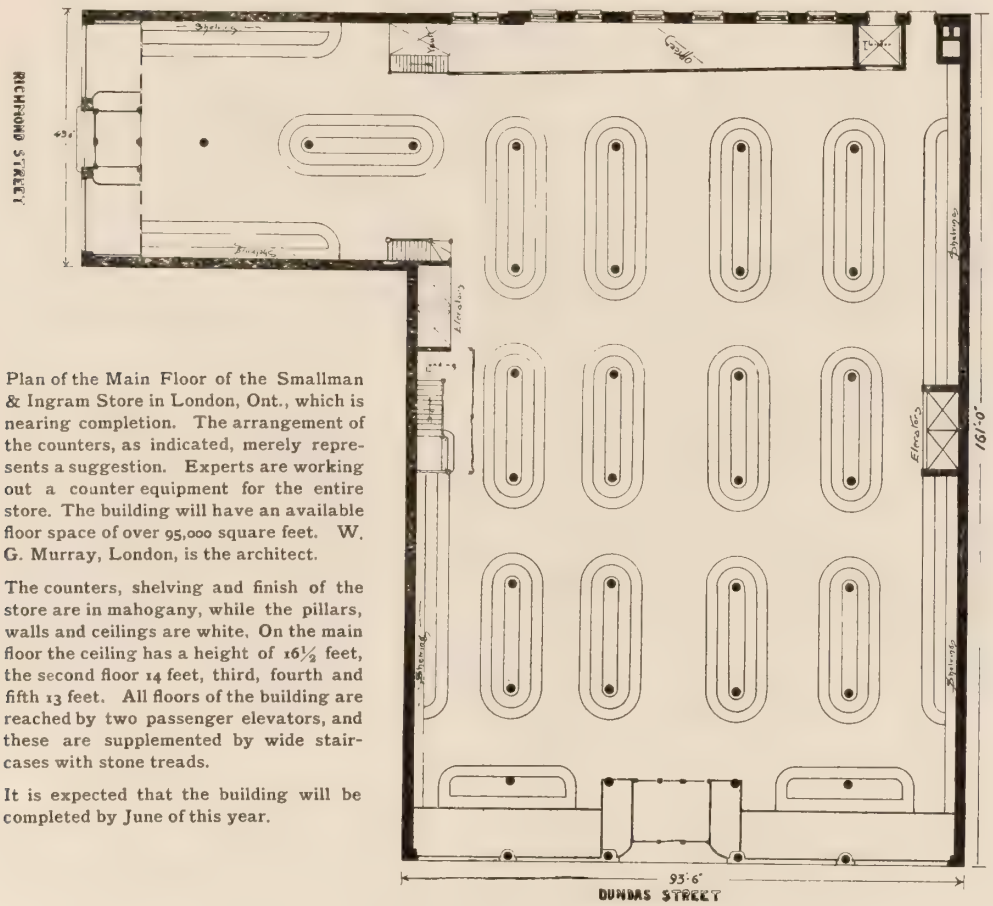
Fourth and fifth floors—Manufacturing, ladies' tailoring, dressmaking, waiting and fitting rooms.

Basement, Dundas Street wing—Toys, mailing and delivery departments. Richmond Street wing—Employes' cloak, reading, lunch and rest rooms.

Tribute to Enterprise.

In the first week of September the firm occupied one-half of the new building. Their former store, adjoining, on Dundas Street, was then torn down and operations proceeded with on the latter half. Even had this last extension not formed part of the plan, the store, as it stood, would have been a striking example of that enterprise to which the larger store of to-day is a far more splendid tribute.

The building, which will be completed by June of this year, has five storeys, exclusive of basement. The area of each floor is about 16,000 square feet. The structural frame is of steel, reinforced with concrete, and finished in red brick. The exterior settings of the doors and windows are of polished granite, and the frames of the windows are sheathed in bronze. The building is as fireproof as it was possible to make it.



Plan of the Main Floor of the Smallman & Ingram Store in London, Ont., which is nearing completion. The arrangement of the counters, as indicated, merely represents a suggestion. Experts are working out a counter equipment for the entire store. The building will have an available floor space of over 95,000 square feet. W. G. Murray, London, is the architect.

The counters, shelving and finish of the store are in mahogany, while the pillars, walls and ceilings are white. On the main floor the ceiling has a height of 16½ feet, the second floor 14 feet, third, fourth and fifth 13 feet. All floors of the building are reached by two passenger elevators, and these are supplemented by wide staircases with stone treads.

It is expected that the building will be completed by June of this year.

New Sections Added.

Constructed as it is in the form of an "L," the building has two entrances, one from Dundas and the other from Richmond Street. The ground section, served by the

latter, has been equipped for men's and boys' clothing and furnishings. Thus has an excellent location been secured for a new section in the firm's business. In this connection, it might also be mentioned that the house-furnishing division, on the second floor, has been enlarged by the addition of rugs. Ladies' dress goods occupy the main floor of the Dundas Street wing.

The counters, shelving and finish of the interior are in mahogany, while the pillars, walls and ceilings are white. On the main floor the ceiling has a height of 16½ feet, the second floor 14 feet, third, fourth and fifth, 13 feet. All floors of the building are reached by two passenger elevators, and these are supplemented by wide staircases with stone treads, set in iron. A large balcony at an intermediate landing overlooks the main floor.

The comfort of the employes has not been overlooked. The basement of the Richmond Street wing has been divided up and equipped for use by the staff as cloak, reading, lunch and rest rooms.

The heating system, which, of course, is centralized in the basement, is so planned that circulation is obtained through wall passage only, no part of it finding an outlet by way of the floors.

The offices are located in the rear of the main floor in the Dundas Street wing.

Long-Service Employes Buy Stock.

It is a remarkable fact, and one that demonstrates its own significance, as to the relations existing between the employers and their staff, that Smallman & Ingram now have in their service clerks who have been with them for over a quarter of a century. This was the chief reason of Mr. Smallman's offer, on the incorporation of the company, to make the stock available to those who had served so long and so well. His main purpose was that of reward to those who have devoted the efforts of their lives to the building-up of the business, but it cannot fail to have another result—the creation of even a keener interest, on th part of the most capable portion of the staff in promoting those elements which make for the store's continued success.

Mr. Smallman's offer was eagerly accepted, and $68,000 was subscribed by forty-four of the staff. They were given the privilege of paying up from their savings or otherwise, when most convenient to themselves.

Benefit Society.

With the incorporation of the company, welfare work, in the form of an Employes' Benefit Society, was also inaugurated on the suggestion of the president, Mr. J. B. Smallman, who donated $1,000 as a nucleus. The object of the society would be, he explained, to render financial assistance to employes in case of sickness or accident. An executive and committees were chosen from the different sections of the store to take charge of the work. The society has only been in existence a few months, but its usefulness has already been felt, not only in rendering assistance where needed, but in creating a greater unity among employes. The benefit fund is being kept up by monthly dues, paid by employes who have become members of the society. Dues and benefits are arranged in three classes, A, B and C, and graded on a salary basis. The membership now numbers 150, and is increasing.

See that Goods are Insured.

Do not let your Fall goods come in without seeing to it that they are fully covered by insurance. It is not pleasant to think of disaster in times of prosperity and progress, nevertheless, the wise merchant must keep his stock well covered to guard against any accident. Even though your own establishment may be fireproof you may suffer considerable loss through the carelessness of a neighbor, in which case, your watchfulness and slight expenditure will be amply repaid by having your stock of goods fully covered with insurance. It might not be out of the way to suggest that now will be a good time to examine into your insurance papers, to refresh your memory as to their date of expiration, amounts and any premiums that may be due thereon.

Maintaining an Air of Brightness.

Apparently some drapers and other business men forget that there are other coats besides those that belong to the tailor's and costumier's departments. The successful man may have a contract with a painter for the regular painting of his premises; in fact, in one of the principal firms known to the writer, where the number of windows is enormous, the contract includes window cleaning.

It is good policy to occasionally go to the expense required to re-paint the front of the premises, and have the old signs re-written. An air of brightness takes the place of the old dull hues, and the effect is not merely pleasing to the passer-by, but causes favorable comment on the enterprise of the shopkeeper. "Smith must be doing well; I see he is having the whole of the shop-front re-painted," somebody says. "Yes; looks well, doesn't it?" is the reply.

Now, it may be the fact that Smith is not doing very well. His business may be causing him a little anxiety, because his expenses continue high, and there are too many dull days for his liking. But Smith is wise enough to know that if he wishes his business to prosper, he must let it be seen that he has confidence in the public and himself. It is useless for anyone to stay in business unless he has confidence, but it may to some extent be acquired, and the various articles in our journal are designed to aid every business man to equip himself to conduct business on the best principles.

Success in business is greatly a matter of mentality, although most people regard it as if it were all luck. There is perhaps a relic of the superstitions of the ages. A clever business woman who recently expended over £20 in exterior paint work admitted that she regarded it as essential to keep up appearances. It is really a form of advertising.

When one is in business in a busy thoroughfare, it is the windows which are important in getting customers to enter; though, as always insisted on in these columns, there is a good deal more required than getting possible customers to enter. Make the place inviting; make it business-like in appearance; dress your windows with taste; and be ever on the alert to keep pace with the times. And when you do have to pay what may be a large sum to the painter, remember that it costs but little per week, for the present outlay will suffice for a considerable time.—Draper of Australasia.

Keep Ahead of Competition.

About the only way I know of to eliminate competition is to be so far ahead that you cannot see the other fellow with a field glass. If there is going to be any best dealer in your town, be it yourself. If there is going to be any second best, let the other fellow be a poor or a good second, it makes no difference which. It does not cost any more money to be first, but it does cost a little more effort and a little more energy. If the business is worth pushing at all, it is worth pushing to the top-notch of prosperity and unless you do this you are bound to become a second.

Building Up the Cotton Industry Within the Empire

Great Progress Made by the British Cotton Growing Association —British West Africa the Largest and Most Important Field.

The impetus given in the early days of the nineteenth century by the application of steam to manufacturing, the introduction of the power loom, and other improved processes, which greatly cheapened the price of cotton fabrics, placed the Lancashire cotton industry in the first place in those of the British Isles. And this supremacy is still held in the 20th century.

Because of that industry, Lancashire is the most populous county in England, and a very large proportion of her 4,000,000 or more inhabitants are directly or indirectly dependent upon its prosperity. Lancashire not only supplies the home trade with cotton fabrics, but she has, in addition, a firm hold upon the markets of the world.

Cotton can be successfully grown, in all countries which lie, roughly speaking, about 40 degrees north or south of the equator. That is, where the soil and rainfall is suitable, or where sufficient means of irrigation can be had. But, in spite of this fairly wide range, the great preponderance of the world's raw cotton comes from the Southern States of America.

America is not only growing cotton, but she is developing its manufacture. Not only is there a large industry in the New England States, but cotton mills are rapidly going up in the majority of the cotton-growing States. It is this development that is primarily responsible for the formation of the British Cotton Growing Association.

It was only natural that Lancashire spinners and manufacturers should view with anxiety for the future the increasing quantity of cotton absorbed each year on the American continent, for the Lancashire industry depends for its very existence upon an ample supply of fairly cheap cotton.

Cotton Growing Within the Empire.

It was at a meeting at Oldham in 1901 that the possibilities of cotton growing within the Empire was first publicly discussed. The opinion was expressed then that Lancashire would have to seek out some other source of supply, or that in a few years the securing of an adequate amount of cotton would be attended with great difficulties.

Subsequent events have gone to prove the accuracy of this view, for according to the Washington Census Bulletin, issued June, 190 , it appears that the cotton crop of South Carolina needed to be supplemented that year by almost exactly 100,000,000 pounds, drawn from other states, to supply its spinners, that the North Carolina crop was deficient more than 34,000,000 pounds, that Alabama made use of two-thirds of its crop, that the great cotton growing State of Georgia consumed more than one-fifth of its crop, and that even Virginia, that had made less progress in the industry than the other States farther South, consumed more than one-twelfth of its crop.

At the present rate of progress it will not be long before the entire cotton supply of the States on the Atlantic seaboard will be taken at home. More than half was taken during the census year here reported, for of the 1,260,000,000 pounds raised by these States mentioned,



Buying Seed Cotton, Marlborough Ginnery, Ibadon, Southern Nigeria.

their own mills took 651,800,000 pounds. And, at the same time, the takings of Egyptian cotton showed a large increase.

Nor has America stood alone in the enormously increased production of cotton fabrics. There has been a worldwide development. Lancashire herself has not stood still. During the past few years the increase of looms and spindles in Lancashire has been enormous. The total number of looms now is 736,000, compared with 653,000 in 1904, and of these 13,400 have been added in the past 12 months. There has been 2,756,000 spindles added in the past 12 months, of which 541,000 belong to Oldham alone. The total number of spindles in Lancashire now numbers 55,200,000, against 45,500,000 in 1904. In addition, there are 25 mills now in process of erection which when completed will contain about 3,000,000 spindles more.

It seemed to Lancashire that America held out little hope for any crop expansion at all equal to the world's requirements. Owing to the manufacturing developments in the South, the negro is moving into the towns, and lack of suitable labor is now a retarding factor in the States. Transportation facilities are also very bad.

As it is now, speculators take advantage of crop fluctuations, and if the cultivation of cotton was extended to



American Cotton at Liverpool, Photographed same day as Shipment of West African Cotton.



West African Cotton, Shipped by the British Cotton Association, May, 1907.

other countries the trade might have a chance to escape disturbance from this cause. It seemed also to the Lancashire men that America was aiming at the manufacturing of all the cotton the States could produce, and though that aim is a legitimate one, it was hardly likely that Lancashire was going to stand by and see the home industry perish for lack of raw material.

The Cotton Growing Association took form at a meeting held in Manchester in May, 1902. The sum of £50,000 was then raised, but this sum was afterwards increased to £100,000. The association has now been placed upon a semi-commercial basis with £250,000 paid-up capital. There is a clause in the charter which stipulates that no dividends shall be paid for a period of seven years, but that all profits shall be devoted to the extending of cotton growing.

Deciding Upon the Field.

The association found that they had a wide choice of fields of operation as there were many British colonies, protectorates and dependencies that could produce cotton. As it was obviously impossible to work all, a choice of the most promising had to be made and after mature deliberation the West Indies, East and West Africa and India were selected.

Sea Island cotton is supposed to have had its origin in the Barbadoes, and there was little difficulty experienced in getting the white planters to take up the growing of this class of cotton. Much of the advance work had been done before the association took hold, for Sir David Morris, the Imperial Director of Agriculture for the islands, had been closely studying the possibilities. Beyond giving financial aid and the setting up of a few ginneries the association had little to do in this field. E. Lomas Oliver, of Bollington, a spinner who produces the finest sea island yarns, visited the West Indies in the second season and explained to the planters the qualities which lent value to or depreciated sea island cotton. He also pointed out which were the types that would prove most profitable to grow.

How well the West Indian planters took these lessons to heart was shown by the 5,057 bales which were sent to England last year. This shipment realized high comparative prices, and it should be remarked, that had it not been for this additional supply there would have been a shortage in the market of this particular type of cotton.

India at one time must have been the chief cotton producing country of the world, and yet, with a well organized agricultural department, cotton growing had received no particular attention.

When the Cotton Growing Association began to make inquiries, it was shown that though 200 pounds of lint cotton could be produced per acre in America, India could only grow 80 pounds on a similar area. Experts are now engaged, with every promise of success, in securing a larger yield, and also in producing a higher grade of cotton.



Front of Churchill Ginnery, Lafenwa, Las, Southern Nigeria.

Energies Centered in West Africa.

West Africa, has, however, been from the first the chosen field for the association's operations, and it is here that their chief energies have been expended. Cotton is indigenous to this part of Africa—the natives grow, spin and weave cotton for their own use. Lancashire has bought cotton from this part of Africa when in difficulties about her supply before. In the days of the cotton famine, occasioned by the American Civil War, some £76,000 worth of cotton was shipped from Lagos to Liverpool. Therefore it was known that there were bright producing possibilities in this part of Africa.

May Sell Cotton to the States.

Lagos and Nigeria were finally selected for the association's field of effort. In Northern Nigeria alone there is 256,400 square miles of suitable cotton lands that have a population of some 10,000,000. Therefore land and labor is assured. Sir Alfred Jones, president of the association, has suggested that the day may come when Africa will sell cotton to the States, nor is this forecast so wide as may now appear. Cotton, save of the sea island variety, must always be a blackman's crop—there is not enough in it to satisfy the white grower. And negro labor must be employed in its cultivation. The difference in the cost of production is all in favor of Africa, for where a sower of seed in America receives 8 shillings a day, and a picker 10 shillings, in Africa the work is done for 6d a day.

The policy of the association has not been to acquire land and to work it, but to encourage the native grower. Every effort has been made to get the natives to take an active interest in the work. Agents of the association have visited the largest centres of population, and promised that a market should be found for all the cotton they could supply. Also, that 2c per pound would be paid for all seed cotton produced. A small ginnery was established at Aro, to demonstrate that the project was a bona fide one.

The cotton the natives tendered was not quite of the type that appealed to Manchester. It was perfectly strong, and useable, but it was of the Peruvian type and with a brownish cast. The council of the association decided that the undesirable types of cotton must first be eliminated, and replaced by more suitable varieties. To this end their energies have since been bent. Seed farms have been established for the selection of cotton types and for the development of hybrids. Ginneries have been erected so as to secure full control of the seed. English scientifically trained agriculturists have been sent out to Lagos and Nigeria, and there has undoubtedly been laid the foundations of a great industry.

Experimenting with Seeds.

The first seed farm was established in connection with the Aro ginnery, and for the past four years selected native cottons and hybrids of many descriptions have been experimented with. Efforts to improve the quality have been made to stand before rapidity of development, therefore there is nothing sensational in the progress up to date.

To improve the quality of cotton, the colonies have first to be emptied of undesirable seed, and, to do this, a monopoly of cotton ginning is necessary. Therefore ginneries have been established at various points. Photographs of these ginneries show best how much progress has been made. Cotton of whatever type is accepted and paid for, and selected seed is given to the growers.



Newton Ginnery, Takoja, Northern Nigeria.

The Marlborough ginnery at Ibaden, opened last year, is as perfectly equipped as the best American ginneries. Indeed, its gin compress is superior. The Alfred Jones ginnery, opened this year, is built upon the same lines, but is twice the size of the Marlborough ginnery.

The fact that 10,000 bales of cotton were grown last year and that £150,000 was paid to Nigeria for cotton, speaks for itself. The product in 1905 was 2,760 bales, and in 1906, 5,687 bales.

That the efforts made to improve the quality are also turning out successfully is shown by the prices realized. In 1905 the bulk of West African cotton sold in Liverpool bought on the basis of price as middling American. In 1907, the larger portion realized from 30 to 300 points on middling American, showing a great improvement in quality in a few short years.

Lack of transportation facilities have hitherto been a drawback and have confined the work of the association

almost entirely to a strip of land along the railway running from Lagos to Ibaden, a distance of 120 miles. Cotton brought from beyond, comes in by sixty-pound bundles, brought in by head carriage. In addition to this the palm oil and ground nut industries are competitive.

The Cotton Growing Association has interested the British Government and a railway is now under construction. This line will run to Kano, a black town of over 100,000 inhabitants, and the centre of a large trading district. The Lagos line is also being pushed further into the country.

A Canadian in Charge.

It is interesting to Canadians to know that a native of the Dominion has a hand in this development. Sir Percy Girouard, who won his spurs with Kitchener in Egypt, and who is Commissioner of Northern Nigeria, has charge of the building of this line.

This railway will make an immense difference in the prospects of the association and a member of it is quoted as follows: "I do not think," he says, "that it is an undue optimism which looks for an increase in the production of African cotton in a regularly increasing ratio until we have an annual crop of 5,000,000 bales. What the natural price of this product will be it is difficult to determine. At the present moment the usual proportion of lint to seed cotton is approximately 30 per cent. The price which the Cotton Growing Association pays and which the natives look upon as remunerative is 2c per pound. Taking buying expenses into consideration the price of clean lint is 8c per pound. This assumes that the value of the seed will equal the ginning account. As the industry widens it may be possible to vary the price according to market value. "The Cotton Association is familiarizing the native with currency, and it is a bold man, indeed, who is prepared to argue that the African on his native heath will not make as great a success of cotton growing in the future years as his cousin of the United States has done in the past."

Nor are the possibilities of cotton growing in West Africa exhausted when Nigeria is exploited, for according to Mr. Winston Churchill, who has recently made a tour of Uganda, there are over a million land owners in that country who are ready and willing to grow cotton for Lancashire mills. This district, he says, possesses nearly 20,000 miles of the finest cotton lands in the world.

Learn Every Detail.

It pays a man to learn thoroughly every detail of his business. The young man of to-day who hopes to have charge of a business of his own, or for someone else, in a few years, should never lose sight of that fact.

Every day some little thing comes up which, though a mere incident and possibly easily passed over without digging down to the bottom of it, should be treated differently by the young man who would make a success of life.

Such a man should never allow these little details to pass him without making himself thoroughly familiar with them, for they are business lessons, and the more of them he absorbs while working for another the fewer of them will be stumbling blocks when it comes time to manage the business himself; for at that time, if he has had the experience, he can give a word or two of instructions and be sure things will be carried out right, and those in his employ will have the more confidence in him, while the opposite effect will be created if he is compelled to admit that he knows nothing about it, and depends upon someone else to dig out the particulars, and the effect is even worse if he gives instructions which prove that he is not acquainted with the subject in hand. Get every detail. It belongs with the business.

Keep Faith with the Public.

There is an elementary rule of straightforward practice which says "Keep faith with the public." An indignant lady shopper, writing to the Glasgow Daily Record, states that she took a fancy to a coat priced at 30s 6d in a shop window. She entered, tried the ocat on, and agreed to buy. At this moment another assistant stepped forward and gratuitously remarked: "The coat is too tight across the back, madam." The would-be purchaser dissented, and repeated her intention to buy. A third assistant then steps up and remarks that the coat had already been sold that morning. Would madam try on another? Madam does so, but the second coat is priced £2. She refuses to buy, unless she can be supplied with a coat similar to that shown in the window and at the same price. She leaves the shop, and on passing it again an hour later finds the identical coat still in the window marked 30s 6d. The next day, too, the coat is still there, and still "30s 6d. "I entered," continues the lady, "and asked to see it, but they knew me again, and they told me it was sold. I asked if they were going to have any more like it. They said yes, but they could not say when." We have every sympathy with the lady. The draper who stoops to short-sighted sale methods of this kind deserves to fail. The fatuity of such tricks should be only too obvious. Ladies soon get to see through them, to talk about them to their friends, and to give the shop a very bad name.

It Pays to be Useful.

A stout gentleman came in the other day, puffing to beat the band. "Have you got a nineteen-and-a-half low collar?" he asked. We had. I produced it, and he attempted to put it on, his own being limp and wet as a dish rag. I offered to help him, but he refused assistance. He was having a bad time of it trying to button the back button. His already red face was getting redder and redder. Finally he said, "let's have another one of these. This one is soiled already." I got another one and said: "Just let me fasten that back button for you." He allowed me to do so, and then all was smooth sailing. I wrapped the collar he had been wearing with the one he had soiled and he paid for them both. "Say, you're white, you are. I was in a store down further and I asked the clerk to help me put on a collar and he said, 'I'm not hired here to handle dirty linen or dress people either.' I tell you he made me mad. I want a few more things tomorrow. I'll come in and see you." His next bill was over forty dollars instead of a quarter.

G. H. Wilson, W. W. Canham and F. F. Treleaven, of Toronto, are the provisional directors of Wilson & Canham, Limited, which has been incorporated, with $40,000 capital, to carry on the business of merchants and traders in wool, hides, jute, flax, hemp, yarns, cotton, gum and other raw materials, with head office in Toronto.

How Guelph Merchants Deal With Slow Pay Customers

An Official Collector has Been Appointed and the Results of his Work are Satisfactory —Merchants' Association Solved the Problem of "Dead Beats"—A "Black List" Instituted.

By Stan. Nicholson.

There is no more perplexing question in all a merchant's long list of troubles than the "dead beat" question. As a matter of fact it is roughly estimated that the great army of "dead beats," and they're not only dead, but ice-cold accounts, have been the cause of failure in the cases of many enterprising and energetic merchants, and have brought about all too soon, that shiny, white, hairless spot on the heads of hundreds of others. How to meet this great and apparently increasing class of careless, thoughtless, and, in many cases, dishonest people, is a problem that it is up to the dry goods man of to-day to solve. Let him once get a satisfactory solution for this problem and at least 60 per cent. of his troubles will take unto themselves wings, for every merchant knows that it is one thing to get a list of customers and sell a lot of goods, and quite a different proposition to keep the bad accounts off his books.

It seems that the Retail Merchants' Association in Guelph has at last found what merchants in other towns and cities want—a system of handling successfully the people who do not pay. They have had their system working now for nearly six months and they state that it works quite satisfactorily. Their system not only brings in to the members of the association accounts that have been stone cold and looked upon as uncollectable, but prevents the bad pay customers from getting further and further into debt and going the rounds of the merchants in the town as bad pay people often do.

The System and How it is Carried Out.

It was last June that the official collector system was established in Guelph. The Retail Merchants' Association there, with characteristic enterprise, got busy in real earnest, and after a lot of work and discussion, brought out their new idea. Their object was originally to appoint a collector to act as an official of their association, and to be recognized as such. They foresaw the advantage there would be in it, even in the saving of collection fees alone, and believed, that rather than let their neighbors see a recognized collector calling periodically at their homes, many of their delinquent customers would pay up. They finally decided that it would be better to have their officer paid a salary than a commission and selected for the position, in the person of an ex-storekeeper, D. A. Scroggie. The next question that confronted the association was their official's salary and how they were to raise it. They finally made a bargain with him to take over the work of drumming up their bad accounts for $700 a year. This amount, with the rent of the collector's office in the heart of the city, telephone fees, stationery, and other expenses, amounting in all to about $900, they decided to raise by taxing the merchants who would reap the benefits of the scheme.

A Collection Committee was appointed, consisting of the President of the association, F. Waters; the Secretary, H. O. Occomore; G. B. Ryan, a dry goods man, and J. A. McCrea, a grocer. They got together and drew up a list of the eighty odd merchants who belonged to the association, assessing each man what they believed was a fair amount, or a fair share of the collector's expenses. Their assessments, ranged from $5 to $15 per year, according to the size of the firms that belonged, and the amount of business done by them. When this list was drawn up it was presented at a meeting of the association, and all the merchants who were satisfied with their assessment on the list, signed their names opposite their respective amounts. Some of the merchants did not at first think a great deal of the idea, and believed there was little to be gained by it. Enough fell in line, however, to make the thing go, and in a very short time the rest saw the advantage of it and began to fall in line. The scheme is now working with such success that the life of the delinquent in the Royal City is anything but a bed of roses.

The Strong Point of the Plan.

The official collector of the association was not very long getting acquainted with the slow pay people of the city. While by no means the most welcome visitor at their homes, he was undoubtedly one of the most persistent callers they had. Rather than have him making official calls at their homes every week or so, many people who could not be persuaded by lawyer's letters or threats of suits to settle, settled with the "pesky collector" so as to be rid for ever of him. All kinds and conditions of accounts began to come in as if the merchants all possessed magic magnets and could simply pull the money out. When asked if the money had come in to such an extent as to pay the cost of the collector, President Waters very emphatically stated that in many cases the merchants in the past few months, which, after all, was only a trial, had received over ten times the amount they paid annually in fees—money that they had thought it was absolutely impossible to collect. But this is by no means the strong point of the plan. The real value of the scheme was evidenced when the "black list" plan was adopted. The "black list" was what really opened the eyes of the stubborn delinquent and gave the merchant the greatest surprise of his business career. This is how it happened. The collector at the end of the first month, in addition to a report of the collections he had made, submitted a list to each merchant, of all the "dead beats" in the city. This list was a revelation. It showed not only how much money "Mr. Dead Beat" owed, but in how many different stores he had big cold accounts, so old in many cases that they were getting very grey. Then, the merchants saw really where they were at. They realized then why some customers had all at once started to deal very largely in their stores in spite of the fact that they lived in opposite parts of the city. They saw through some wonderfully touching hard-luck stories that they had heard, in a manner that set them thinking, and thinking hard. They awoke and were mighty glad of it. Nor were they alone surprised. Our Friend, the enemy, got a few rather rude shocks during the next few weeks also.

When one of those smiling, affable women would come into the store on which she happened to be sponging at that particular time, and with a superfluity of excuses, would ask to have a matter of five or six dollars worth of goods added to her "little bill," the merchant would quickly look her up on the list, and, finding that she had a dozen or so more "little bills" of $20 or $30 with other merchants around town, politely but sternly refuse her

any more credit. The woman, of course, would assume an attitude of indignation.

"Why, the idea! One would think, sir, that I was a dishonest person who tried to get out of paying accounts. I assure you Mr. ———, you will not be troubled selling me anything again." Away she would go in her assumed "hoity-toity" mood and, perhaps, try some other store with much the same result.

Then she would wonder how they "got wise" until in a day or so she would answer a ring at her door to meet, not a boy from the bank with a draft, or a collector from one of the stores where she owed, but the official collector of the association, not with one, but with all her local accounts. Then in a few brief, well chosen words, it would all be explained to her why she could no longer work the "pay-you-next-week-bluff," or tell with such good effect her touching tale of the temporary financial stringency. The collector would explain to her the black list system and the beauty of it in dealing with forgetful people. After several calls of this sort on the part of the tactful and persistent official the simple lesson of honesty, so long neglected, is generally learned to very good advantage, backed up as it is with the stern object lesson of the "black list." She finds that the only way to get off that list is to pay her way off it, and she generally begins to pay. It is surprising how honest she gets all at once. Sometimes, when the amounts involved have been large, the families have decided to leave town, but the watchful collector keeps his eye on the moving van, and already in Guelph several parties who contemplated leaving the city have been met at the station and finally persuaded to stay a while and make a few sundry settlements. The collections alone make the scheme a paying one, but the black list feature of it is what does the merchant the most good. It warns him not to let the bad ones get any further in on the wrong side of his ledger. If there was not a single collection made the black list scheme alone would pay the merchants for the expense involved.

Collector has Some Queer Experiences.

It was originally intended that the collector should wear a uniform, but so far it has not been found necessary. He is a very well known man about town. Some of the experiences of this man who knows the pay days of a lot of Guelphites, are interesting, and some very amusing. The merchants at their meetings and among themselves have many a hearty laugh over some of the reports that he makes.

On one occasion he called at a very fine brick house in the good residential section of the city. At first he thought he had made a mistake, but found that it was the place all right. As it was his first call there he went around to a side entrance and knocked at the door. The lady of the house happened to be bidding one of those long-drawn-out farewells to a lady friend who had made an afternoon call, and these conditions made it rather embarrassing for the collector, and rather more so for the lady of the house. He stated that he was the official representative of the Retail Merchants' Association, was kindly asked in and questioned as to what he wanted. He then stated plainly his mission. "O, yes, yes, of course, I intended to pay those accounts long ago, but kept forgetting. Wait a minute, I'll get you the money now." It was a good haul for the collector, for that woman had been forgetting for several years.

But the official does not always happen in at such an opportune time. Another woman, upon the occasion of his fifth or sixth call, threatened him that when he called again (that was if he had the nerve to call again) he would be met by her husband, who would not merely tell him to go.

"That's good," was the collector's reply, "I would really like nothing better than to meet your husband and talk the matter over with him, for I am sure you must be getting tired of seeing me, and I am just as tired of calling, but it's my business to call and keep on calling till I get the money. That's what they pay me for you know. Next time he did meet the husband, but instead of being kicked out he was given a check.

Some times, he reports, they pretend they are out and do not answer his ring at their doors, but on such occasions, if he knows that they are not out, he calmly sits on the step and fills in time going over his day's business until a delivery man or some other welcome visitor comes and gives him a chance to enter.

Taking it all through, the scheme is a wonderful success. Every merchant who is in on it is pleased with the results, particularly the black list part of it. To quote one of them. "It may not actually bring about the millennium, this official collector scheme, but it will help a whole lot, if generally adopted and properly carried out."

There is certainly no reason why it should not be a success in any town or city where there are merchants enough to make it self-sustaining.

Include Case and Packing Charges.

Every retailer upon some occasion or other has had his fling at the case and packing charges he has to pay wholesalers and manufacturers. When a two, three or four-dollar item on a bill of goods amounting to somewhere around one hundred dollars is noted, packing charges are considered seriously. A retailer naturally argues if a wholesaler charges for the cases in which the goods are packed, why should he not charge his customers for the cost of paper and twine for wrapping parcels? As a result, complaints are numerous, even yet, although retailers understand the position of wholesalers and manufacturers very well.

Many retailers, who have been incensed at the charges, have followed the plan of returning all cases, being credited with the original cost of the case, less return freight, and repairs, if any. Wholesalers then use the cases again, billing them next time at a marked reduction.

A Fixed Charge.

Representative retailers argue that a wholesaler should include cost of packing and cases in his fixed charges for doing business, and that his selling price should be based upon this plan. This is the procedure followed in the United States, where packing charges are unknown.

On the other hand, Canadian wholesalers point out that they lose a good deal of money upon cases and packing; that they do not charge for the lining of cases with paper, which one wholesale house stated cost them $5,000 a year. A good many cases have to be bought by the wholesalers in Canada, and these are charged at the actual cost. The cases the wholesaler gets from Great Britain and other foreign markets cost them on an average about three times as much as they charge the retailer. Further, the wholesaler has to pay the regular duty upon cases as upon other articles of merchandise.

To all this the retailer might reply "the wholesaler must include the packing charges he has to pay in his cost of doing business. Any price he gets from the retailer on foreign cases is thus clear profit, though probably a wholesaler breaks even in this respect, as the cost of doing business is usually under-estimated, rather than over-estimated."

This brings the problem up to the point where the wholesaler states that after all packing charges have been

instituted for their own protection, inasmuch as foreign wholesale houses doing business in Canada make heavy packing charges, said to be at least twice as large as those of Canadian wholesalers. Many importers, however, use a laid-down cost on foreign goods to include packing charges as well as duty, freight, insurance, etc.

If Canadian wholesalers did away with packing charges after all a certain advance in their merchandise would have to be asked. Foreign houses keeping up their packing charges, would have many times what looks like an advantage, as retailers are inclined to look at the first cost of the merchandise, forgetting about such items as packing charges.

Position of the Mills.

It may not be known to the trade at large that wholesalers did try to abolish packing charges, starting by asking Canadian mills that sold them goods to abolish their packing charges. The Canadian mills competing with foreign ones, naturally took the same grounds as the wholesaler does with the retailer, contending that if they abolish packing charges, the cost would be added to their merchandise, and in the face of this foreign goods would appear cheaper than they really were, including the cost of packing.

With all these points in consideration, The Review contends that packing charges are a fixed cost of doing business, and that a retailer should pay them indirectly in the cost of merchandise. To the objection of Canadian wholesalers it may be stated that instances are plentiful where salesmen have sold goods, giving the retailer the cost laid down in his store. The argument of no packing charges is an untried one, but seemingly a forcible one. Who will try it first?

Are Freakish Fashions Doomed?

"It is possible that for a season or two, manufacturers of ready-to-wear clothing will be somewhat more conservative in their styles," observes the New York Herald.

"The creation of exaggerated modes with the idea of keeping up the impression that styles for men change every season just as feminine fashions do has been pushed just about as far as it can be. The bounds of good taste were passed long ago and the inevitable result was foreseen by skilful observers, but nobody thought the game would ever be overplayed to the extent that it has been.

"The most striking of the ready-to-wear garments are now grotesque in their finish on account of the effort to make them appear different from the models turned out the year before. It is not possible to fool enough of the public all the time to make the production of such freak clothing profitable. So the garments put on the market next year by the far-seeing makers are likely to be free from faults of this character.

"One need only take the matter of the finish of sleeves of men's coats to realize how far this desire for the unusual has gone. It was not more than five years ago that the London tailors, whose fashions remain the standard, whatever else may be said about them, began to send over sack coats, overcoats and even dinner coats with a narrow turned back sleeve. This was regarded as rather a striking fashion in those days, and it was gradually adopted by well dressed men here.

"Among the best of the custom tailors it has passed into a standard fashion. Customers may or may not like it. Just at present, as a matter of fact, the cuff is not in favor. In any case it is not regarded as a matter of great importance in the make of a coat. But it was just the opportunity that makers of cheap ready to wear clothes were looking for.

"They did not do a thing to that cuff. They cut it broad and they cut it narrow. They put it on straight and they put it on with a point; they braided it, they put a button at the end of it and they played all sorts of horse with it. They could in this way give the retail salesman a chance to say, 'See the new style cuff. Just the latest from London. All the best dressed men in New York are wearing this cuff.'

"Then there was a temporary transfer of attention to the pockets. They were covered with flaps that buttoned down or they were put on such a slant that it was hard to get the hand into them. Then they were so arranged as to look exactly vertical, with no braiding and nothing but a thin seam to show where they really belonged. Then there were strapped seams up and down the back and sides of coats until you couldn't rest.

Variations are Frequent.

"Perhaps these merely incidental details of men's dress might not have been so demoralizing to all standards of taste and good form if they had not indicated a desire on the part of the ready-to-wear clothing makers to follow closely every variation in cut, with the object of creating if possible a new style for every season in cut as well as in finish. So the ready-to-wear garments have gone through changes of the most radical character.

"There were shoulders so broad that the padding stood out on them in easily distinguishable lumps. Then there were coats so long that they stopped only back of the knees.

"Coats were cut down in front until they were as low as a dress waistcoat, and there was no end to the varied stunts that were tried with the buttons. Some sack coats closed with a dozen, while others had only one. And every vagary of an overworked imagination was described as the last cry of real fashion in London.

"All this originality and change of detail in ready-to-wear clothing was something new. The manufacturers until about seven years ago confined themselves to a certain standard and inconspicuous cut that did not possess striking features. The novelties in men's dress were introduced always by the high price custom tailors. The makers of the clothes turned out in large quantity avoided in fact any fashions not stable.

"Their first departure from this rule came when the short coats and loose trousers suddenly were declared the proper style. Certain firms entered into rivalry with the custom tailors who were turning out these grotesque suits. They were successful in selling large numbers of them and from that day the custom made tailors have been slow in comparison with the manufacturers in inventing freak fashions to attract the attention of buyers and to keep up the delusion that the styles for men really do change every season and there is always something new to be had.

"The change that has come over the spirit of the ready-to-wear clothing manufacturers will probably last for several seasons, as there has been nothing but freakishness for several years past, and even the least discriminating buyers are growing weary of the constant effort to force on them what is the alleged latest style."

Gen. A. F. Marsh, of Cleveland, was in Windsor recently looking for a location in which to start a branch corset factory. He pointed out, while there, that under a recent decision in England, his firm's English and Canadian patents were no protection unless they manufactured in the country within one year.

Does Galt Horse Show Have Effect on Town's Business?

Some Merchants are of Opinion That it Boosts Trade Temporarily —All Agreed That the Show Helps to Advertise the Town.

What effect does the horse show, held in Galt every Spring, have upon the business of the town before, during or subsequent to the dates fixed?

Do merchants look upon it as a benefit or otherwise?

The Review recently put these questions to the leading business men of Galt. The fact that the horse show, held there every Spring, is regarded as one of the best in the country, tends to make the experience of the merchants of the town a matter of considerable interest to merchants in other places. Here are some of the replies received:

Baker: "There are more people to eat more bread. It is a good thing."

Butcher: "We have an increased demand for choice cuts, but we sometimes find it difficult to dispose of the rough meat left over."

Hardware Merchant. "It is not a hardware-buying crowd that patronizes the horse show, but we sold two ranges there last Spring. Otherwise, we can't say that it helps us any."

Millinery and Dry Goods Merchant: "We don't notice much difference now, although it was good the first year. People who buy at that time of year would buy anyhow —and it only amounts to a few hats and pairs of gloves and a dress or two. The hotelkeeper is the man who benefits. Those people who come here from other places don't come to make purchases, and those who live in or near the town can buy here any time."

Boot and Shoe Dealer—"People make purchases about that time who, probably, would otherwise go without. I certainly notice some benefit from the show."

Men's Clothier and Furnisher: "Yes, we see a difference before the show comes on. Men want nobby hats, ties and suits, but it never amounts to a great deal, and for a couple of weeks following there is generally a very dull relapse.

Jeweler: "We sell a few souvenirs, that's all. Old home week is better for business than horse show week."

All were agreed that the show helped to advertise the town.

Some See No Benefit.

The above statements were received from individual merchants, and might fairly be regarded as the concensus of opinion in the respective lines of business named. Some merchants there were who credited the show with absolutely no degree of benefit from a trade point of view.

"Better without it," said a dry goods man. "While I contribute $5 to it now, I would give them $10, I believe, if they'd do away with it. We see no difference before hand, and it demoralizes trade afterwards; puts people out of the notion of buying for a time."

"Is it not a good time to concentrate effort upon special sales?" he was asked.

"We have tried special sales; we decorate the windows with horse show colors and the town brightens up generally, but on an afternoon during the horse show one could shoot a cannon ball down the street and it wouldn't hurt. Might as well hang up the shutters."

Bankers were asked their opinion in the matter and they stated that the show certainly did bring people and money to town. The hotelkeepers reaped the great harvest and eventually the money found circulation, but it was hard to see any direct general benefit to business.

Draws People and Money.

According to Dr. MacKendrick, the president, the yearly attendance is about 12,000 people. Prizes amounting to $3,000 are distributed, and the greater part of this goes out of town. Quite a number of fashionable folk from Toronto, and even from New York, attend. These, of course, do no shopping in Galt. The town must depend upon its own elite for the demand for dainty horse show apparel, and there is a suspicion among merchants that some of this business goes elsewhere, although the costuming departments of Galt are capable of as good work as the most fastidious fashion could require.

"I will venture to say," remarked Dr. MacKendrick, "that the horse show leaves $5,000 in Galt, and that the merchant, indirectly, it may be, receives the benefit. We ask him for a subscription, it is true, but he receives tickets in return. He also has an opportunity to advertise in the prize list, but this he pays for. The subscriptions last year amounted to $873, and the grants to $650, of which $200 comes from the Government. There are twenty-six directors, each of whom contributes from $5 to $25. While the hotelkeeper, the grocer, butcher and feed merchants receive the most direct benefit from the horse show, I have no hesitancy in saying that every merchant in town is eventually something ahead. Money is bound to circulate."

Merchants were asked whether it might not be well to do away with the show altogether. A grocer shook his head in disapproval and stated that there was a demand for more provisions during that week. A dealer in boots and shoes said he would hate to see it go, because it brought him a certain amount of business,

Merchants are Loyal.

It does not appear to be going too far to say, therefore, that while the merchants of Galt do not regard the horse show as a booster to business, they are too loyal to their town to ask that it be discontinued. While horse show week is regarded as a season calling for advance preparation by way of decoration and special array of up-to-date stock, the merchant sees no direct, compensating return. He declares that it takes money and business out of town, and, though admitting that it helps advertise the place, he questions whether it is worth while—that is, so far as his business is concerned.

Dressmakers and milliners state that the horse show brought a brisk business in its first year, but that there has been a gradual decline. What then is the cause? It is probably unfortunate, for the sake of statistics, that the show comes in June, when any purchases that are made are likely to be credited to the Spring season rather than to the show itself. The fact that it had a noticeable effect in the first year, brings forward the question, without reflection upon the enterprising Galt merchant, whether a special study of the circumstances and the classes of visitors to a show of that kind in a town of the size of Galt, might not produce some suggestion which would make a vigorous, special selling campaign before and during the show worth while.



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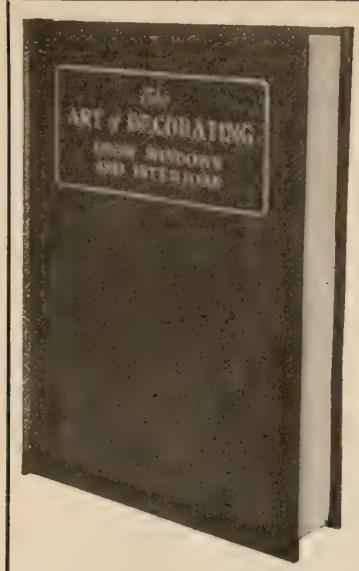
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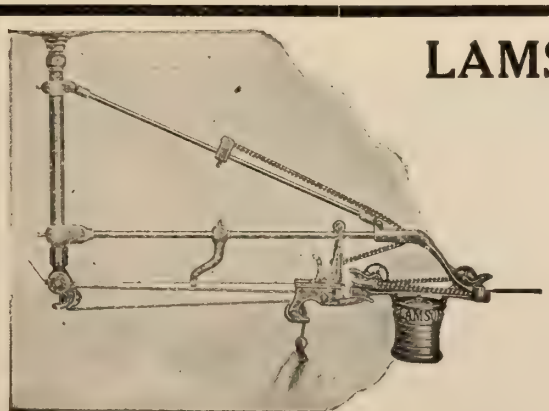
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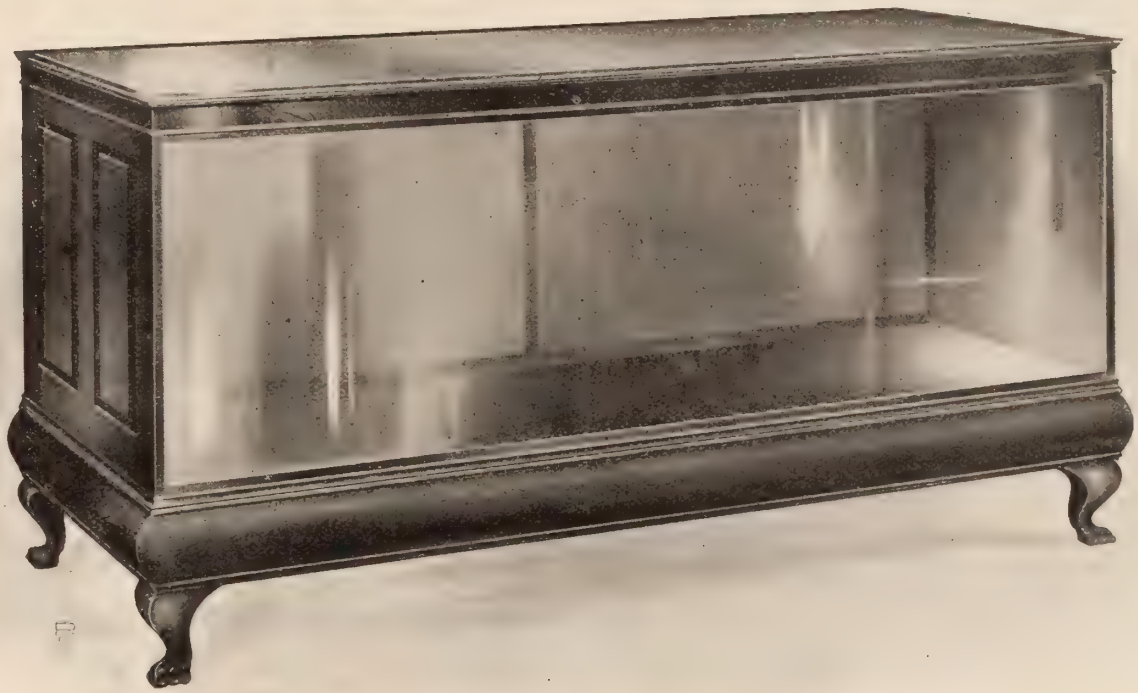
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Plans and Equipment for the Modern Drygoods Store

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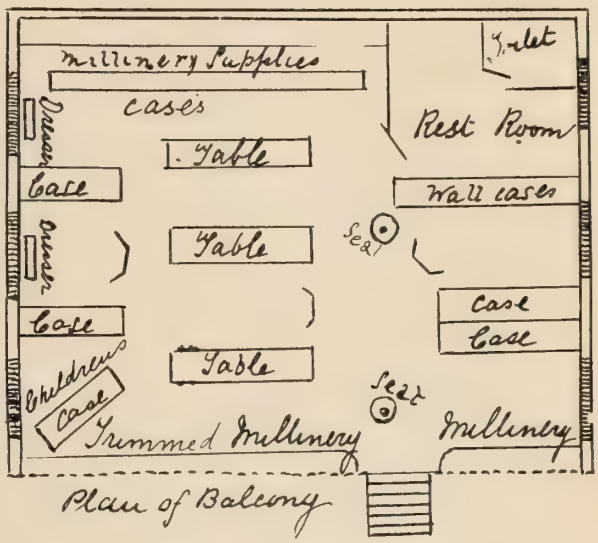
The Dry Goods Review has inaugurated a new prize plan in connection with this department. Instead of the Christmas window competition, it has been decided to introduce a plan which has for its object a greater concentration of effort upon this very important division of the modern store's advertising system. The display competition will now be conducted on a monthly basis. Two prizes, of $4 and $3, will be awarded for the two best windows submitted each month. In addition to this, a medal will be presented at the end of the year to the competitor having the best point record in the year, five points going to the winner of first, and three to the winner of second place each month. The competition is open to all Canadian dry goods and gents' furnishings stores, with the exception of the T. Eaton Company and the Robert Simpson Company, Toronto, which, in accordance with the usual rule, are barred.

Canadian villages, towns and cities are increasing in population at a rapid rate. Not only is this so, but the individual wealth is larger. Even among the poorer families there is more money to spend than there was, even a few years back.

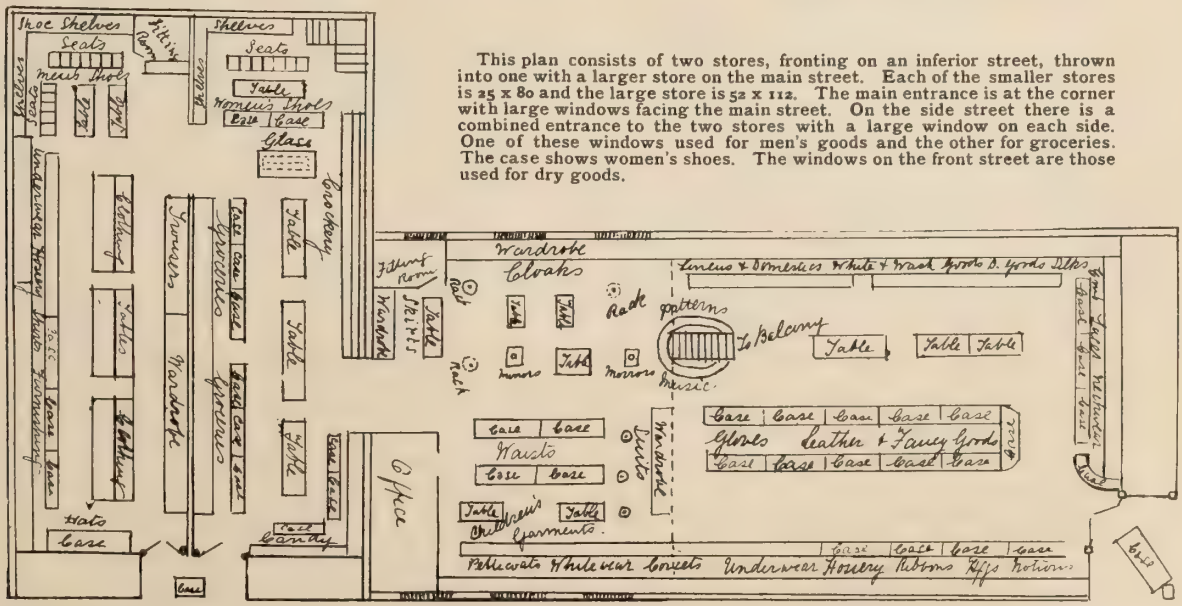
As in all new countries, appearances count for much. The family that has made money is not content with having it in the bank, but must have tangible evidence of its presence in the shape of fashionable clothing and rich and tasteful furniture and household appointments.

The merchant who wishes to keep this class as his customers has to advance with the community. Not only must he increase his stock and buy more and better goods, but he must house them properly. The store must present an attractive appearance, both inside and out, and the shoppers' comfort must be well studied.

Every merchant worth the name wants to have the ideal store for his own, and, though the individual conception may be different there are many essentials that the modern store must have. Of first importance, windows may be cited. This is a point upon which all merchants will agree. The window forms one of the most valuable means of communication between the buying public and the store, and is, in the opinion of many merchants, the best advertising medium he possesses.



Millinery Department in Balcony.

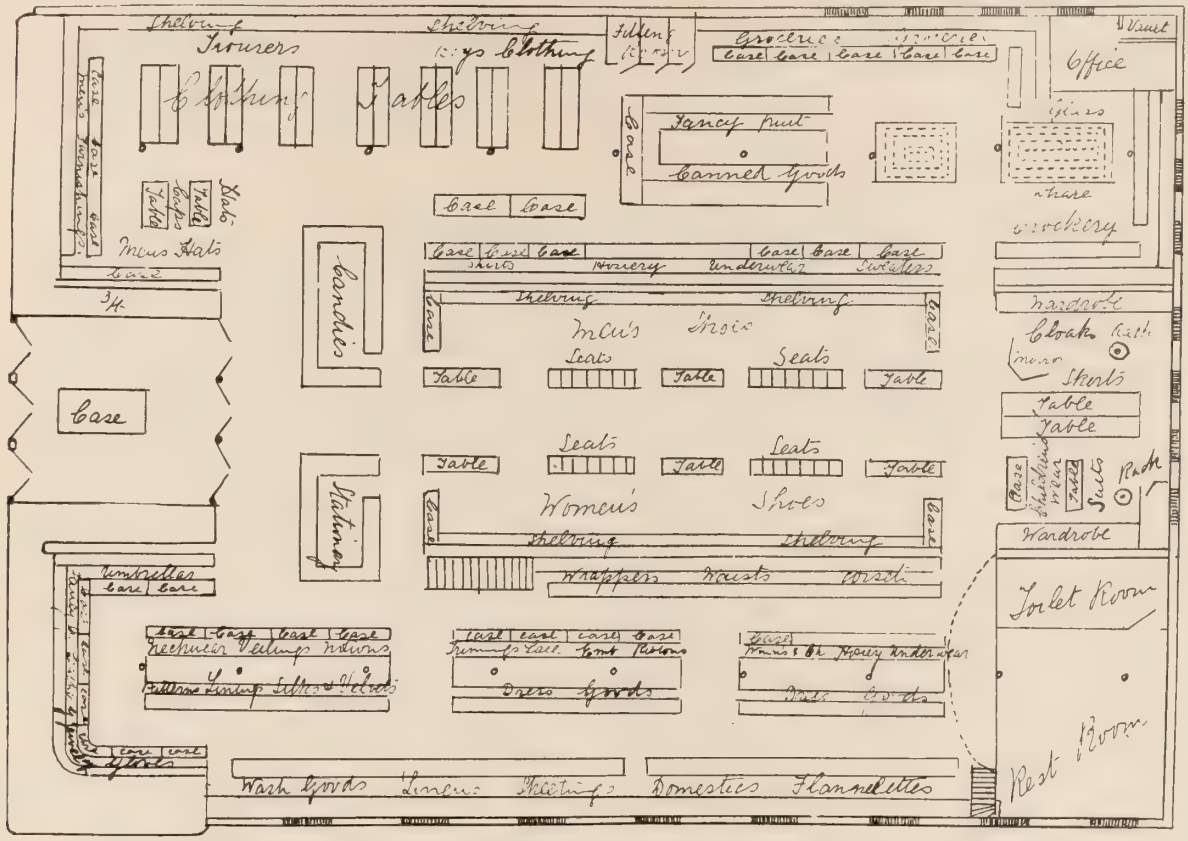


This plan consists of two stores, fronting on an inferior street, thrown into one with a larger store on the main street. Each of the smaller stores is 25 x 80 and the large store is 52 x 112. The main entrance is at the corner with large windows facing the main street. On the side street there is a combined entrance to the two stores with a large window on each side. One of these windows used for men's goods and the other for groceries. The case shows women's shoes. The windows on the front street are those used for dry goods.

Good windows are necessary to the making of attractive displays. A good trimmer can do much to overcome faults of window construction, but, given proper windows the time and energy put into the making of

a decent display in spite of constructive faults, would be far more effective in the display itself. Therefore merchants are paying, in the extra time it takes to dress the windows and in lessened pulling power, when the windows are not of the proper construction.

In the old days, when windows were crowded with merchandise, there was no use for a big window. If a merchant did not carry a big stock, a big window was



Three stores combined in one on a main street, one side being bounded by a side street. Each store is 38 x 160 feet. The total width is 114 feet. The great feature of this layout is the manner in which each section stands out, being not only easy of access from the front entrance but also from one department to another.

worse than useless, for he could not spare the stock to trim it in what was considered then the proper manner.

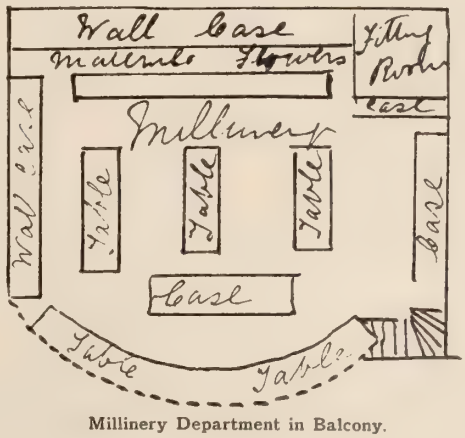
Window Trimming an Art.

As is the case in other branches of store management, window trimming has made advances. The men at the top now are really artists, and can show on paper just how a display will look, or can produce a blue print to scale in the same manner as an architect does of a building. Men of this class have made great changes in the manner in which windows are trimmed and goods are shown. Even when using the cheaper fabrics they endeavor to show what beauty is in them, and the drapes they design must be so placed in relation to other objects in the window that each fold and line is clearly seen. This means, of necessity, large window space in the modern store.

For modern window dressing many of the old style windows are too narrow and the ceilings are too low. They are also apt to be lifted too high above the level of the sidewalk.

Even in modern windows, when there is a basement to be lighted, this fault occurs. Generally speaking, about 16 inches is sufficient height above the street line level, and the ceiling should be not less than 10 feet high. Many merchants think that six feet is deep enough for the window. Certainly the depth of the window should never be less, and can with advantage be greater; 7 feet, or even 8 feet, is a much better depth, even for a small store, and where size warrants it, a greater depth than this would be an advantage. The Review's advice to merchants building a new store or altering an old one is to be liberal with window space, for the tendency is towards large windows.

Handsome dividers may be used to break up the different displays. This is now the approved plan in



Millinery Department in Balcony.

dressing the windows in the large city stores. The same background will be used for a range of windows and dividers will separate each line of goods.

Windows of Good Depth.

The three stores of which the ground plan is given are allowed plenty of window space. As these are stores that have not been specially designed for dry goods stores, but have been built up, as it were, by the addition of other room, the window space is perhaps more limited than it ought to be. This is the case particu-

larly in plan 3. In this plan the windows are seven feet deep and 10 feet high, the ceiling of the store itself being 18 feet. This is why there is a balcony spacious enough to permit of the location of the millinery department there. Store plan 2 shows a particularly good window arrangement. This store faces onto two good streets, and has a handsome front on both of them. The one on the principal street has the entrance in the centre, with two large show windows on either side. Both these windows are eight feet deep and are entirely enclosed. The other street entrance is at the side. On this front there are two large windows, the one 15 feet by 8, and the other 12 feet by 8. Besides the large windows there are two narrow windows, 8 feet deep by 3 feet wide, running the length of the vestibule. These windows are used for showing fancy articles and small wares. Trims in these windows can be quickly changed, and their value to the store is great. The background of the vestibule windows is formed of mirrors, and as a general rule the frame is covered in some manner. A velvet vallance trimmed with Arabian lace was one of the effective screens for this purpose. Both entrances, paved with tiles, present a fine appearance, both in the day time and when lighted up at night.

In store plan 1, the spacing of the windows can hardly be described as ideal. There is plenty of display space, but the windows would have been better had they been deeper. They are, however, of novel construction, and there is plenty of room for showing goods. The corner window is a fine one, but a couple of feet or so added to the depth would have been a big improvement. The fact that the corner is rounded off lends distinction to this window and greatly enhances its value for display purposes. It also improves the appearance of the interior of the store and makes it easier for customers to get to the counters.

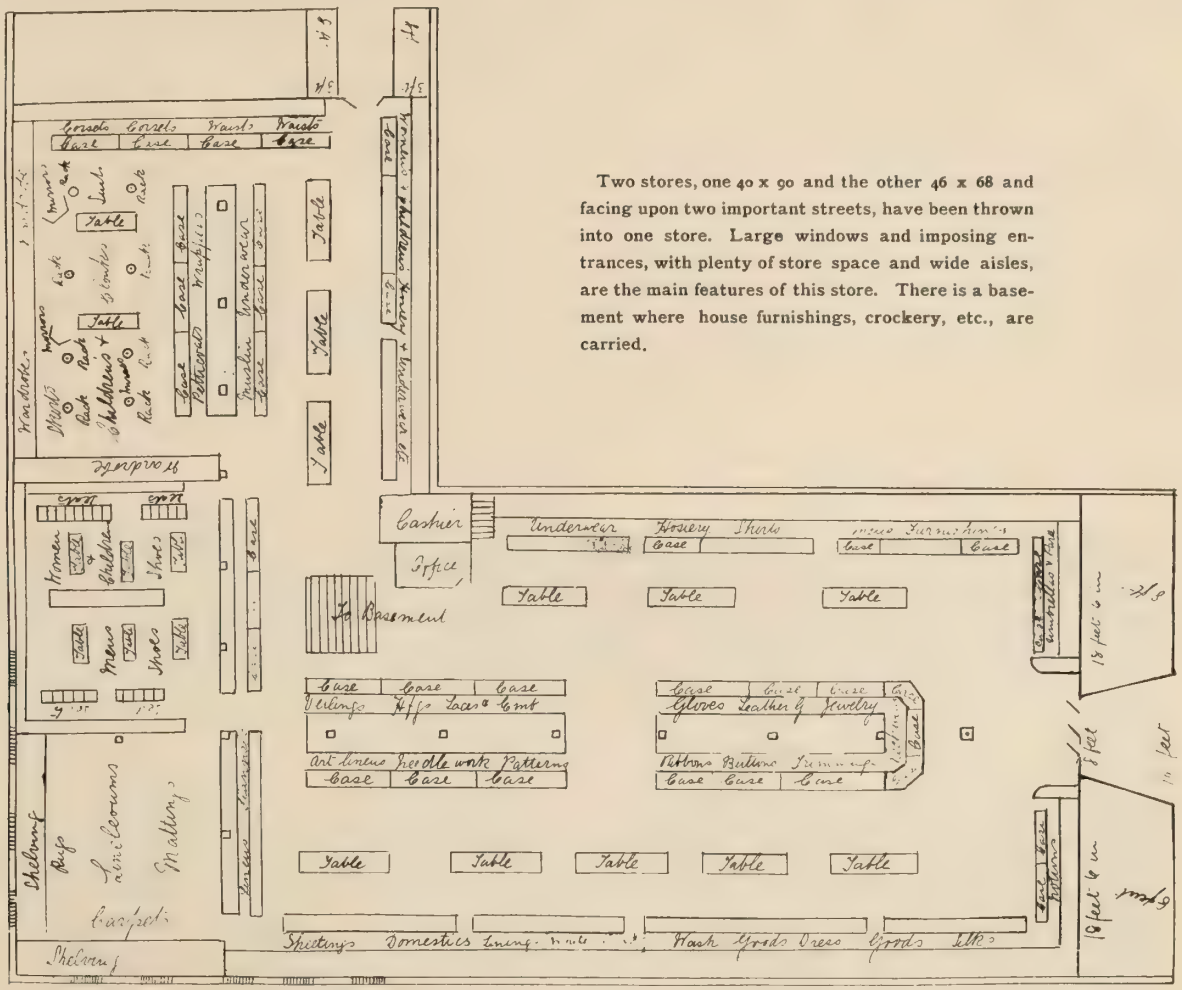
The entrance arrangement is a very good one. It is wide and imposing, having long, narrow vestibule windows on either side. There is also a fine case in the vestibule and this and the windows give the trimmer plenty of excellent display space for the smaller items of the stock.

High Ceilings Desirable.

In stores such as shown, the height of the ceilings from the floor cannot be fixed by the merchant, but, if possible, good high ceilings should be the rule in all stores; not less than 14 feet should be the rule for the first floor. Sixteen is better, and 18 feet is not too high. If there are balconies, 20 feet makes both the store and balcony bright. Ten feet is a good height for the basement, and 11 or 12 feet for the rooms above the first floor.

If the height of the ceilings is fixed for the merchant who is altering he has full control of the fixture and fitting question. The centre shelving should not be high and there will then be that air of spaciousness which adds so greatly to the impression made by the first view of the store. Up to date fixtures are seldom more than five feet high in the centre of the store, though the shelving around the wall may be carried up a foot or so higher. No shelving should be so high that it cannot be easily reached.

The best fixtures are those which display as much as possible of the stock. This is why so many show-cases are used in modern stores. Perhaps the most useful style

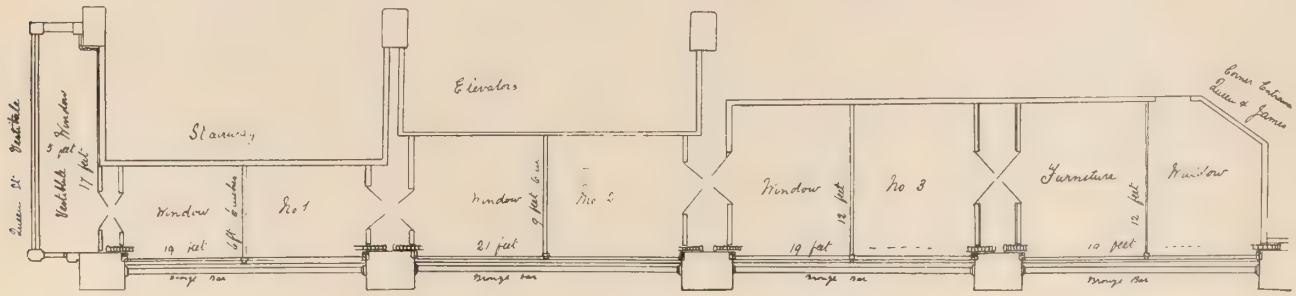


Two stores, one 40 x 90 and the other 46 x 68 and facing upon two important streets, have been thrown into one store. Large windows and imposing entrances, with plenty of store space and wide aisles, are the main features of this store. There is a basement where house furnishings, crockery, etc., are carried.

of case is the one with plate glass top, and is 42 inches high, and 48 inches wide. When possible these cases should be illuminated with concealed electric lights.

Walls and ceilings should be white, or very softly tinted. If the store is being remodelled, some kind of a metal ceiling, painted white, is decidedly the best. Fine mirrors, set here and there, also help to give a good appearance.

To sum up, the model store must be healthful, orderly and inviting. It must be conveniently arranged. Not only must there be all the accessories to comfort in purchasing, but the arrangement must be such that it can be accomplished with the least possible annoyance. The equipment of the store must be so designed that the transactions can be handled as rapidly as possible. This applies equally to the time the customer is in the store as to the time it takes for the transaction to be completed by the delivery of the goods. A good delivery system is one of the means by which the storekeeper holds his customers.



Ground Plan of Simpson's Windows in the New Building.

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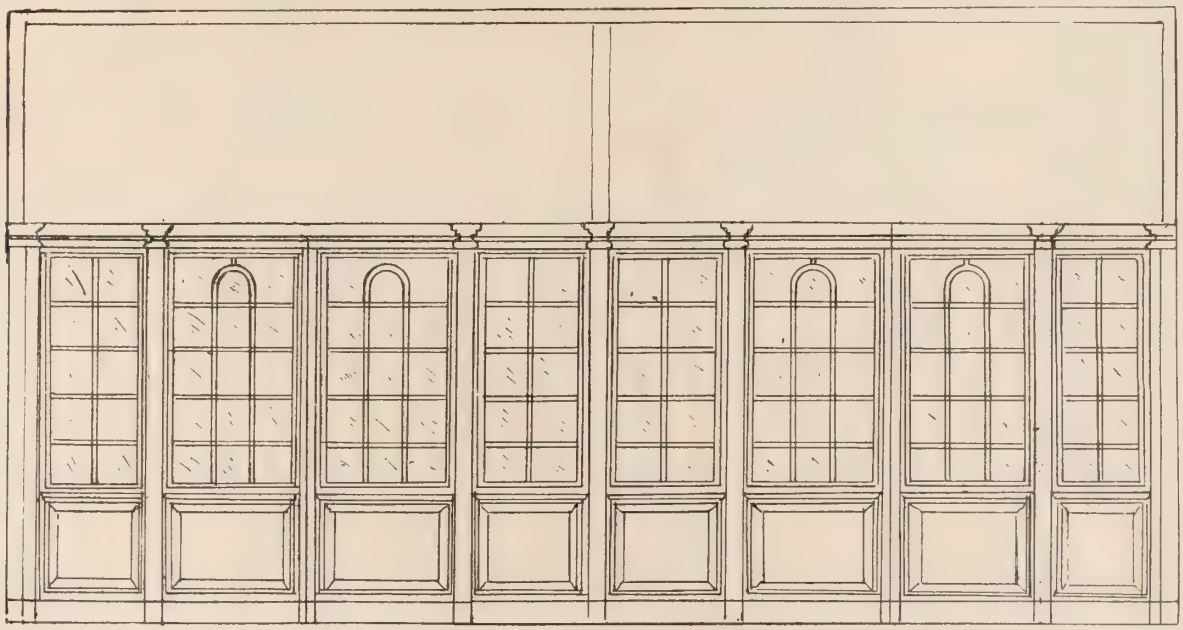
Simpson's New Windows.

Counting the two in the vestibule of the new main entrance, on Queen Street, there will be six display windows in the new portion of the R. Simpson store. As it has been decided to turn the present Queen Street entrance into a window, seven new windows will be added to those now in existence.

The accompanying ground plan of the new windows should be of considerable interest to the merchant and trimmer. They are, owing to exigencies of space, of varying width. The two windows, facing into the main Queen Street vestibule are 5 ft. deep, and have a length of 19 and 20 respectively. The stairways are behind the window west of the entrance and narrow the space down to a depth of 6 feet. This window is 19 feet wide. The next window is also a narrow one, though wider than the former, but the other two new windows have a depth of 12 feet.

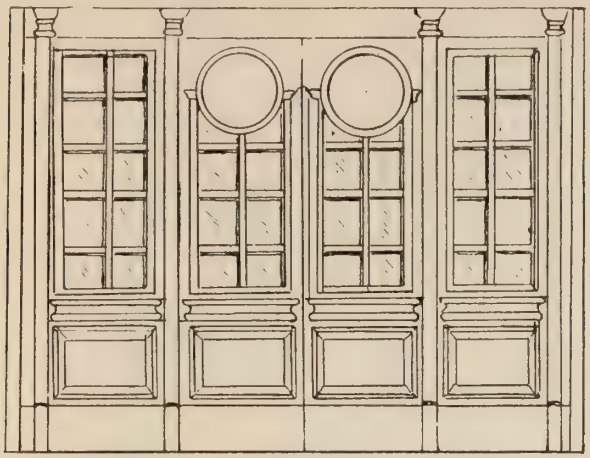
All of the windows have a permanent background. In the Queen Street vestibule windows and in those next to the entrance, at the corner of Queen and James, the permanent background will be of mahogany, as this will match the woodwork in the vestibules.

The other windows introduce somewhat of a novelty having a permanent background in period effect. The period chosen is late Louis XVI, or colonial, and the wood work is finished in white enamel, while mirrors are used in the doors and windows. This treatment is a new one, and the effect is very handsome. It will form an especially good background for the showing of millinery, suits and garments and fancy articles. It can be varied in many ways. For instance, curtains or panels may be used to cover either the doors or windows, and upon the glass may be painted a landscape or other scene as it may appear through the glass. The ends of the windows are panneled to match. But here the doors are real, and the trimmer can walk the whole length of the series of windows. This arrangement gives space between each window, behind the big piers, that may be utilized for storing fixtures and other like properties. This will be a great convenience and time saver. The



The Permanent Background in Simpson's New Windows. Woodwork Finished in White Enamel. Window Panes of Mirror Glass.

floor of the windows is only raised a foot or so above the level of the sidewalk. This makes a great improvement, for display purposes, over the windows now in existence on either Queen or Yonge Street fronts, in the old building. As the old basement is to be lowered to the level of the new one, and the windows in the old building are to be remodeled, it is most probable that



The Partition Between the Windows. The Door in the Centre Opens into Next Window. Finished Same as Back.

the windows in both buildings will be in the same plane.

Another improvement made possible by the lower level of the new basement is the placing of the bronze bars across the outside of the windows. Formerly the bars come outside the piers. In the new windows they are placed not far from the glass and between the piers. The reason this can be done lies in the altered shape of the lights for the basement.

One feature that will strike members of the trade is the absence of prism lights above the windows and the substituting of clear glass. As there are large plate glass windows on both the James Street and Richmond Street fronts there is plenty of light in the interior of the store. Moreover, the clear glass above the windows gives a splendid view into the store either from the opposite side of the street or from the cars. Prism glass is used for the basement lights. The window next to the corner entrance that is paneled in mahogany is to be used, according to present intentions, for showing furniture, etc. Because of its size and shape the display can take the form of a furnished room.

Instead of blinds, curtains to draw across are provided on all windows. These are exceedingly handsome. They are of heavy white linen edged with Arabian lace and having the monogram of the firm in large raised letters upon them. There will be a valance of the same linen, also edged with lace, decorating and finishing the top of the window. Each of the large plate glass windows on the James and Richmond sides of the building have a handsome net and lace panel bearing the monogram of the firm on the lower half of the window. The clear glass over the entrances are draped with a similar panel.

*

Period and Architectural Backgrounds.

Period decorations and architectural effects for backgrounds are engaging the attention of high class decorators. These men are not just trying to devise something new, but are striving to raise the whole standard of the trade by putting in dignified and artistic trims, trims that will give the community they serve a higher standard of taste. The greater number of this group of trimmers are employed in the very large stores, and have an almost unlimited appropriation at their command, therefore they can obtain effects which the man in the small store can only envy and dream of.

Though debarred from the production of these splendid effects there is no reason why the earnest trimmer should not work on the same lines with the object of placing more artistic trims in his smaller windows.

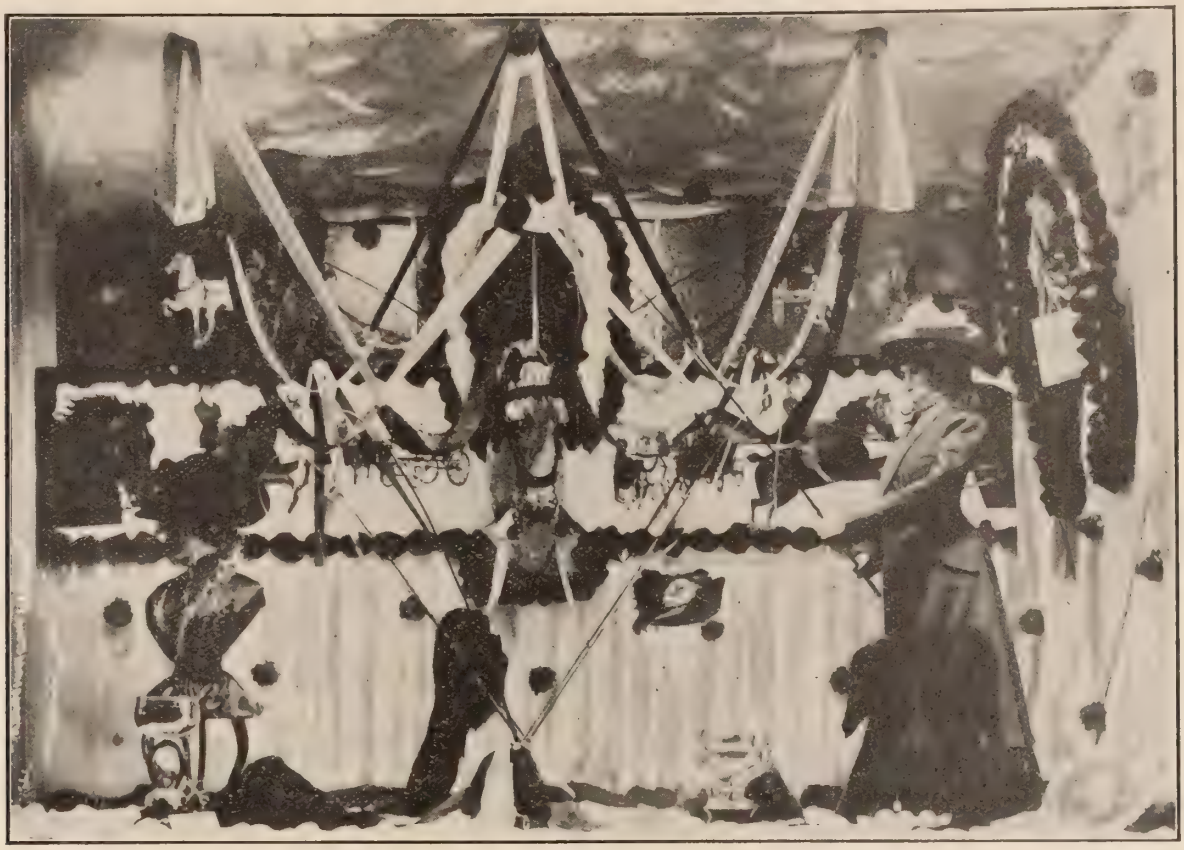
In architectural and period work the fundamental principles are the same, and, just as a cottage that is built upon right lines may be as pleasing to the eye artistically, as a mansion, so may a small trim, in the same sense, equal one used in the large store. Therefore the trimmer in the small store must not think that this class of decoration is beyond his means, though to secure his effects he may have to use his hands as well as his brain. To the tyro in trimming, who wishes to



Spring Opening Display of the Anderson Co., St. Thomas, by Warren Andrews

attempt period work, the advice is given to study the work of the best trimmers. When he sees a striking background he should study out the leading features—those that must be there. When he has reached as it were the bones of the trim, let him make a rough sketch and then proceed to adapt it to his own windows. When this is done let him proceed to add such decorative features as he knows will come within his own means. This kind of work will lead easily and gradually up to the designing of original trims.

In many high class windows the architectural part will be found to be very simple, save where the ornate Louis styles are attempted. For the most part they are built up from inch boards, covered as smoothly as possible with white felt and combined with some simple form of paneling. White felt is much used as it gives



Prize Horse Show Window Display of A. L. Garland, St. Thomas.



Spring Opening Costume and Millinery Display of the Anderson Co., St. Thomas, by Warren Andrews.

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The Walker Bin & Store Fixture Co., Ltd.

Designers and Manufacturers of Modern Store Fixtures

Berlin, Ontario.

the effect of marble. When once made these can be arranged and rearranged many times over.

As an instance may be cited a background of this class used by W. A. Murray & Co., Toronto. This background was first put in for the Fall opening and is still doing duty. It consists of a wood paneling painted white, with the centre panels left out. There is a cornice above which leaves place for a frieze. The whole is divided into sections by wood pilasters, also painted white. Attached to these pilasters are torches of wood, the flame part of which are of glass, containing an electric light.

The frieze used up to the holiday season was a procession of Greek figures, painted in sepia monotone on a creamy ground, and the panel spaces were filled in with cream felt. This freize, of course, is beyond the resources of the greater number of trimmers, as it was painted by a well known Toronto artist. Its place could be taken by a stenciled freize, however. Moreover, this figure freize, though very beautiful, was not entirely satisfactory. While it formed a handsome background for millinery, high class costumes and fancy goods, it was a trifle out of place when displays of blankets, hosiery, etc., were shown.

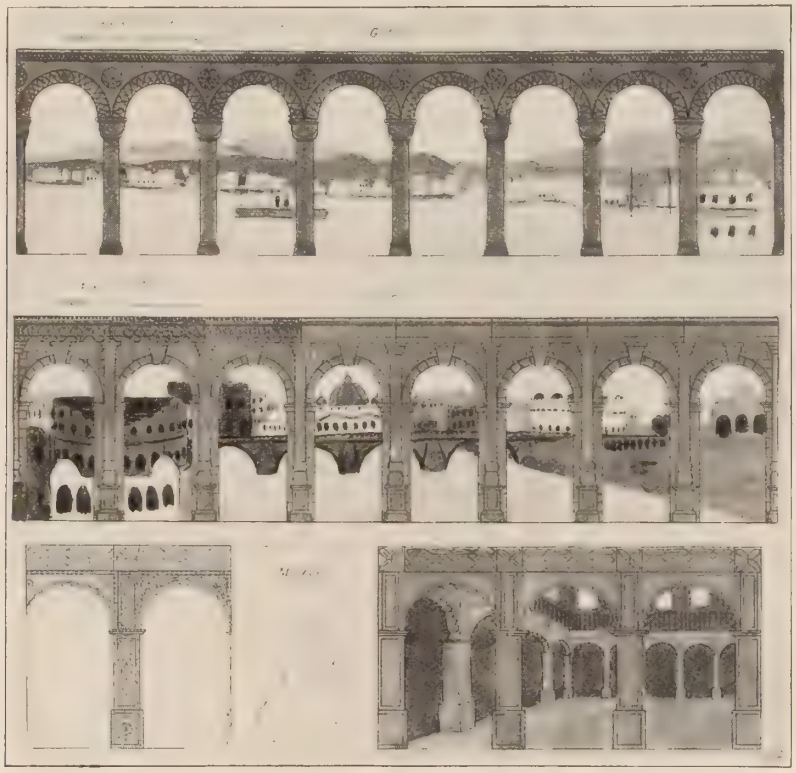
For the Christmas trim the centre part of the panels and the freize have been removed and a velours in rich shades of green and crimson have been substituted,—one window green and the next crimson. Centreing each window is a wreath of holly and berries surrounding the genial face of the much-loved Santa. Each wreath is tied by a bow of satin ribbon, with long streamers, red ribbon being used when the background is of green, and green when it is red. The streamers meet and are tied to the torches described above. This is an exceedingly rich trim, and is one that could be put in by any trimmer.

Architectural and Scenic Effects.

Two instructive cuts are given in this article. They represent a new phase in backgrounds as they are a combination of period and scenic work. One cut shows the working drawings and another one of the windows developed from the drawings.

In this class of background the architectural work is combined with scenic work, thus a fac-simile of the style of architecture used by the ancient Egyptians, in their temples and buildings, is backed by a painting of the Nile Valley. A picture of the Grand Canal, Venice, has a typical Venetian porch in front, while, as seen in the cut, the arches of the Alhambra show through them a view of Seville.

The windows and drawings are the work of B. M. Arrick, and were designed for and put into the windows of the Hannah & Lay Mercantile Co., of Traverse City, Michigan.



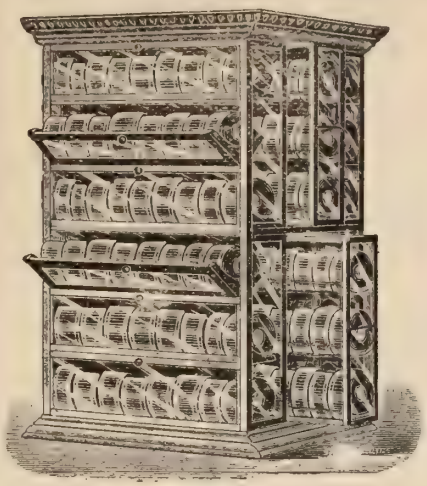
Working Drawing for Architectural Background.

Realistic Housefurnishing Windows,

Brantford, Dec. 20.—A well thought out window is that which appeared during December, in the carpet and furnishing store of Chas. Duncan & Sons, Brantford. Gordon Duncan was the originator of the window. It attracted no small amount of attention and the firm report that it brought good business.

The window itself is as large as a small room usually set apart in a hotel for travelers' sample-rooms. The rear represented the wall of a parlor, introducing a mantel piece, with ornaments, and a live coal fire (electric), giving it a cosy, homelike appearance. A fine deep plush carpet covered the floor. To the side were windows screened with handsome lace curtains, the drapery extending from the windows to the mantelpiece. The room was furnished with handsome chairs, a candelabrum and several brass jardinieres. A fine electric lamp completed the very realistic effect.

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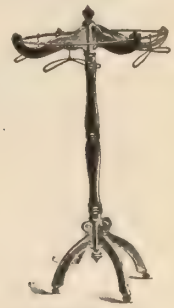
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For Men's and Women's Kid Gloves. Several sizes.



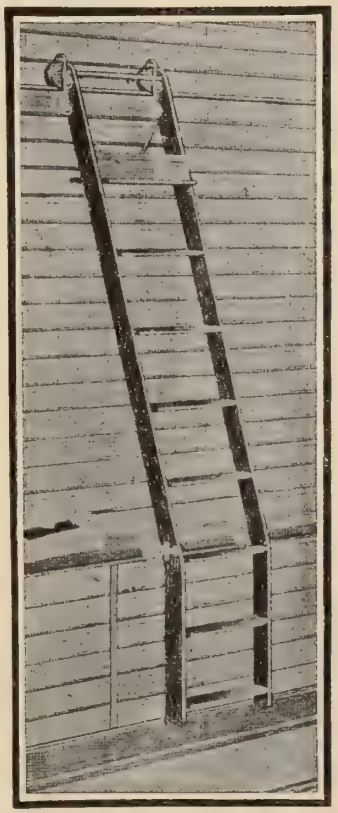
PRACTICAL UMBRELLA CABINETS. Two sizes. Hold 60 or 80 Umbrellas.



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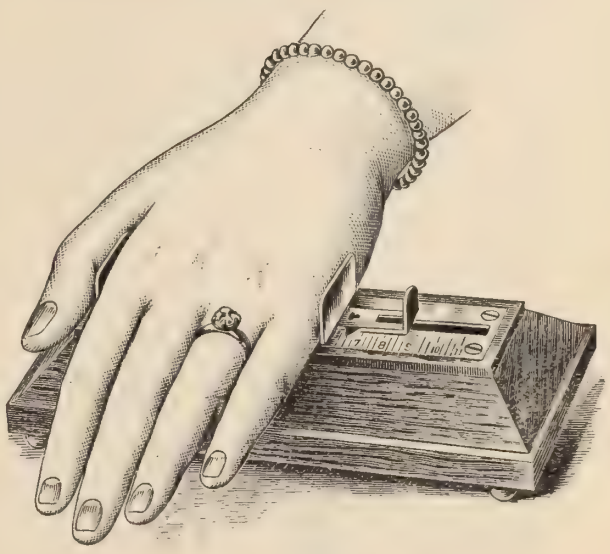
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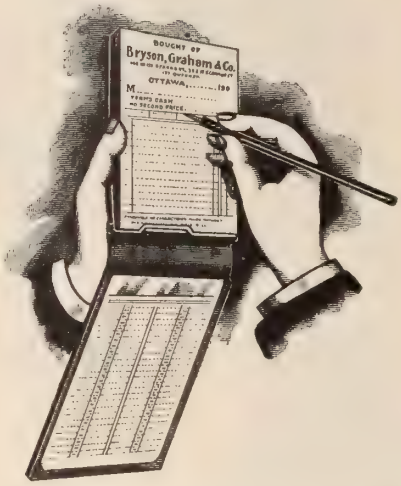
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They are the real enemies of dinginess. While there is light left in the sky they catch the oblique rays which would ordinarily end on the floor just inside the window, and refract them horizontally over the store's entire length, suffusing every part of it with clear, soft, natural light.

Where a store has windows at the rear as well as in the front Luxfer Prisms create a marvellous brilliance. In it every feature of your store and stock upon which you justly pride yourself is given its full significance.

Luxfer Prisms are now used by all the foremost retail store, mercantile and financial establishments, public buildings, etc., in America. You can hardly afford to be without them.

ASK YOUR ARCHITECT. HE KNOWS!

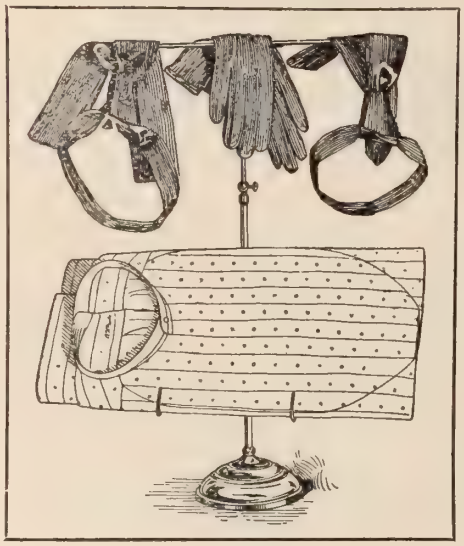
Luxfer Prism Company, Limited

Toronto and Montreal

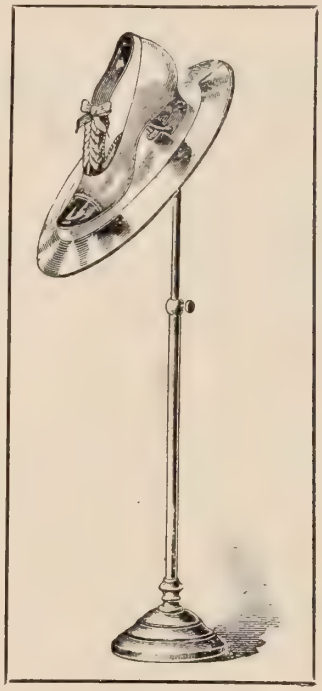


EFFECTIVE DISPLAY CREATES BUSINESS

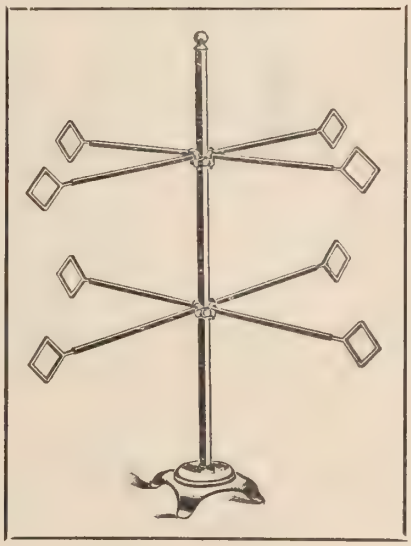
But you cannot make an effective display without using artistic, modern display fixtures. Our line of fixtures includes nothing but the most modern designs, and every one of them is a model of finished workmanship.



No. 29—Utility Tie Stand with Shirt Easel Attachment. The attachment is a Wire Easel and Collar with set screw attached to the standard and is adjustable up and down. Can be used on any of our stands which standard ⅝ inch in diam.



No. 360—Oval Glass Shoe Stand, with Bevel edge Oval Glass either 5 x 11 or 7 x 12 inches, base 6 inches, standard ½ inch, extension ⅝ inch, extensible 9 to 15 inches and 15 to 27 inches.



No. 30—Paris Haberdashery Stand Standard ⅝ inch square tube, 3½ feet high, two tires of brackets, each tier 12 inches long, 3⅛ inches square, with extensible diamond "Paris" Rings in ends, 7½ inch Roman Base.

SEND FOR COMPLETE CATALOGUE

Toronto Brass Manufacturing Co.

17-21 Temperance Street,

Toronto - - - Ontario

Brush - Stroke Block Letters in Show Card Writing

Possible to Obtain Great Speed in this type, but Perfection is only Attained through hard Practice — The Card Writer will find it Advantageous to Co-operate with the Ad. Writer

By R. T. D. Edwards, Card Writer for the Simpson Co.

It is very important that the card writer who is devoting his entire time to that work should establish a system whereby every ticket is on the goods they were intended for at the time their sale is advertised. Much depends upon the writer himself. If he has good command of his position he will see to it that all orders for cards are in 24 hours ahead of time. When a writer has, on an average, about 400 cards a day to turn out he will find himself sadly behind unless he insists upon at least one day's notice. He cannot do satisfactory work in a rush and then, again, he must make allowance for emergencies.

In the smaller stores the ticket writer can co-operate with the advertising manager to a great extent. As soon as the advertisement is given him an order may be made out for the tickets as well.

The intention in this letter is to give the reader an insight into the system of brush-stroke block lettering, or condensed Egyptian. This work is executed with a wide, chisel-pointed red sable brush. Always keep the brush flat pointed the same as the No. 6 pencil brush. These brushes may be obtained in all sizes, and the width of the letters depends upon the width of the brush.

Securing Uniform Thickness.

No. 1 card shows the block letters generally in use. It requires a great deal of practice to get this letter perfect. Care should be taken to obtain a uniform thickness and a faultless perpendicular. It is possible to attain great speed in this form of lettering. It is a popular type for large department cards. The shadow is seldom used, but in this case is introduced to illustrate the uses of the brush. The shading is done with one stroke of the brush.

No. 2 card is in the same type on a grey card, with a black shading to make it stand out. The white was applied with the same brush that lettered No. 1. The black paint should be washed thoroughly out of the brush with hot water and soap before using the white. The latter should be so thick that the dark cardboard will not show through. No. 3 card is executed entirely with the soennecken pen. This makes a really high class card.



Show Cards Illustrating Brush Stroke Block Lettering and Soennecken Pen Work.

Chalk for Ruling and Spacing.

No. 4 card is written on cinnamon brown mat board. It may be procured at almost any picture-framing establishment. The script lettering is entirely outline work

with a No. 5 red sable brush. Use a chalk pencil for ruling and spacing the dark board. The tracing is more easily seen than lead pencil and may be erased without injury to the paint after the latter is dry.

Nos. 7 and 8 are window tickets executed entirely with the brush. No. 7 shows the block letter headline,



"Knock-Out" Cards. Both Pen and Brush are Used in this Work and Great Speed is Possible.

while No. 8 has the favorite brush stroke, the time required to apply the white in both cases being three minutes. The border makes the lettering stand out well in the cut, but is never used in the windows. Small lettering with very wide margins are very proper for display cards at present.

Nos. 5 and 6 were adopted by the writer for the Simpson Co.'s store for Christmas. The Santa Claus designs are already printed and may be obtained through a paper supply house. No. 7 is a very rich card for the holiday season, and with a good quantity in use the appearance of the store may be improved.

The words "Gift Suggestions" show another form of block lettering. It is much more easily balanced than the condensed Egyptian because the heavy spurs are easily executed and give a finished appearance.

Small Knock-out Cards.

The small cards, A, B, C, D, are "knock-out" work, lettered in two minutes for the four cards. This kind of work is only required for "sale" goods and would only be in use for a short time. The cards are 7"x9" in size and may be bought already cut. The script lettering is done with a No. 1½ soennecken pen, the prices being executed with a No. 6 sable brush. Borders are not needed when a frame card stand is used.

*

Puts More Money Into the Pay Envelope.

Warren Andrews, of the Anderson Co., St. Thomas, believes that the ability to write a good display card is an essential of the art of window trimming. He had recognized this as an assistant in decorating the store, and immediately set about to master that feature of the work. He has been very successful. That may be readily seen from the accompanying cut of a group of his cards. He now has charge of the decorating and card-writing for the Anderson Co., with four large win-



These Four Cards Illustrate Block Letter with the Brush, the Two at the Top Being Especially Adapted to the Christmas Season.

dows to look after, in addition to outside work. His salary has been increased over fifty per cent.

About three years ago Mr. Andrews purchased a bottle of black showcard ink, a booklet on card-writing, and a brush, and set to work, starting out badly to make showcards without any preliminary practising. "My first attempts," said he, "were very discouraging. Nevertheless, the work was used in the same manner as that of the professional and I kept plodding along, each attempt being an improvement on the last until in a short time I could turn out a very good plain card quite rapidly. Then I began experimenting with fancy cards, which I use only for special displays such as openings and holiday seasons, preferring black and white work in general displays both for the interior and window.

"Nine-tenths of the young men serving as juniors at small salaries could, in many cases, double their income in a very short time if for their spare time they would buy a brush or two (No. 11 red sable is about the best for general work), a little black showcard ink and start practising with a good plain intelligible alphabet. They must not become discouraged with first attempts. In a very short time he will be surprised at his own work.

As an aid to the window-trimmer, card-writing is almost invaluable. Every merchant, great or small, uses show cards and price tickets of some sort. They may be made of common pasteboard lettered with chalk or lead pencil, or the work of an experienced man, but they are recognized as essential to the business. A window-trimmer may be able to put up a good display but he will spoil the effect by the use of cheap, poorly-made cards, when neat, well-lettered, up-to-date cards would make his work look more attractive and bring more business to his employer, thereby making himself more valuable as an employee.

"We have only to glance over the want ads. of many daily papers and trade journals to realize what a large field there is for the show-card writer of to-day who can turn out good work quickly. I believe that a man must have a considerable amount of natural ability and artistic taste to become a good decorator, but showcard writing is possible to nearly any young man who has the inclination, if he will take time to develop the art, either by a short course or by using his own brains and hands and keeping his eyes open."

The Late Robert G. Stokes.

The late Robert G. Stokes, a former Montrealer, and one of the oldest and best known members of the Dominion Commercial Travelers' Association, died on Nov. 18, last, at Manor Park Crescent, Edgeware, Middlesex, England, where he had resided for the last four years.



Specimens of Show Cards by Warren Andrews, of the Anderson Co., St. Thomas.

He was born in Oxfordshire, England, in 1847, and, at an early age entered the wholesale dry goods business, with which he was connected during a period of twenty years in London. Later he went to the West Indies, where he was engaged in general merchandise business for about four years. He then came to Montreal where he identified himself with a couple of firms before engaging with the W. R. Brock Company, first as a traveler, covering the Ottawa Valley, and later as buyer for the Canadian department. Owing to ill health Mr. Stokes was obliged to resign about four years ago, and settled in England, where he remained until his death.

Mr. Stokes was well known to Canadian manufacturers and had many friends in the dry goods business. In 1893 he was a director of the Dominion Commercial Travelers' Association. He is survived by his wife.

Novelty Spring Cotton Sellers

Motor and Marathon Suitings

These printed lines of cottons are shown in new treatments such as chevrons, herringbone effects and stripes. Wherever shown, they have sold. They retail at popular prices and show big profits.

A A Duck

AA Duck in indigos, anilines, butcher, claret, red, etc., is beating past sales records

The range of patterns has been added to, and includes all the new ideas in spots, objects and stereotyped treatments.

AA Duck is a big seller at retail, designed for house garments, outing purposes and children's dresses, in fact, wherever a popular priced serviceable good appearing material is required.

Canadian Rock Fast Drills

The blacks are fast aniline; the whites are clear and sharply printed. For color and value make sure of getting

Canadian Rock Fast Drills

TEXTILE DOMINION CO·LTD·

The Staple Department and Its Problems



Linen Section in the store of the Anderson Company, St. Thomas, showing a unique and very attractive ledge trim.

Business and Stock Barometer in Linen Department

A Simple System of Weekly Records which Show the Exact Result of Trade in Every Line of Goods—Stock Book Duplicated by Cards in Different Sections Locates the Weak Spots.

In his linen department, if it be well organized, the dry goods merchant has constant opportunity to exercise his merchandising ability. He will find that few departments respond quite so readily to every well-directed effort, and that none will as quickly show the result of neglect. A well thought-out system of stock-keeping, one that will stand every test as a reliable business index is, therefore, a first essential.

One of the thoroughly-departmentized stores in Toronto has adopted a plan which is easily applicable in every establishment where there is any semblance of system in the arrangement or storing of goods. The linen department in this case, is divided into sections, such as towelling, table covers, napkins and embroidered goods, sheetings, etc., each of which carries as much stock as may be conveniently placed in the shelving surrounded by the counter. For the purposes of the section and the use of the head of the department, there are a number of specially-ruled cards, the size of each being about 12 inches by 16 inches, which always show the amount of available stock. They may be prepared by any member of the staff. There are two sets of columns on each card for the numbers of the stock, size or width, the selling price and the quantities on hand The lines of goods carried in the section may be described across the top of the card, or where space is available, sub-divisions may be introduced.

Records Taken Weekly.

On a certain day of the week one of the staff takes these cards and—one person is generally responsible in each section—goes carefully over the stock in the section, making a record of the number of pieces on hand. He places the figures in the quantities column left for that

purpose, using a lead pencil so that the numbers may be erased every week. He does not take the yardage where goods are sold in that way but, where there are two half-pieces in advance stock, they are counted as one, and so

LINEN SHEETS

NO.	SIZE	S. PRICE	IN STOCK
560	80x3/4	35c pr.	15 prs.
70	72x3	60c pr.	5 prs.

H'M'D HUCK TOWELS

NO.	SIZE	S. PRICE	IN STOCK
72A	24x41	50c	20
72A	25x41	60	35

Illustration of section-cards used for stock-keeping in Linen Department. The figures in the "stock" columns are changed weekly according to quantities on hand. The stock book is ruled in the same way, only the pages are not halved and spaces are left for cost price, dates and warehouse reserve stock. The standing of the stock each week is recorded in columns extended out for that purpose.

on. Remnants are sent to the table reserved for that purpose, and then, cease to be a matter of record on the section cards.

Every week these cards are a correct estimate of the number of pieces on hand in any stock They are then sent to the central office, and the week's figures are entered in the stock book, which contains a sufficient number of columns for 26 weeks in the year. The stock book and the section cards are ruled similarly, save that the former also shows the cost price, the total yardage, where necessary. The same card system is adopted in the reserve stock warehouse and, in that way, the central office and the department is kept posted. The date of arrival, from whom purchased, and other essential particulars are kept only in the stock book. The salesmen never know the cost prices. Stock-taking is twice a year and it is then that yardage is sent in by the department from sections where measurement is the selling basis.

Can Tell Results of Trade.

The system gives the head of the department immediate information as to the effect of demand upon every line. Where the stock book indicates that certain lines remain at the same level week after week he knows at once where to begin to locate the weak spot. In the same manner he is able to ascertain which lines are selling best. In fact it is good stock and business barometer. Prices may be tagged if desired, although the cards are so easily available that this is considered unnecessary where the department is well sectionized.

Where a store has developed a mail order business a special column may be entered in the cards for numbers corresponding with those under which goods are listed in the catalogue where such has been issued. In certain lines it is also necessary to make an entry of colors or any other distinctive description. These may be inserted in spaces left for the purpose or above the numbers.

As before indicated, each section has its own set of cards. They may be hung up on a nail underneath the counter or on the side of the shelving, so that the salesmen may refer to them at any time. Should he, for example, be called upon to fill an order for a certain kind of table napkins the card record will immediately inform him whether he can fill that order; if he cannot, it tells the next best line to promote.

Of course, every store cannot afford the space to divide its linen department into sections, but this fact does not lessen the utility of the system described.

The Review is always glad to be of service to the merchant who may be confronted by perplexing problems in connection with his stock-keeping or stock-taking.

*

Prints and Ginghams.

Canadian lines of prints are meeting with increasing sales each year and Spring 1909 lines are better in every way than the showing of any previous season. Improved colors, patterns, finish and values have increased Canadian print sales to a remarkable degree.

AA ducks, 27 and 28 inches wide, in indigo, black and white, aniline, claret and red are meeting with exceptional sales. These are particularly suitable for outing and children's wear, as they possess remarkable wearing and washing qualities. As the values of these

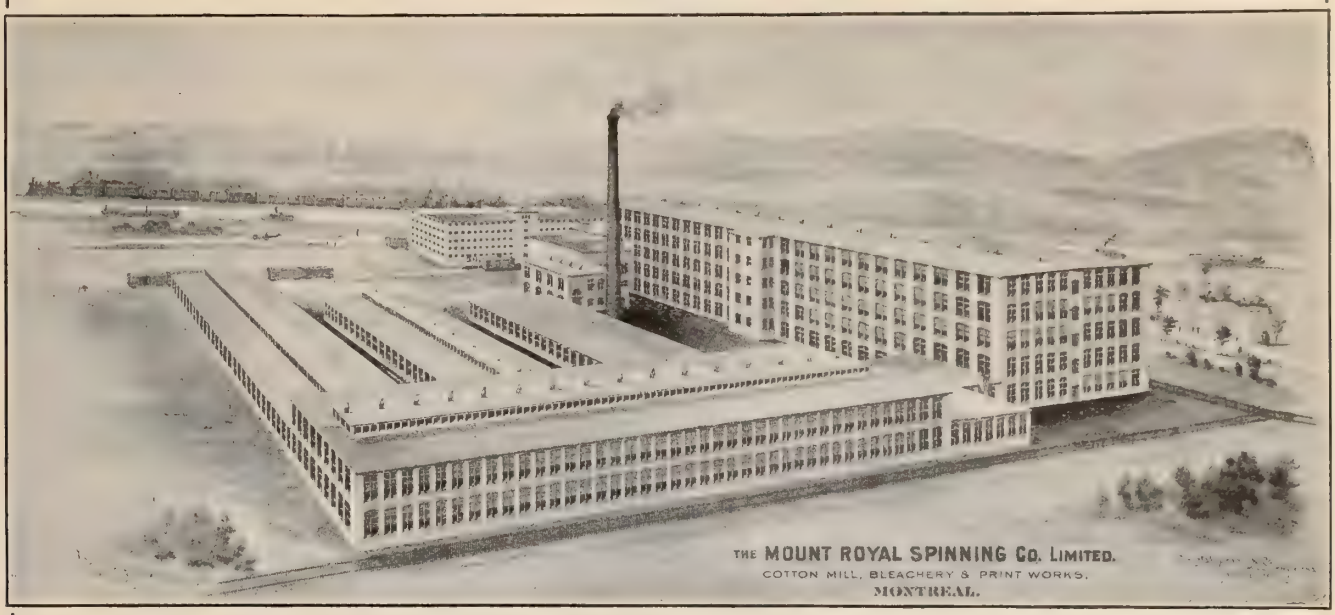


One of the very dainty designs in Damask Table Cloths, shown by Wm. Liddell & Co.

Where the Finest

GREY COTTONS

Come From



THE FINEST EQUIPPED MILL IN CANADA

MOUNT ROYAL GREY COTTON

MOUNT ROYAL BLEACHED COTTON

MOUNT ROYAL PRINTED COTTON

Product of the Mount Royal Mills will be on the market early in January, 1909

LOOK FOR THE BRAND

MOUNT ROYAL

MANUFACTURED BY

The Mount Royal Spinning Co., Limited
Montreal

Manufacturers of Cotton Goods of Superior Quality

Sales Office: E. T. Bank Building, Victoria Square, Montreal

H. L. PERCHARD, - - - - Sales Manager

Everbloom

A Success

Don't wait—be the first in your town to introduce this popular *Canadian Made* Fabric. Looks like silk—only wears better and *costs quarter the price of silk.*

Shown in complete range of latest shades.

Your wholesaler has EVERBLOOM

MANUFACTURED BY

MONTREAL COTTON CO.

Sales Offices

Toronto MONTREAL Winnipeg

For Your

White Goods Sale

Have a good showing of Munster, Ulster, Limerick and Belfast Dress Linens.

White and the newest colors.
Popular Prices.

ASK YOUR WHOLESALER

MANUFACTURED BY

MONTREAL COTTON CO.

MILLS AT VALLEYFIELD, QUE.

Sales Offices:

Toronto MONTREAL Winnipeg

ducks are becoming better known, sales are increasing in volume.

Buyers should not delay orders for lines of printed goods. The remarkable sales for Spring make this important if the best colors and patterns are to be obtained.

Fancy dress ginghams are about on a par with prints as far as sales are concerned. Sales are extra good and the values, patterns and colors are most attractive. Scotch ginghams are strongly in demand and Canadian lines are meeting with greater favor than in previous seasons.

*

Very Hopeful Prospects.

The year 1908 was a dull year from the business point of view, in staple lines of dry goods. Probably in no other department of the dry goods business was the financial depression felt to such a marked degree as in staple lines.

This is owing to the fact that under normal conditions when a merchant feels reasonably certain of disposing of his stock within the ordinary length of time he buys staple goods by the bale. During the past year many have felt the necessity of buying in as small quantities as possible, and instead of buying goods by the bale they have ordered by the piece. In this way there was a heavy falling off in the volume of orders, which had a marked effect when totalled, on the staple trade at wholesale.

A Promising Outlook.

The business year just closed, Dec. 1st, 1907 to Dec. 1st, 1908, opened up with better trade than characterized the following months, and everyone was afraid to take any risks. However, good crops created a feeling of assurance and the decidedly low stocks in retail stores brought about a marked change by the time Spring orders began to be placed. With the beginning of September, 1908, conditions commenced to improve, and orders came in actively. From that time the general aspect of the staple trade has been improving, and at the present writing the outlook for this year is most hopeful.

Orders at the present time for Spring are ahead of the total of Spring 1908 selling. This state of affairs does not mean that there is any reckless buying being done, but is the result of the low condition of retail stocks, as well as improved financial conditions. There is still some hesitancy on the part of some buyers, as they are a little afraid that the present hopeful conditions will not be realized.

The latter part of 1908 saw a decided improvement in the Canadian staple trade. Higher prices may be looked for.

Embroidered goods have had a very extensive showing in the holiday trade.

Orders for Spring linens are much in advance of a year ago.

Flax yarns are all firm and spinners are able to make their own prices for business placed.

There is a continued improvement noted in the manufacturing end.

Improved colors, patterns, finish and values have increased Canadian print sales to a remarkable degree.

TO THE TRADE



All Prints

sold by the leading Wholesale Importers which bear the above stamp or ticket are

GUARANTEED

by

The Calico Printers' Assn. Ltd.

Manchester, England

To be their

STANDARD 'CROWN' Quality

of cloth, which will be unchanged from Season to Season.

No other quality will bear this mark.

At the Franco-British Exhibition in London, England, The Calico Printers' Association, Limited, were awarded three "Grands Prix" (the highest possible award) for the excellence of their Printed Cottons and Printed Wools.

Canadian Representative: J. E. BIZZEY, 78 Bay St., Toronto.

The Price Situation.

Prices are low at present, but if the past is any criterion of the future, higher prices may be looked for. In the past increased prices in the United States have invariably been followed by higher prices in the Canadian market. The increase in price is an established fact across the border, so it seems only reasonable to look for advances in the Canadian market. Many of the United States mills are so rushed with orders that they are running nights.

The new terms and dating should have a beneficial effect upon the trade. They are a protection to the retailer who has a reasonable amount of capital to invest. With the shorter terms there is less temptation to buy too heavily for payment within the time to be possible than in the case of the former dating, when payments could be left for a longer time after the goods were bought.

*

Linens.

The linen department, due to an exceptionally good showing chiefly of art and fancy goods, has been a big factor in the holiday trade. Handsome cluny effects have sold well but a great deal of interest has centered in embroidered goods, due no doubt to the increasing vogue of all embroideries.

Eyelet work is extensively sold, and Irish embroidery is also good. One large store made a special showing of Japanese embroidered doileys, tray cloths, etc. These were exceedingly handsome and judging by the amount of work on them prices were most moderate. Prices were lower than last year on all these lines and no doubt this fact had quite an influence on sales.

Dress Linens

in Solid Colors, Stripes and Fancies

Pongee and Shantung Linens,
Pure Bleached Waistings
and Suitings,
Crash Suitings, Grass Linens,
Etc.

Exclusive Goods at Strictly Makers' Prices

WRITE US FOR SAMPLES

Harrower & Johnston
(For Manufacturers)
301 St. James Street, Montreal

VASSIE & CO.
LIMITED

For seventy-six years we have been in business in the Maritime Provinces, and we are offering our patrons such service as is secured by combined experience and modern methods.

We have a large and well assorted stock of all lines of staple dry goods, woolens, and small wares.

When our traveller calls on you, let him show you his samples. You will be well repaid for your trouble.

ST. JOHN, - - - N.B.

J. & N. PHILIPS & CO.

Manchester, England

Wish to call your attention to their

Linen Department



For years they have taken a pride in the above department and their representative, when he calls, will give you one of their special Canadian lists showing their new Maple Leaf designs in qualities specially suited for the Canadian market and in which the quotations — given in dollars and cents —represent the average "Laid Down" cost in Canada, including freight, insurance and duty.

This firm gives keen quotations, trades with the largest dealers and holds one of the most complete and best assorted stocks of

Linens and Towels

in Britain. You are only asked to compare their goods and prices.

J. & N. PHILIPS & CO.
211 Lindsay Buildings,
St. Catherine St. West, MONTREAL
W. F. MACOUN

J. & N. PHILIPS & CO.
611 Empire Buildings,
Wellington St. West, TORONTO
F. CALDECOTT

Philips for Dress Goods

Not only does the opening of each season find us leading with smart, stylish and exclusive fabrics, but we continue to add the very latest creations all the time. Every week, we have something entirely new and fresh to offer our customers.

This season the additional novelties, and extra shades have been unusually numerous, many of them coming out after the bulk of Spring orders were placed.

A glance over our augmented shade cards, will convince you that we have the largest variety and the best selection possible. Besides the popular shades you have seen on pattern books during the past three months, we have several exclusive shades you have not seen elsewhere.

Here are a few fashionable shades—

Gaffar, Brouilard, Marias, Cascao, Benares, Echevin, Cascade, Marine Blues, Yacht Blues, Cadet, Pole Nord, Roseau, Ophelia, Moineau, Ceristte, Fience, Regate, Pigalle, Trefle, Copper, Taupe, Light Mole, Grey-Smoke, Roman Silver, Syrian Olive, Bog-Myrtle, Laurel, Emerald, Kerak-Sage, Reseda-Directoire, Wood Browns, Castor, Pastel-Banana, Shantung, Amethyst, Cataba, Westaria, Raspberry, Ashes of Roses, and the irresistible Oyster Tints.

Fashionable Summer Fabrics

Our FRENCH DEPARTMENT is now showing

Satin Charmeuse, Satin Ondoyant, Satin Onduleuses, Eolienne Floresca, Soliel Kalamata, Shantung Larissa, Delaine Charmant, Velour Egyptienne, "Salome," Silk Sublime, Satin Directoire, Satin Athenian, Phantom Self-Stripes, Reps Epangline and Soliel Ottawa.

Our BRITISH DEPARTMENT offers new designs and additional shades in

"Silustra," Mohair Tussah, Lustre Shantung, Wool Ondulienne, Satin Royals, Satin Cashmeres, Satin Tricots, "Ranola," "Resilliant," "Resilda," "Permo," and "Mohllaine" Fancies, Grecian, Egyptian and Byzantine Silk Effects.

Our British stuffs are now blocked on a new patent machine, and every yard is marked with a metal disc on the selvedge. No measuring required.

J. & N. PHILIPS & CO.

Manchester, England
and 20 Cheapside, London, E.C.

211 Lindsay Buildings,
St. Catherine St. West, MONTREAL

611 Empire Buildings,
Wellington Street West, TORONTO

Styles in the Canadian Dress Goods Trade

Wash Fabrics.

The growing confidence in the better trade conditions and the hardening prices of cotton fabrics have resulted in the placing of good advance orders by the retail trade. The fact that the importing houses are showing an exceptionally strong range of attractive fabrics in the new colors has also promoted good business. Prices are not unduly high, and really handsome goods may be had at prices that are well within the reach of the popular trade. The tendency seems to be away from the very sheer effects that have ruled so long, and goods with a little more substance are in greater favor.

*

Plain, Striped and Checked Ginghams.

For general selling ginghams are in high favor. Plain, striped and checked in about the order named being prominent. In the checks and stripes the more moderate designs are the leading sellers. This is particularly marked in the striped effects, the middle patterns in the range being those most freely ordered. In checks the run is upon small block checks and a few moderate two-tone bar effects. Two-tone stripes are a feature, not only in ginghams, but all through the line.

The Canadian mills are showing a fine line of ginghams, not only in the cheaper goods, but also in high grade effects. In this connection particular mention may be made of a line of silk and cotton zephyrs. This fabric shows a high state of perfection, in both weave and finish, and should be asked for by all merchants.

For other than the ordinary uses, prints promise to do better than for some years. Stripes lead, but spots are good, and checks round off the selling. There are some neat florals, but stripes, spots and checks, in the order named, are the selling patterns. The novelty here consists in color, art tones such as Saxe blue, palm green, and cinnamon brown being introduced; hitherto these colors have been looked upon with doubt as to their behavior in the tub. This year these colors are shown with confidence as they are warranted perfectly fast.

Other good lines are the imitation silk fabrics—the cotton radiums, foulards, etc. These fabrics are brought out chiefly in spots and stripes and have all the appearance of the higher-priced fabric in silk. Pongee grounds with stripe and spot patterns are also good. In higher-priced goods there is a long list of fancy suiting fabrics in silk and cotton.

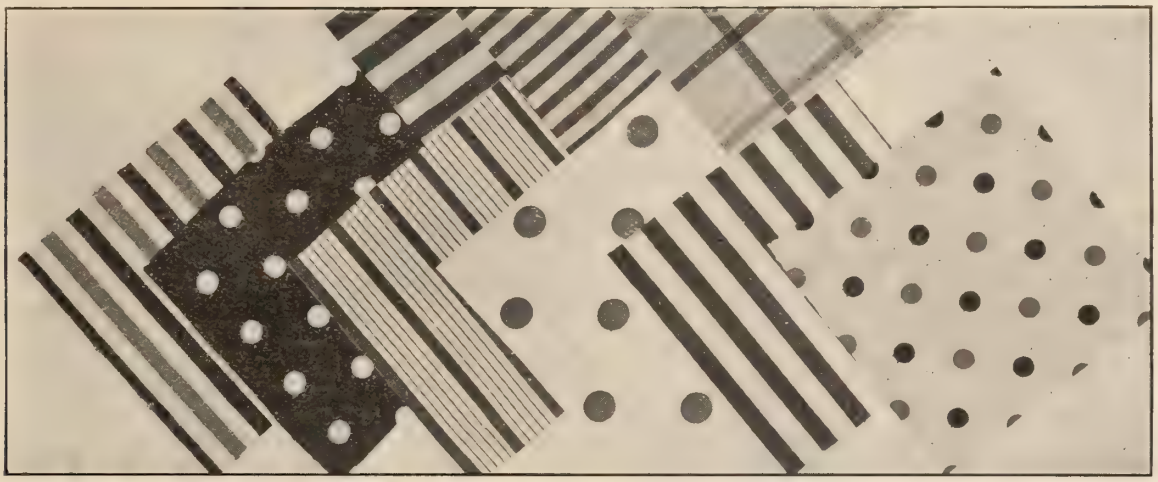
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Rajah and Pongee Silks in Favor.

It is expected that a very large part of the season's trade will be done on cotton suitings, etc., and though stripes are well shown the trade is preparing for a large sale of plain cloths. The Rajah and Pongee suitings that the trade took to so kindly are shown for the coming year in new colors and in improved finish. These cloths should score a big success, as all the new art shades seen in high-priced woolen and silk goods are duplicated in this cotton cloth. The list of shades is an extended one, the chief being ceil, Saxe, wedgewood, navy, honey, tussah, linen, tan, cinnamon, reseda, empire, pink, bois rose, grey, helio, black and white. Two-tone and two-colored stripe effects are also shown in this cloth.

Ducks, drills, Madras and other lines of both plain, and fancy suitings, handsome, two-toned and two-color effects on a white or cream ground, and also producing granite effects, are shown.

Lawns and muslins, save for a range of floral effects for indoor wear, are confined to the high-priced trade, and are shown either in plain colors or in embroidered patterns. These patterns are in eyelet effects scattered at stated intervals over the cloth. These muslins were extensively worn at the French watering places last Autumn, and as New York has taken to them for dressy gowns, they will sell here. They come in the different art shades as well as white.



Top Row—Ginghams—1. Two-toned stripe suiting; 2. Radium silk. Second Row—3, 4 and 5, prints; new fast colors, palm green, Saxe blue and cinnamon brown; 6. Print novelty spot, two-toned large spot, pin spot ground, shown by W. R. Brock & Co., Toronto.

High lustre, soft color and clinging qualities are three important fashion requisites.

Wool satins, armures, prunellos, poplins are selling well. For more dressy wear soft fabrics of silk and wool are shown.

Advices from Paris indicate that the dark, deep colors now ruling are giving way to brighter and lighter shades.

Satin-finished goods are in high demand. Messalines are the popular silk for the making of skirts, waists, etc.

Prospects for Cotton Crepes.

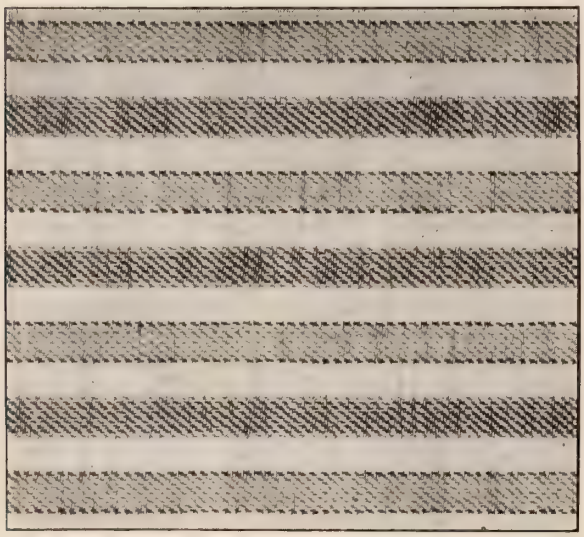
Dress linens in white and colors, and in stripes are a strong line. Linens now have a staple place in all wash goods lines. Crepes are included among the novelties. The waist manufacturers have taken up cotton crepes, and they promise to have some success with them. In the larger centres buyers are taking crepes, and fabrics with crepe stripes, but the general trade is only showing a minor interest in these fabrics. Mercerized reps in plain and in striped, checked and spotted patterns are selling well. The making-up trade has used these fabrics freely, both for waists and separate skirts.

*

Stripes a Strong Feature.

During the past month there has been a very material advance in the wool market. Not only are merinos up, and prices firm, but cross-breds are from 10 to 15 per cent. higher. This advance is due to the fact that both American and continental buyers are coming into the market.

As wool was away down when the prices for Spring were made, and as orders placed with the manufacturers were upon a very conservative basis, it would have been a matter of pure speculation on their part to have bought wool in advance. Therefore, higher prices are assured in the near future.



Two-tone stripe suiting, shown by Debenhams' (Canada), Limited.

High lustre, soft color, and clinging qualities are the three important fashion requisites for the Spring. Bright finish seems to be more important than weave. Though there is a growing tendency for plain cloths, stripes in the weave in piece-dyed worsteds will be a very strong feature. Subdued two-tone effects also promise to be good in stripes.

High class dressmakers favor serge, and here besides the smooth fine serges, rough weaves are indicated. The



Embroidered Swiss all over Eyelet Pattern, shown by Debenhams' (Canada), Limited.

expected return of checks does not give much promise of materializing.

Wool, satins, armures, prunellos, poplins, etc., are selling, and for more dressy wear, wool-backed satins and other soft drapy fabrics of silk and wool are shown.

*

New Colors.

Reports from Paris indicate that the dark deep colors ruling now are giving way to the use of brighter and lighter shades. For the present, these colors are only used for indoor wear, but for gowns for the Riveria now in preparation, many of these shades are employed. A new color is a pinkish tan and quite a number of new gowns are in this shade. Many light shades of foliage green are shown, and new greens are the moss and unripe olive shades. The latest violets all show a tinge of red.

The colors selected for silks, muslins and fancy fabrics for wear in the south include many light shades, among which may be noted soft pearl and smoke greys, soft salmon and faded rose pinks, pale shades of cerise and raspberry, lime blossom greens and reseda, many shades of soft blues, and a greyish fawn and maize or lemon. New shades in deeper colorings are copper, honey bee and magnolia. In dark colors there are the deep foliage greens, the blue greens, grey blues, vivid flag blues, smoke greys and deep reds.

Ginghams are in high favor for general selling, plain, striped and checked effects being in evidence.

Silk and cotton zephyrs are taking a good place among the higher grades.

The great color range is the novelty feature in prints. Spots and checks are well in the lead.

A very large part of the season's trade will, it is expected, be done on cotton suitings, and it is likely that there will be a large movement in plain cloths.

Lawns and muslins are confined chiefly to the high-priced trade and are shown either in plain colors or embroidered patterns.

Waist manufacturers promise to have some success with cotton crepes.

Serpentine Crêpe

is the unique and most satisfactory of all cotton dress fabrics, and with its odd crinkle, is unlike any other goods you ever saw. Exclusive in designs and color effects, its wear-resisting qualities make it one of the few fabrics of great beauty and worth at small cost.

Made in all the fashionable plain shades and in a large range of figured patterns. Unequalled for house and party gowns, kimonos, dressing sacques, etc. Special patterns of unusual interest for draperies and curtains.

The crinkle is *permanent*—it will neither *stretch* out—*wash* out—*iron* out—*wear* out.

The best jobbers sell the popular **Serpentine Crèpe** in all styles, patterns and colorings. Ask your jobber for it, and if he does not keep it, write us his name.

Retailers who are not showing "SERPENTINE CREPE" are invited to send for samples, and learn how they can make money selling it.

PACIFIC MILLS, 70 Kilby St., BOSTON

Among the leading Canadian Jobbers handling Serpentine Crepe are: Greenshields, Limited, Montreal; Gordon McKay Co.; Burton Spence & Co.; John Macdonald Co., Toronto; Manchester Robertson Allison Co., St. John, N.B.; J. & M. Murphy, Halifax, N.S.



Harris & Company Limited

ROCKWOOD, ONT.

Manufacturers of

High-Class Woollen Fabrics

Representatives:

MONTREAL—Hector Prevost, 710 St. Hubert St
HALIFAX—G. A. Woodill - Roy Building
LONDON—J. A. Irwin, 341 Princess Avenue
WINNIPEG—McRae & Walker, Ashdown Block

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A Free Book

describing the manufacture of Gold Medal Linens by means of thirty-two photographic illustrations. The book, which is handsomely printed in brown on the finest coated paper, is really a handsome souvenir of Old Irish scenery and industry. For the drygoodsman it is a positive education in the method of making

Gold Medal Linens

known to be the finest production of a country pre-eminent in the manufacture of linen. No strings attached to this offer—a book well worth having for its own beauty and interest, advertising the celebrated Gold Medal linens will be sent free to you on request.

R. H. Cosbie

Irish Linen Agency Toronto

THE

'PIRLE' Finish

Indispensable for the Open-Air Girl

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will REMAIN UNSPOTTED and unshrunk, and, when dry, will be as fresh as when it came from the tailors' hands."



REGISTERED TRADE-MARK

"MADGE" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.

"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

TO BE OBTAINED FROM THE LEADING IMPORTERS,

OR FULL PARTICULARS FROM

BDA (Copyright)

Edward Ripley & Son,
Limited

100c. Queen Victoria Street,
LONDON, E.C., ENGLAND

Silks.

Fashion has turned completely in favor of bright finishes in silken fabrics, and manufacturers are exceedingly busy with soft weaves such as Directoire satins and other makes of this class. So busy are they that no new ideas in silk fabrics are expected as the looms are already engaged far on into the Spring season.

Satin finished goods are in high demand, and it is difficult to obtain immediate deliveries for the most popular weaves. There is also a big run upon messalines. The cutting-up trade are using silks of this character, and messalines are the popular silk for the making of costumes, skirts, waists, etc.

Shantungs are again talked of and will be shown here, though they do not promise to be so good as over the line. The American trade is preparing for an extensive business in foulards, particularly those with a satin finish. In the sample lines shown, blue grounds figure prominently. No floral designs are seen, but spots of various sizes, and group spot patterns are much in evidence. Many stripe patterns are also shown, and diamond and other geometric designs round off the showing. Fifth Avenue dressmakers are using bands of satin and chemisettes and sleeves or cuffs of white embroidery in making up these silks.

Steady Growth of Gordon, Drysdale & Co.

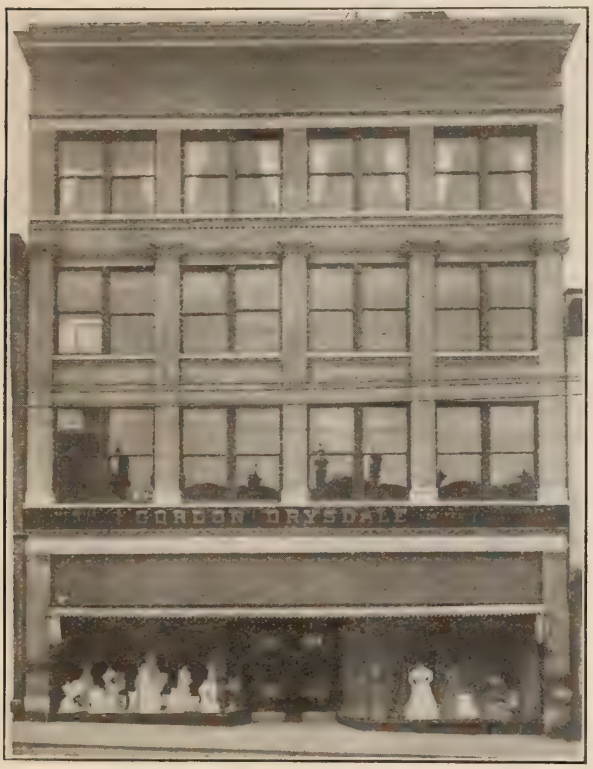
(Staff Correspondence.)

Vancouver, B.C., Dec. 28.—It is doubtful if even in Toronto or Montreal are better appointed dry goods stores than that of Gordon Drysdale & Company, of Vancouver. There may be larger institutions of the kind, but in none can be found better or nicer goods to attract and please women-kind. The complete store which Mr. Drysdale now has on Granville Street is the result of fifteen years' business in Vancouver and steady growth with the city during that time. He came to Vancouver from Nova Scotia in 1893, when conditions on the coast were not nearly so promising as now. It was in the days before the Klondike rush, and there were many people doubtful as to whether Vancouver would ever become a great city or not. Mr. Drysdale started in to be ready if it did, and he was right in taking the chance. His change in locations indicates his quick recognition of business conditions.

In the early days of the city, for in 1893 Vancouver was but seven years established, the centre of trade was on Cordova Street. He started a store at number 150 thereon. As the city grew he removed to the corner of Cambie and Cordova, a block and a half further up. The firm of Drysdale & Stevenson secured a store on Hastings Street, remodelled it and began the first large uptown dry goods emporium. By this move, more than any other was the general change in conditions noted, for this was the principal business place of its kind. When Spencers succeeded this firm in the same store. Mr. Drysdale secured a lot on Granville Street and built his present large store, which is now on the principal retail business street of the city. In each case he was the first to follow the trend of trade, and his business to-day is strictly high-class. A glance at his show windows is sufficient to indicate this. In the accompanying illustrations may be seen the extremely latest creations of this kind, and the fact that in this store may be found what is absolutely the style has led fashionable women to rely on it.

Four floors and a basement give a floor space of 30,000 square feet, the building being 150x50 feet, while additional space is found on mezzanines. On these are accommodated the telephone exchange, the accounting department, etc. The twenty-one departments are conveniently and attractively arranged. It is not necessary to enumerate these, suffice it to say that in them may be found every article of women's wear, the most needed and the newest. Ninety employes are required to look after the various details, E. J. Kirkbright acting under Mr. Drysdale in the work of superintending.

Drysdale's windows have a reputation for containing what is foremost in style, and in this instance particular-



The Gordon Drysdale Store, Vancouver, B.C.

ly prove valuable sales assistants. The proper display of windows is recognized as a principal factor in business getting, and constant change and appropriate setting do the first good work of attracting attention, after which it is comparatively easy for the saleslady to secure the trade. F. O. E. Hales has charge of this department, acting as window dresser, card writer and advertisement man. Mr. Hales is also a Nova Scotia man, and has just completed his first year in Vancouver. He came to the store just after the quarters were established on Granville Street, and which are now the Mecca of the feminine portion of the city, which is not to be wondered at since Mr. Drysdale's chief study is correctness in apparel, quality in goods, and detail in the departments.

Miss Henrietta Tupper, of Guernsey, Eng., the grandniece of Sir Isaac Brock, is sending to Canada the coat worn by him at the battle of Queenston Heights. It will be placed in charge of Dr. Doughty, Dominion Archivist, Ottawa. The coat shows the mark of the bullet by which the general was mortally wounded.

The Nazareth Waist Man - ners

"Never promise more than you can perform."

That's the eleventh commandment with us and the biggest order ever written wouldn't tempt us to break it.

Never had to mislead anybody or promise more than we could perform to secure orders for

NAZARETH WAISTS.

When we're behind on deliveries we say so openly so you can arrange for your shipments accordingly.

Just now every man, woman and machine at the mill is performing to the best of his, her and its ability,—but make a noise like a Spring order—if you want to get the goods *when you need them.*

Tempus fugit — mighty fast, too.

TRADE MARK Nazareth REG U.S. PAT OFF

Mills at Nazareth, Pa.

Nazareth Waist Co.

350 Broadway, New York

Canadian Representatives :—

E. H. Walsh & Co., Toronto, Ontario

The Galt Knitting Company
Limited

Galt, Ontario



Tiger Brand Underwear

FOR MEN TRADE MARK REGISTERED TIGER BRAND. FOR BOYS

Fleece Lined Scotch Knit Elastic Ribbed
in light and heavy weights

Ladies' Eiderdown Sacques and Gowns

Samples for Fall 1909 now in Travellers hands

ONTARIO	QUEBEC	MARITIME	MAN. and WEST
J. E. McClung	P. deGruchy	J. A. Murray	Gerhardt
Toronto	Montreal	St. John	Hanley
			McKay Co., Winnipeg



LIKE AN EAGLE

"Hygeian" REGISTERED UNDERWEAR

Soars above all others in quality and volume of sales

TRAVELERS ARE SHOWING OUR SPRING SAMPLES

All Wholesale Houses Stock "HYGEIAN" Underwear and We Stand Back of the Wholesaler

Eagle Knitting Co., Limited

HAMILTON, - ONTARIO

Manufacturers of the famous "HYGEIAN WAISTS"

Please mention The Review to Advertisers and their Travelers

Jaeger Pure Wool

The value of Pure Woollen goods for Spring and Summer wear is being recognized by a wider circle of the buying public each year. It is to your advantage to encourage the class of buyers who appreciate such goods, and the "Jaeger Agency," is the only way in which this can be successfully accomplished.

Stockinet UNDERWEAR	White Wool Cambric UNDERWEAR	NEGLIGE SHIRTS Exclusive Designs
in fine light weight, selling from $3.00 to $6.25 per suit.	Loose fitting Coat Vests, and Trunk Drawers, $5.00 per suit.	Twill Flannel - $3.00 Wool Cambric - 3.50 Wool Tussore - 4.50 Wool Taffeta - 4.50

These goods are absolutely Pure All Wool Fabrics bearing the Jaeger Trade Mark.

For Trade Terms, Catalogues, etc. Apply to

Dr. Jaeger's Sanitary Woollen System Co., Ltd.

Wholesale Warehouse, 301 St. James St., MONTREAL

SPRING 1909

Our travellers are showing for the coming Spring Season, the best range of samples of KNITTED UNDERWEAR we have yet produced.

Lines in All Qualities for
Men, Women and Children.

Watson's Underwear

In addition to our regular lines of ELASTIC RIB GOODS we are showing MEN'S GOODS in PLAIN BALBRIGGAN and MESH.

We Solicit Your Valued Favors.

Watson Mfg. Co., Limited

Paris, - Ontario

Agents—BRYCE & CO., Winnipeg, Man. McCLUNG & BURNS, 117 Wellington St., West, Toronto.
A. L. GILPIN, 207 St. James St., Montreal J. A. MURRAY, Sussex, N.B.

ZIMMERKNIT



An Important TRADE MARK ZIMMERKNIT Announcement

We are now placing on the market the most attractive line of Ladies', Misses' and Children's winter weight ribbed underwear ever shown by a Canadian manufacturer. These goods are made in Cotton, Combed Yarns, Cashmere and Merino. Every machine in the Zimmerman mill is new; the whole equipment is the most modern, consequently working with specialized machinery absolutely the best product is obtained.

All Canadian Jobbers can show you samples of Zimmerknit underwear. If you want something you will be proud to give your customers be sure and ask travellers for Zimmerknit new Winter Weight Ribbed Underwear. Our men's, women's and children's balbriggan underwear for spring selling is also the best; best for you; best for your customer.

Ask the next traveller who calls about these goods—or ask us.

Zimmerman Manufacturing Co., Ltd.

HAMILTON, - ONTARIO

The Situation in Knitted Goods Lines

Wool prices are advancing and from the present outlook, it would appear that the manufacturer who immediately secures a stock to cover a twelvemonth is taking a wise course.

Yarns are showing a decided firmness. In worsteds, the Canadian manufacturer is said to have taken advantage of existing conditions.

Manufacturers have been given a fairly good run in heavy Winter lines owing to a strong repeat business growing out of conservative placing.

Fall lines of hosiery indicate that the great range of colors noticeable in Spring styles will be repeated.

There is a growing feeling in favor of combinations for men.

The pony coat and Norfolk jacket form a very strong section in women's knit goods departments.

With sample lines of knit goods already showing for next Fall, it is of interest to size up market conditions in that department. Prices of wool are ascending. Following a period of general depression that fact is of the utmost importance, particularly to the manufacturer. From the present outlook it would appear that the man who immediately secures a stock to cover at least one year's requirements is taking a wise course.

In this connection it is not out of place to quote the opinion recently expressed by one of the largest spinners in England. "Our idea is," said he, "that any man buying to-day for a twelvemonths' supply of yarns will have a distinct advantage. Although prices may ease a little between now and the end of January, we do not expect it to be much. It is our opinion that, one year hence prices will be higher than they are to-day, and will have been higher during the whole of that period intervening. We may say that we are buying freely in all colonial markets as we consider it dangerous to leave off our buying for one moment."

*

Firmness in Cotton Yarns.

The same firmness is apparent in cotton yarns. Egyptians have, for instance, advanced two cents since the strike. American cotton is holding its place, the general feeling being that, with the turn of the year, decidedly better business will develop.

Among percentage yarns, a Llama variety has recently made its appearance in sample for enquiries, which, judging from weight, feel and price, would seem to be entitled to a good place in materials required for medium weight lines.

Winter business has had a steady development. Conditions growing out of the conservatism in advance buying have given the manufacturers a fairly good run in heavy Winter lines. This is one very good reason why some manufacturers have not been building up surplus stocks for Spring. The outlook for that season is such that jobbers are inclined to believe that, while advance business shows, in many cases, an improvement over last year, the orders already placed will fall far short of Spring and Summer requirements. Buying has been conducted along very cautious lines. Much is therefore expected of the repeat business. With stocks low and an inclination to postpone extensive buying until it is possible to ascertain the result of the year's business, it is anticipated that re-orders, when they do come, will assume good proportions.

*

Returning Activity.

This statement is strongly indicative not only of the growing strength of the wool market, but points, inferentially, to a trend of business, generally, in the right direction.

Yarns are showing a decided firmness. It is stated, however, that the Canadian manufacturer took advantage of existing conditions, and that, so far as worsted yarns are concerned, the orders for Spring and Fall compare very favorably, all things considered, with previous records. It is expected that, as trade comes forward, repeats will become a strong feature of the continued improvement.

*

Little Change in Fall Prices.

The market situation is such that price concessions, other than those represented in present selling, appear out of the question. While there undoubtedly is a stiffening, the opinion expressed by jobbers is that there will be little change, either one way or the other, in prices for next Fall. It is pointed out that, in a few lines, it may be possible to secure a better article for the same price.

"In underwear and hosiery," said a manufacturer, with reference to the present situation, orders are better than they were a year ago. Repeats are coming in every day. Although buying is very cautious, there is a much better feeling in evidence than one year ago, and it encourages one to expect good things of the present year."

*

A Difficult Buying Season.

The great variety of color which entered into Spring lines is giving the buying end a decidedly difficult task.

"Outside of the staple shades, one hardly knows where he is at," remarked a buyer. "The year seems to have caused a decided break from almost everything that appeared well established and we have to feel our way. I am of opinion that colors for next Fall's hosiery are going to be a repetition of the Spring and Summer range. They may not be quite so varied, but you will see clarets, cardinals, helios, electric blues, purples and

HEALTH BRAND

See samples particularly of Ruben's and Brownie Vests.

Health Brand covers the following lines: COMBINATIONS for Ladies, Misses and Children. VESTS for Ladies, Misses and Children. CORSET COVERS. BLACK TIGHTS.

Place your orders now to ensure prompt delivery.

Wholesale Distributors

Greenshields Limited

MONTREAL

TRADE MARK

MADE BY THE GODERICH KNITTING CO

"The Maple Leaf Brand"

of Hosiery and Mitts.

"The brand that has stood the test of time."

Sold direct to the trade.

Watch for 1909 samples.

Goderich Knitting Co. LIMITED

Goderich, Ont.

greens. It is not often that Fall wear patronizes Summer color tendencies so faithfully, but sample lines reflect it. There is no telling how long that vogue will hold or what it will finally develop into, but as yet there are no signs of waning popularity. It has created life where otherwise there might have been very little doing.

*

Pony Coat and Norfolk.

The knitted coat has certainly established itself as a strong factor in the knit goods department. Again they occupy a prominent place in Fall lines in styles calculated to maintain its popularity as an article of ladies' and men's wear. The pony and the Norfolk jacket, in plain or fancy knits, with or without collars, form a particularly good division in ladies' wear, for boating or other outing purposes. One city store actually sold three hundred fancy jackets in two weeks during December. This is an evidence of the place they are filling. Popular lines range from $3 to $6 the garment retail. White and grey are the choice colors. Knitted vests for men have likewise been popularized, and form an important section of sample lines for next Fall.

In the women's hosiery department, particularly that division occupied by high-class lines, silk goods have had a very good demand, and many lines are shown in neatly embroidered, and shot effects, which have excellent standing all the year round. Pinks, blues and tans are leaders. There is a large range of plain lisles, and fancy embroidered effects. Lace boots, dainty stripes and checks are booked for a considerable portion of next season's business.

*

Combinations in Favor.

There is a growing feeling in favor of combinations for men. These garments have become decidedly popular in women's wear departments, but, for men, have been confined largely to the high class trade. The great difficulty, from the retailers' point of view, is in the measurement. A garment that is seriously out in one point is entirely unsatisfactory. The salesman must use his tape in bust and front-to-back measurements as a last resource. Generally, however, sizes as shown to the trade are quite reliable. In anticipation of continued increase in demand, both Spring and Fall lines are paying greater attention to this garment.

In ladies' wear departments the sheath stocking is spoken of, but not yet shown by Canadian houses. This novel article is daintily laced at the side. In centres where there is some demand for the extreme they have been displayed in silks and fancy lisles. Exquisite lines in ladies' vests of silk, silk spuns and lisles are being shown by the high-class trade.

*

Dainty Vests for Fall.

Although there are, here and there, predictions to the contrary, the knitted vest seems destined to another year of popularity. Some houses are ordering more strongly than ever. Greens, fawns and browns have been found to be good sellers. A very dainty line in the vest department has made its appearance in samples for Fall. It is of silk-bordered cloth, and the garment is so constructed that the silk line, about half an inch in width, runs parallel with the buttons. The vest, otherwise, displays none of the flaps and buttons which make other lines unique. It is a quiet though very dressy garment. The colors shown are greys and fawns. In the knitted class, a garment of Scotch wool, with inserted back and bound edges, is said to have had a large demand.





1908

was the greatest year in the history of the Stanfields mills.

We made more Underwear —we sold more Underwear— we supplied more dealers—than ever before.

But 1909 gives every promise of breaking all previous records of

STANFIELD'S
UNSHRINKABLE
UNDERWEAR

We gladly acknowledge our debt to the dealers for their loyalty and support. We take pleasure in stating that we are better able to serve them than ever before.

To them—to all—we wish
A HAPPY AND
PROSPEROUS
YEAR IN

1909





STANFIELDS LIMITED **TRURO,** N.S.

Stock-Keeping Problems in the Hosiery Department

Neat Appearance May be Best Maintained by the Use of Stock Boxes — Specializing in Children's Hosiery — Advisable to Take Stock Twice a Year.

By P. B. Lyon, Glove and Hosiery Department, John Murphy Co., Montreal.



P. B. LYON
Of the John Murphy Co., Montreal.

Stock boxes should be procured for the keeping of all cashmere hosiery. The neat appearance of the hosiery department is best maintained by the use of the boxes provided by the manufacturer, be the lines either ladies', children's or men's lisle, cotton and silk stockings. Care should be taken to have these boxes as much as possible of one color. Red is good, owing to its freshness, brightness and attractiveness, even after being handled. More space is certainly required in keeping cashmere hosiery in stock boxes. This is more than balanced, however, by the speed in serving, by the appearance of the fixture, and the great saving of time in putting stock away. The greatest difficulty in keeping cashmere stockings in packages is the finding of lines at busy times and the tying of packages after serving. The most the salesperson can do when serving is to simply run the string around the package and place somewhere (generally on the counter) for future tying, which means, where several are serving, empty fixtures and valuable counter room taken with untied packages, or else the packages are in the future with ends open. This is unsightly, to say nothing of the difficulty in finding sizes wanted.

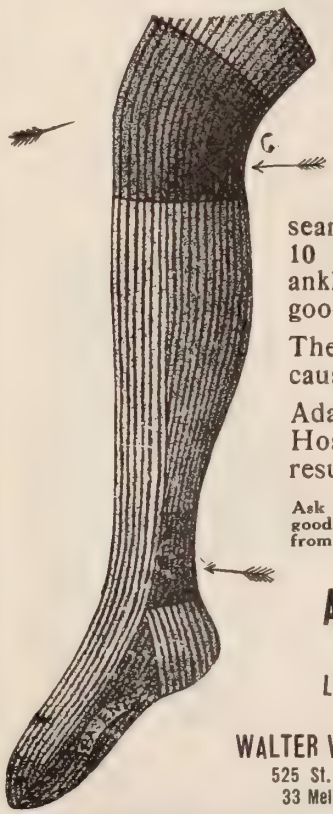
Assists in Showing of Goods.

On the other hand in serving from boxes the sales person may show a number of lines. It only means the returning of one pair in each box, replacing cover and the box is just the same as before, ready for the next serving. As nearly all cashmere hose used in Canada come from England it is always advisable to secure them in packages, from a freight standpoint, though outside of that they always seem to open up fresher, and reserve stock is more easily handled in that way.

The Marking of Hosiery.

After being checked by the invoice, the stock number, cost price (if one is used) and selling price, should be immediately put on the face of every package. For the marking of the individual pairs the "Gem" pin tickets are most satisfactory. These tickets should contain the same figures as marked on the face of the package, with the addition of the size. Selling price should always be in plain figures. The tickets are very easily

Adams' Lock-Stitch Hose



Satisfactory Stockings

Sizes 4 to 10 in.—Pure Cashmere—

THE LOCK STITCH

seamless heels and toes, 10 fold knees, 6 fold ankles are some of their good features.

They're economical because they wear.

Adams' Lock - Stitch Hose brings you best results.

Ask your wholesaler for these goods. Full particulars of the line from our agents.

A. E. ADAMS & CO.
Manufacturers
LEICESTER, - ENGLAND

AGENTS
WALTER WILLIAMS & CO.,
525 St. Paul St., Montreal
33 Melinda St., Toronto

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

"CEETEE"

Unshrinkable Underwear

Three Reasons Why You Should Handle It:

Merit is the first reason. Every "Ceetee" garment is full fashioned, knitted to fit the form, free from rough seams, and absolutely unshrinkable.

Advertising is the second reason. We are giving "Ceetee" Underwear strong, dealer-helping publicity in all the leading Canadian publications—telling your customers of "Ceetee's" merits and of our guarantee behind every garment.

A Guarantee is reason number three. We positively guarantee to replace any "Ceetee" garment that does not come entirely up to our claims.

"Ceetee" Unshrinkable Underwear is made in India Gauze (medium and heavy weights) Silk and Wool, Worsteds, Lamb's Wool and Merino.

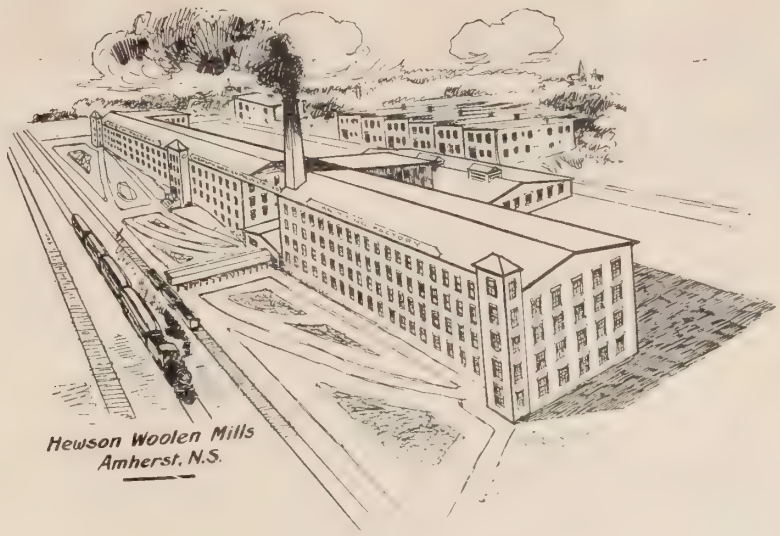
Perfect Fitting Elastic Ribbed Underwear

is another of our strong sellers. It is the ideal underwear for women and children. It has a soft uniform surface, fits the body closely and comfortably, leaving no "baggy" places. Washing does not harden Perfect Fitting Elastic Ribbed Underwear.

Manufactured Only By

The C. Turnbull Co., of Galt, Limited

Galt . . . Ontario . . . Canada



"They have made good, because they are made good"

Hewson Knitted Goods have made good with a vengeance. All over the wide Dominion dealers and customers alike are praising them.

Hewson Heavy Nova Scotia Wool Ribbed Underwear

has taken the men by storm. Men, who have hitherto found fault with their underwear, now swear by Hewson's, because Hewson Underwear fits neatly at the neck and under the arms, feels comfortable all over, possesses greater durability and doesn't shrink. Superior in every way is Hewson Unshrinkable Nova Scotia Wool Underwear. You'll make no mistake in stocking Hewson Knitted Goods, but you'll make a serious mistake if you don't. Send us an order for men's underwear, and let us include a sample lot of our new line of sweaters and ladies' golfers in the very latest shades and stitches.

Hewson Woolen Mills, Limited, Amherst, N.S.

applied, and the stockings are then ready for the forward or reserve stock as the case may be.

Take Space for Children's Hosiery.

If you are limited to space in the hosiery department, crowd some other line if necessary, but have your children's hosiery by itself in a real division of its own, where it will have counter space and where it will be properly attended to. An occasional window should be devoted to it. These things, with the right kind of goods, will do much toward a greater trade with the buyers of small stockings. Without a doubt it is worth going after. Just stop and think for a moment how many families contain three, four, or more children. The parents have double, and in most cases more than double the quantity to buy for the children than for themselves. No matter what the quality, children's stockings do wear out, often very quickly, yet the cost by the pair is very nearly the same as women's sizes. Reliable goods only should be carried, at prices recommended by experience as most suited to the particular trade the merchant is catering to. It has never paid to carry unreliable goods. Keep clear of them.

The hosiery reserve may be kept in about the same manner as gloves, as given in another article. Owing to the great number of lines, however, it requires more time and work. One is fully paid for the time by the information gained and the help it proves for sorting and future ordering. It would be advisable to consider the children's hosiery by itself, having separate cards, as they really require far greater watching and more careful manipulation than women's, owing to the large number of sizes and the uncertainty as to selling sizes from season to season. Stock should be brought forward every day, and most stores have a time limit in which to do this. One salesperson in each section is held responsible. It is his duty to enter on want slips lines as they get low, though the cards tell all this. Still it is advisable to make a separate note.

System in Stock-taking.

In the up-to-date retail establishment stock should be taken twice a year. Most stores finish Feb. 1st and August 1st. January 1st is not satisfactory, owing to Christmas rush and preparation for January sales. One week to ten days is all that is required to take stock if departments are properly systemized.

The same holds good for the Summer. June is a busy month; July not so much so. This gives opportunity to have everything ready for August 1st. In that way each season is started with the knowledge of the exact amount and actual value of goods in stock. Taking stock twice each year also acts as a check on over-buying and over-stocking. One figures on each six months to a certain extent as a year, from a business standpoint. In starting out on February 1st, February of the next year is not the goal, but August of the same year.

Often certain lines offered appear exceptionally good, yet stock in that line is fairly well assorted. Now that is just where the stock-taking thought comes in. Say this occurred about June 1st. Stock-taking once each year would leave eight months to sell the goods. This would seem more than ample, but when twice yearly, it leaves two months. So when the stock on hand is considered the thought comes, "will these be sold before August? If not, we don't want them."

So, I say, it acts as a valuable check on overstocking, as the ends left of such lots, if allowed to accumulate very soon run into considerable money yet are of little value for the advancement of the department.

Of course, I am speaking of regular stock lines. This has nothing whatever to do with the buying of lines which are so strong that one or two days' selling clears them.

The semi-annual stock taking is not the only time stock is taken. Certain sections should be taken every month or every two months at least. If this is done with lines of which the style changes quickly it will be found a great benefit, both from the sales and future stock taking standpoint.

Retiring After Forty-nine Years.

J. C. Black, widely known to the clothing trade as sales manager for W. R. Johnston & Co., wholesale clothing manufacturers, Toronto, has retired from the activities of business. Thirty years ago, as a boy of 13 he entered the employ of the W. E. Sanford Co., and nineteen years ago he became connected with the firm with which he is now severing his connection. After 49 years of hard work, the pleasures rendered more easily possible either by temporary or permanent cessation have been well earned by Mr. Black, and his many friends throughout Canada will wish him full enjoyment of them. Beyond a trip to Europe at an early date, he has made no definite announcement as to his future plans.

Broadening Their Enterprise.

The Wardell, Greene Co., who have become settled in their new quarters, in the Samuel, Benjamin building, corner of Spadina and King Street, Toronto, have, recently broadened out their enterprise by taking over the shirt, collar and cuff factory of the W. A. Greene Co., Waterloo, of which Mr. Greene has charge. For manufacture of men's neckwear and fancy vests the company now have improved facilities in their new Toronto establishment.

H. G. Cook, sales manager of the men's woolens department of the W. R. Brock Co., Toronto, left for the Old Country a few days ago, to select stocks for next Fall.

Miss Bell, of the Boston Millinery Parlors, Woodstock, who for the past eight years has been one of the very successful business women of that city, is retiring. She will be succeeded by Miss Lillian Logan and Mrs. Milburn, of Toronto.

HANSON'S

WOOLLEN SOCKS

G. E. HANSON, - HULL, QUE.

The
Shetland Shawl Co.
Represented by
BRUCE BROS.
242 St. James Street - Montreal
Also Agents for Salter & Whiter's Silks and Satins and Leading Manufacturers of Laces, Muslins, E



About the Season of 1909



We are demonstrating to the satisfaction of discriminating retailers the superiority of **Monarch** Knitted Goods. With the largest and best equipped mill for producing this class of goods in Canada, there is a good reason why they should be superior. We are specialists in Fancy Knitted Goods for ladies, men and children. We devote all our time and the energies of the most expert operators on modern machines to this work.



Jersey Coat



Varsity

The range of Knitted Goods which we are showing for the season of 1909 is the largest and most comprehensive ever shown in Canada. Travellers are out now with samples of these goods for the coming season, and you will miss an opportunity of informing yourself in the latest ideas in Fancy Knitted Goods if you fail to see them. Their style and price make them interesting.

The Monarch Knitting Co., Limited
Dunnville, Ontario



It Hugs the Neck

Perfection in Knit Mufflers has been a long time coming, but is now ready for demonstration in the

BRADLEY
Full-Fashioned
MUFFLER

This Muffler with the V-neck is instantly adjusted, fits like a tailored coat collar. Never crawls up, never grows stringy, never allows the cold winds to creep under and chill the spine.

Price $4.50 per doz.

SAMPLE ORDERS PROMPTLY FILLED.

The Monarch Knitting Co. Ltd.
of Dunnville, Ont.

have secured the exclusive right to manufacture this Muffler in Canada.

ALL WOOL UNDERCLOTHING

WILL NOT SHRINK IN WASHING EVERY GARMENT GUARANTEED



ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

IN WEIGHTS SUITABLE FOR ALL SEASONS.

Ask your jobber to show you samples as they will be shortly soliciting for fall requirements

ILET POROUS
ELASTIC RIBBED UNDERWEAR



is a sure winner for your 1909 summer season. We are the sole Canadian Manufacturers of this splendid, quick selling line. Our factory runs the year round on fine Ilet Porous and Swiss Elastic Ribbed Underwear for women and children; and we guarantee high-grade goods. Our strong points are:

Fine Finish, Real Elasticity and Thorough Bleaching

Our travelers are now out with samples. Ask them to demonstrate the truth of our claims.

OXFORD KNITTING CO., Limited
WOODSTOCK, ONTARIO

Men's Unshrinkable Underwear

Before placing your orders for Unshrinkable Rib Underwear for 1909 be sure and see the

UNSHRINKABLE Eureka NOVA SCOTIA WOOL

This Label is a guarantee that it is made of Pure Nova Scotia Wool, and is absolutely Unshrinkable. To be had in all sizes and different weights.

The Nova Scotia Knitting Mills, Limited
Eureka, N. S.



SALES and PROFIT

The fact that we are one of the oldest established manufacturers of underwear in Canada, should count for something. As a matter of fact it does count for a great deal. It means just this: that during all these years we have been learning things about better methods of making underwear.

All this wealth of experience is represented in Zenith brand underwear. We believe it's the best underwear that has ever been made by any Canadian mill.

You're selling underwear for profit and volume of sales—as much of both as you can get. Zenith brand underwear will help you; in fact it will be the MEANS by which both may be secured. The reason is that it's the "come-back-for-more" kind. You know the sales-building value of that quality.

Travellers now showing Samples of Zenith brand underwear for fall. It is manufactured by

S. LENNARD & SONS, Dundas

RICHARD L. BAKER & CO.
100 Wellington St. West, Toronto - Sole Selling Agents

Zenith BRAND UNDERWEAR

To the Trade Direct

For some years past "Stratford Knit Beaver Brand" Knitted Goods have been steadily growing in popularity. As a result, we are now located in a new and much larger mill, especially equipped with the very latest machinery. From this splendid new mill we are now sending our travellers direct to the trade with complete sample ranges of

"Stratford Knit Beaver Brand"

instead of selling through the commission houses as formerly. Our new plant places us in an excellent position to meet all the requirements of our customers promptly and satisfactorily. We guarantee "Stratford Knit Beaver Brand" to be unbeatable in quality, style and finish. It will pay you to examine the samples presented by our travelers when they call upon you. Don't forget the name, "Stratford Knit Beaver Brand," made only by

R. M. Ballantyne, Ltd., Stratford, Ont.



¶ All black stockings look alike when new — the real fast blacks and the legstainers—the pure and the poisonous. Don't let the eye deceive the brain. Look for the *truth* on the toe.

LOUIS HERMSDORF'S signature is your surest safeguard against *all* black dye evils. It guarantees a pure, fast black that can't be worn out or washed out. And the demand for HERMSDORF DYED Hosiery is as durable as the HERMSDORF DYE itself. Are *you* profiting by it ?

¶ Write for particulars of "Hermsdorf Week"—a Full-Steam Selling Stunt for your hosiery department.

Louis Hermsdorf
Dyer

Works: Chemnitz, Saxony
American Bureau: 235 West Thirty-ninth Street
New York

Pen-Angle Underwear

Pen-Angle Underwear

Pen-Angle Underwear

The First Impression

a garment creates in a person's mind is important. If the first impression is unfavorable the sale is as good as lost. If favorable, the person is tempted to investigate further.

Pen-Angle makes a good first impression, and the most critical examination convinces a person that Pen-Angle Underwear is as good as it looks. Pen-Angle only needs to be shown to be sold.

PENMANS, LIMITED
Paris - - Canada



The new year will open with stock-taking—one of the first business duties.

Let Us Help to Swell Your Profits

by putting in good selling condition many lines that otherwise can count for little on your inventory.

We can do it—are doing it all the time for leading merchants all over Canada.

R. PARKER & CO.

Dyers and Finishers TORONTO, CANADA

Monthly Review of the British Markets



London Office Dry Goods Review, 88 Fleet St., E.C.

London, Eng., Dec. 28.—November's trade has been decidedly above normal in the London wholesale houses, and has had an appreciable influence upon the feeling with which the approaching Spring season is regarded. The fact that the wholesale trade has more confidence in the future is reacting upon the manufacturing centres. The improved position of the shipping trade is also strengthening this better feeling. An early start was made in the retail trade with Christmas business

The London silk market is quiet, but firm. Advices from Lyons state that the raw material market is in excellent shape as the demand for better class silks is very active. The Yokohama market is again firmer. Canton reports that the seventh crop is estimated at only 2,500 bales. This increases the deficit in this market and prices are being maintained with great firmness. The price of wild silk shows an advance over last year.

Bradford.

Though a very large amount of wool passed into the hands of dealers at the October sales in Coleman Street, the price tendency since that event has been upward, and on the Bradford market both colonial and cross-bred wools have shown an advance of fully a penny per pound on the closing rates obtained in Coleman Street. This is accounted for by the extreme cheapness of merino wools, which has created a big demand for fabrics made from them. Merinos in their rise have carried cross-breds with them.

Cross-breds have done exceedingly well, and for greasy wools a full 15 per cent higher was paid for the medium and coarse, with the fine showing an advance of 10 per cent. There was an excellent call for all classes, though greasy wools sold better than scoured. Capes also showed some improvement, and the wools bought at the Australasian sales certainly look cheap in the face of Coleman Street prices.

In Bradford the recent series of sales have caused top-makers to advance their quotations. Merinos keep very firm, but the price on this market is still ½d. below London or Australia. As regards cross-breds, though there is some easing off in South America this is not reflected in the New Zealand cables. In English wools the trade is from hand to mouth and users are compelled to pay full rates for all they want.

Fine Turkey and Cape mohairs are exceedingly high, and mediums are extremely firm.

It can hardly be said that the advances in wool prices are caused by any greater demand for either Bradford goods or for worsted yarns. Though the future contains more promise, many manufacturers are wanting orders and even those that are supplied are complaining loudly of the absence of profits. It would seem as though it was due to Continental and American buying that the present advances were obtained.

Manchester.

Raw cotton prices continue to change to a small extent, but, as regards purchases, the market is easier. Spinners are buying some, but no large amount of business has transpired. Crop estimates vary from about 13,000,000 bales to 12,200,000. This question is an important one in determining the course of values for the rest of the season. At present it would seem as though the "bears" were in, but it is clearly to be recognized that any marked improvement in trade would find an immediate response in cotton prices.

There is a slow picking up of trade in cloths suitable for shipping purposes. This is clouded, however, by the low offers, for which all markets are noteworthy. Manufacturers complain and with reason, that at prices offered there is little or nothing left over for profit. There is no sign of better business from India, as stocks are still heavy in that quarter. China is sending in better orders, and a miscellaneous sorting trade is going through for various minor markets. There is an improvement in the enquiry for South America.

C. W. Macara, the energetic president of the International Federation of Master Cotton Spinners, has received the cross and diploma of the Legion of Honor. The insigna was conferred during a special ceremony in the Manchester town hall. Comte L. de Jouffroy d'Abbans, Consul General for the West of England having come at the request of the French President to perform the ceremony.

Belfast.

There is a general hardening of prices in the linen market, due to improved demand. There is a noticeable improvement in the volume of business passing in flax Prices are advancing for home-grown flax, and Continental flaxs are in steady demand, with prices on the up grade.

Due to advances there has been a slackening in the sale of yarns, but a fair volume of trade has passed and at very firm prices. Spinners are likely to agree upon a basis of 5s. 3d. for 25s, tows and 4s for weft yarns until further notice. Some fairly large-sized orders have been placed with the manufacturers, and many more of the idle looms are being started.

Scotch Notes.

In the midst of complaints from almost all classes of trade it is interesting to note that in linen manufacturing alone is there any sustained improvement. Raw material has been purchased on a large scale, so much so that Dundee warehouses are advancing storage charges. Improvement in the linen industry is also reported from Fifeshire.



Creating a pleased customer

WHEN YOU SELL PEOPLE

Peerless REGISTERED New Bleach Process Underwear

REPRESENTATIVES

ONTARIO
C. & A. G. Clarke, Empire Building, Wellington St., Toronto

QUEBEC
Goulding & Co., 30 Wellington St. East, Toronto

MANITOBA
Frank Clark, Winnipeg and N. W. Territories

BRITISH COLUMBIA
Geo. A. Campbell, P.O. Box 1026, Vancouver, B.C.

MARITIME PROVINCES
G. A. Woodill, 70 Granville St., Halifax, Nova Scotia

They stay pleased with their purchase. A quick sale is made because each Peerless garment is so specially inviting. And when, after wearing the garment for a considerable time, the customer finds its wearing qualities are so much superior, she concludes, naturally, that you are a reliable, up-to-date dealer, and stays with you accordingly.

THE PEERLESS UNDERWEAR CO.

HAMILTON ONTARIO

THE BANK OF MONTREAL

The ninety-first annual general meeting of the Shareholders of the Bank of Montreal was held in the Board Room of the Institution on Dec. 7th, at noon.

There were present:—Sir George Drummond, K.C.M.G., president; Sir Edward Clouston, Bart., vice-president and general manager; Sir William C. Macdonald, Sir Thomas G. Shaughnessy, Hon. Robert Mackay, Messrs. R. B. Angus, E. B. Greenshields, Charles R. Hosmer, David Morrice, Alexander T. Paterson, G. F. C. Smith, Huntly R. Drummond, Lieut.-Col. Prevost, B. A. Boas, James Tasker, W. R. Miller, James Kirby, K.C., R. W. Shepherd, Roswell C. Fisher, Henry Mason, Wm. Stanway, W. B. Blackader, Bartlett McLennan, Henry Joseph, R. Campbell Nelles, Henry Dobell and M. S. Foley.

On motion of Mr. R. B. Angus, seconded by Hon. Robert Mackay, Sir George Drummond, President, was unanimously voted to the chair, after which it was resolved: "That the following be appointed to act as scrutineers: Messrs. G. F. C. Smith and Bartlett McLennan; and that Mr. James Aird be secretary of the meeting."

Sir Edward Clouston then submitted the report of the Directors as follows :

THE DIRECTORS' REPORT.

The Directors have pleasure in presenting the Report showing the result of the Bank's business for the year ended 31st October, 1908.

Balance of Profit and Loss Account, 31st October, 1907		$ 699,969.38
Profits for the year ending 31st October, 1908, after deducting charges of management, and making full provision for all bad and doubtful debts		1,957,658.68
		$2,657,628.56
Dividend 2½ per cent. paid 1st March, 1908	$ 360,000.00	
Dividend 2½ per cent. paid 1st June, 1908	360,000.00	
Dividend 2½ per cent. paid 1st Sept., 1908	360,000.00	
Dividend 2½ per cent. payable 1st Dec., 1908	360,000.00	
	$1,440,000.00	
Amount credited to Rest Account	$1,000,000.00	2,440,000.00
Balance of Profit and Loss carried forward		$ 217,628.56

Since the last Annual Meeting Branches have been opened at Stirling, Ont., Gretna, Man., Grimsby, Ont., St. Hyacinthe, P.Q., Hosmer, B.C., and Sherbrooke, P.Q., and Sub-Agencies at Magrath, Alta., Cardston, Alta., and Peel Street (Montreal). The arrangements mentioned in our last Report for opening a Branch at Prince Rupert have not yet been completed. The Sub-Agencies at Sherman Avenue (Hamilton) and Queensville, Ont., have been closed.

With deep regret the Directors have to record the death of their esteemed colleague, Sir Robt. Reid, who had been a member of the Board for upwards of eight years.

The vacancy on the Board has been filled by the election of Mr. C. R. Hosmer.

All the Offices of the Bank, including the Head Office, have been inspected during the year.

(Signed) G. A. DRUMMOND,
President.

Bank of Montreal, 7th December, 1908.

GENERAL STATEMENT.

The General Statement of the position of the Bank, 31st October, 1908, is as follows:—

LIABILITIES.

Capital Stock		$ 14,400,000.00
Rest	$12,000,000.00	
Balance of Profits carried forward	217,628.56	
	$12,217,628.56	
Unclaimed Dividends	2,803.01	
Quarterly Dividend, payable 1st December, 1908	360,000.00	12,580,431.57
		26,980,431.57
Notes of the Bank in circulation	$12,417,132.00	
Deposits not bearing interest	38,766,918.23	
Deposits bearing interest	105,192,365.64	
Balances due to other banks in Canada	112,312.36	
		156,488,728.23
		$183,469,159.80

ASSETS.

Gold and Silver coin current		$ 5,168,887.33
Government demand notes		9,542,088.25
Deposit with Dominion Government required by act of Parliament for security of general bank note circulation		600,000.00
Due by agencies of this bank and other banks in Great Britain	$7,331,267.66	
Due by agencies of this bank and other banks in foreign countries	11,959,588.00	
Call and Short Loans in Great Britain and United States	40,689,956.00	
	59,980,811.66	
Dominion and Provincial Government Securities	956,562.07	
Railway and other Bonds, Debentures and Stocks	8,105,233.57	
Notes and cheques of other Banks	3,492,713.65	
		87,846,296.53
Bank Premises at Montreal and Branches		600,000.00
Current Loans and Discounts in Canada and elsewhere (rebate interest reserved) and other assets	$94,762,020.73	
Debts secured by mortgage and otherwise	176,404.85	
Overdue debts not specially secured (loss provided for)	84,437.69	
		95,022,863.27
		$183,469,159.80

Bank of Montreal,
Montreal, 31st October, 1908. E. S. CLOUSTON, General Manager.

THE PRESIDENT'S ADDRESS.

The President, in moving the adoption of the directors' report, said :—

A year ago business in the United States was staggering under a sudden collapse of credit and acute money stringency, while in Canada the brakes had been applied and the slowing down process had begun. To-day the situation is much improved, confidence has been largely restored, credit is again good, the money markets of the world are abnormally easy, but the volume of trade has been considerably diminished. Measured by the value of imports, the shrinkage in Canada within a year has been approximately 20 per cent., namely, from $362,460,000 to $297,300,000, the figures being for the twelve months ending October 1st, 1907 and 1908 respectively.

On the other hand, the value of domestic exports in the same period has been well maintained, being $231,500,000, as against $244,200,000 last year.

The daily business of the country, as gauged by bank note circulation, at no time showed a shrinkage exceeding 5 per cent.

In view of the great excess to which imports had grown over domestic exports, amounting to upwards of 100 million in 1907, the subsequent contraction in imports must be regarded as a healthy condition. The gap between exports and imports may be still further contracted with advantage, and it is to be hoped that this process will be steadily continued. No doubt this reform was assisted by the repeated recommendations of economy emanating from all financial quarters, and it is gratifying

to note that the liquidation process compelled by monetary conditions has been accomplished in Canada with, upon the whole, little disturbance, and practically without any great disaster.

Commercial loans have been reduced by the banks sixty millions, or upwards of 10 per cent., with a contraction of less than 5 per cent. in the volume of domestic trade as measured by note circulation.

Immigration has fallen off about 50 per cent., but the quality of late has been good, farmers and farm laborers predominating.

The great feature of the year has been the excellent crops secured by the Northwest Provinces, Manitoba, Alberta, Saskatchewan, variously estimated as in wheat 105 to 115 million bushels; oats, 100 million bushels; barley, 25 million bushels; in addition crops of flax, potatoes, etc. The money value of the grain crops to these farmers will approximate 125 million dollars earned by a territory practically deserted up to a comparatively recent date. We have further from the same territory the report that an unusually large percentage of fall ploughing has been done, that the land is in the very best condition, and a very considerable increase in acreage indicated for next season.

The export demand for our surplus farm products has been above the average, and a large proportion of these has already been marketed. In Ontario and Quebec, however, the brilliant prospects of spring were somewhat clouded over by a long continued mid-summer drought. As regards the special business of this port, the exports of wheat and oats were in excess of last year, being respectively 27,485,034 and 1,268,803 bushels. Most other grains were somewhat short.

Shipping—There is a widespread depression in shipping the extent of which may be imagined from a report from the North of England that about a million tons of steamers were already laid up, and many more will require to go into the ranks of the unemployed during the winter. Notwithstanding this the trade of the St. Lawrence has fairly well held its own. Some voyages, no doubt, were unremunerative on account of vacant space, but both passengers and freight were, upon the whole, profitable, which is another proof of the advantages which the St. Lawrence route possesses. The tendency in all new vessels is towards increased size and carrying capacity, demanding due provision in all harbor and channel work of the future.

The Lumber Trade—The exports of lumber and deals for the past year to both Europe and the United States have fallen below those of the year previous, both in volume and value. Pine deals have declined $3 to $4 per 1,000 feet, and spruce $2 per 1,000 feet, from which decline there has already been a partial recovery. This is considered a favorable omen, and a sign that the depression which has hung over the lumber trade for some time past is about to be dispersed, and that a more active business in the future may be looked for.

The British market shows an improvement, Liverpool advices being of a more cheerful tone. Quebec pine and spruce deals are being enquired for, and as stocks are somewhat heavy, their realization would be a great help to the trade.

The opinion seems to prevail that the turning point has been reached, and that better times are near at hand.

Exports—As regards the exportable products, it may be said that eggs, cheese, ham, bacon and meats, butter and apples, all showed a falling off, and wholesale grocery houses after having felt the depression in business in the past year, now speak of a decided improvement, with brightening prospects for the coming year.

Exports of Produce—The value of the principal exports of produce from this port during the past season of navigation are computed as follows:

Grain and flour	$32,948,000
Butter and cheese	19,157,000
Hams and bacon	2,101,000
Total	$54,206,000

If to the above we add the exports of cattle, $4,716,700, we have a grand total of $58,922,700.

Dry Goods—The effects of the panic of last October were not immediately felt by the dry goods trade. The general trade was so good in 1907 that the full effect did not appear until January, 1908. For six months previous to that a certain amount of taking in of extra canvas had been going on, as money had been very scarce. Arrangements had been made before October for a probable decrease in sales for spring, 1908, but the decrease in turnover was a great deal more than anticipated, reaching as much as 20 to 30 per cent. from 1st January to 1st June. After that the improvement began, and for the fall six months the loss of business was about half this amount, or 15 per cent.

Buying has been conducted everywhere on conservative lines for next spring season, 1909, which is just beginning. Orders taken in advance by the travelers are very fair.

The capacity of the Canadian cotton mills and calico printers is likely to be taxed in many lines to its full capacity, as they have received large orders which last year were placed in Manchester. Fine and coarse wools have advanced in England, and manufacturers of woolen dress goods in France have refused orders, except at an advance in price.

The good crops have helped collections very much, and the financial state of the retail trade is quite satisfactory. Comparatively few bad debts have been made by the wholesale trade during the year. (This is one of the features of this panic, as the Bank of Montreal returns show.) Generally the prospects seem distinctly improved, and the outlook decidedly hopeful.

Iron and Hardware—While some of our large wholesale firms complain that business has fallen off in the past year, everything points to an increased trade in the future. Manufacturers of iron and steel report increasing orders for future delivery, and a heavy spring business is anticipated.

Leather — Both business and profits have been curtailed in the past year, owing partly to the increased cost of hides, and the low price of leather, but prospects for the coming year are most encouraging. The allied trade of boots and shoes shows very similar results for the year.

Railway Construction—The past year certainly was, and the present holds out the prospect of being emphatically the era of railway construction. The Grand Trunk Pacific between Prince Rupert and Moncton is likely to occupy a considerable time, while it cannot be overlooked that most of the other railways in the country have been occupied with extensions, much greater than the public have any idea of. For example, the Canadian Pacific Railway at the end of June had over 700 miles under construction in different sections of the country, and the Canadian Northern was also engaged in increasing its mileage in Quebec and the western provinces.

The vast importance of the improvement of the agricultural products of the country must be an excuse for introducing a subject occupying a great deal of attention in other countries as well as here, and closely bound up with the prosperity of the country, and, of course, of this and other banking institutions. When we reflect that the annual value of the products of the soil of Canada must exceed four hundred millions of dollars, any percentage in increase in quantity or improvement in quality of our crops becomes of enormous importance. For example, if by selection of the seed or by hybridizing, with the light thrown on this subject by Mendel's discovery, the wheat plant can be made to increase its yield or shorten the period of ripening, even by days, it might mean the difference in the Northwest of saving or losing a large percentage of the crop.

In the magnificent instalation of Sir Wm. Macdonald at St. Anne's, which, after all, is only the continuation and culmination of his work in the same direction all over the Dominion, this question of improvement in the grain plant and in the fertilizing of the soil has been a subject of careful research and experiment, and no doubt will continue to be so.

Dr. Robertson is sanguine enough to state that within five years past an increase of more than 25 per cent. has been obtained over large areas in Canada, on the average yield per acre of wheat, barley and oats, by improvement in the quality of the seed sown. It is not too much to hope that this improvement will continue as fresh discoveries are made and their application extended, and that the research and experimental department of the Macdonald and other colleges will prove the most important institutions in the country.

THE VICE-PRESIDENT.

The Vice-President then spoke as follows:

Since I last had the pleasure of meeting you and giving an account of my stewardship, we have passed through a very momentous financial year. For several months our American neighbors were not, practically, on a specie basis, and though in Canada we considered that we were in a fairly sound condition, we were somewhat in the position of a man living in a fireproof house with his neighbor's residence ablaze. He believes himself safe, but is naturally nervous as to the result. I said, in a fairly sound condition, for though our state was satisfactory enough for normal times, the country's great prosperity had brought about an abnormal demand for money. We were overtrading on inadequate capital; everyone from the Government to the indi-

vidual was spending too much and living too extravagantly. Canada's financial resources were strained to the utmost, and when in addition, there came a crisis in the United States, and extraordinary conditions elsewhere (witness a 7 per cent. Bank of England rate), we certainly had grounds for uneasiness, and good reason for putting on the brakes, financially, in rather an emergent manner. Fortunately, some of us had begun to do so before the crisis arrived. The general result of all this disturbance has been beneficial, and what I said last year; that we would eventually reach a better and a sounder basis, is coming to pass. Largely as the result of a harvest of exceptionally high quality, which is realizing excellent prices, Canada to-day is in a good commercial position, and can look to the future with renewed hope and satisfaction. Not that we are in a condition to start a boom; but if our people will continue the conservative policy which is at present animating their conduct of business, we will emerge stronger and better in every way.

Reference to the record of commercial failures which, during the past year, have increased from $10,000,000, the average of recent years, to $16,000,000, brings home the reality of the dangers which have threatened our industrial welfare. These are large figures, but considering the strain and stress of the times, the great expansion in business, and the heavy stocks carried last autumn, we may reasonably consider the commercial community to have weathered the storm fairly well, and I think it may be claimed that the banks did their share in carrying them through a season of trouble.

During the year we have had three bank failures—the Sovereign Bank of Canada, La Banque de St. Jean, and the Banque de St. Hyacinthe. It is hardly necessary to state that in no case have the noteholders suffered, and it is worthy of notice that since the circulation came more directly under the supervision of the Canadian Bankers' Association, there has been no failure of a bank which has disclosed any tampering with its circulation, either by over-issue or otherwise.

Through the assistance of a number of the banks, the Sovereign Bank is being liquidated without loss to its depositors. This was a case of "modern" banking, where unusual methods were adopted to attract deposits, and depositors can hardly be blamed if in the future they look askance at any bank which adopts catchpenny means of soliciting the savings of the people. They will certainly be justified in considering such devices signs of weakness on the part of the institution employing them.

The two other banks which I mentioned were small affairs, whose failures affected only the communities they served, but to the credit of those communities be it said that they behaved with admirable self-control, under trying circumstances. In each case the difficulty was too serious to warrant outside banking assistance. Whilst, however, the failure of the St. Jean institution was consequent upon mismanagement, the responsibility for which the criminal courts have been called upon to fix, that of the Banque de St. Hyacinthe shows how bad business, contracted originally by over-ambitious management, because an ever-increasing incubus, which must infallibly prove the downfall of a small and localized concern.

In July last, a brief Act of Parliament amended the Bank Act to the extent of enabling banks during the usual season of moving the crops (1st October to 31st January), to issue additional notes to the amount of 15 per cent. of each bank's combined capital and reserve.

Although desirable as a precaution against any sudden shortage of currency, such as our neighbors sometimes suffer from, very little use has yet been made of the privilege by the banks. This season, at least, it was not a necessary facility, as shown by the fact that, at the close of October, the balance of notes of chartered banks available for circulation exceeded $19,000,000; this, too, notwithstanding an usually heavy crop, which had to be moved in a limited period.

The explanation is, no doubt, that the increased number of branch banks in the country has become an important factor in assisting the crop movement, giving the farmer quick payment for his grain and aiding the prompt deposit of its proceeds. Thus circulation is returned to the banks with little delay, enabling them to reissue notes and taking them out of the pockets of the farmers, where, in former years, they became locked up.

The prominent feature of the present situation as contrasted with that of a year ago is the world-wide plethora of money The contrast is rendered greater by the fact that the late stringency was intensified by senseless hoarding, not only by individuals, but, in some cases, by banks. Such hoarding aggravated that want of confidence by which it was begotten, and rendered the crisis more acute. When, after the turn of the year, the normal financial loosening took place, the hoarded funds came out and swelled the supply of available cash. This soon became of unusual volume, owing to an enforced general liquidation and a desire to place business on a basis more commensurate with the capital employed.

When Europe untied the purse strings once more, she facilitated the liquidation of government and municipal advances at home by the flotation of loans in foreign countries. Thus it has come to pass that our deposits have increased $17,000,000, while our loans, other than call, have decreased $10,000,000, making our present percentage of immediately available assets 57 per cent., as against 43 per cent. a year ago. Containing such features, the financial statement laid before you shows an exceptionally strong position—stronger, indeed, than is necessary. Unfortunately, it is not a money-making position, as the rates ruling in the London and New York markets, where we are obliged to carry a large portion of our reserves, are unusually low, and I am afraid we cannot look forward to very good profits during the coming year. But, after all, lean years will come, and, as history repeats itself, it proves, in its application to banking at least, that conservative methods are the only ones which can safely be employed alike in times of prosperity and leanness, to build, in fair weather, a structure which will not be shaken by the inevitable storm.

The motion for the adoption of the directors' report was then put and was carried unanimously.

Mr. B. A. Boas remarked: "Before moving the resolution I hold in my hand, I have a few words to say, and I have no doubt all the shareholders will join with me in congratulating our Vice-President on the great honor which has been shown him by His Majesty the King. We all trust he will live for many years to enjoy the distinction and to be the guiding spirit of this Bank. I now move:

"That the thanks of the meeting be presented to the President, the Vice-President and Directors for their attention to the interests of the Bank."

This was seconded by Mr. Henry Dobell, and unanimously concurred in, after which Mr. Charles R. Hosmer moved: "That the thanks of the meeting be given to the General Manager, the Assistant General Manager, the Inspectors, the Managers and other officers of the Bank for their services during the past year."

This was seconded by Sir Thomas Shaughnessy, and was unanimously agreed to.

The Vice-President, in returning thanks, said: "With reference to Mr. Boas' kind remarks, I do not look upon the honor given me by His Majesty as an honor to me personally, but because of the position I occupy—I was chief executive officer of this Bank and also President of the Bankers' Association—it is an honor to the Bank of Montreal and to the Canadian Bankers' Association."

THE DIRECTORS.

The ballot resulted in the election of the following directors:

R. B. ANGUS.
SIR EDWARD CLOUSTON, BART.,
HON. SIR GEORGE DRUMMOND, K.C.M.G., C.V.O.
E. B. GREENSHIELDS.
CHARLES R. HOSMER.
SIR WILLIAM C. MACDONALD,
HON. ROBERT MACKAY,
DAVID MORRICE.
ALEXANDER T. PATERSON,
JAMES ROSS,
SIR THOMAS G. SHAUGHNESSY, K.C.V.O..
THE RIGHT HON. LORD STRATHCONA AND MOUNT ROYAL, G.C.M.G., G.C.V.O.

This is an illustration of another

ENGLISH MADE REGISTERED SAJONIC TRADE MARK **SAFETY PIN**



Size 4

NICKLED STEEL "SKELETON" IN 4 SIZES.

Carded or Boxed in Dozens.

J. NICKLIN & CO., - Birmingham, Eng.

If Your Business
Can Stand Improvement YOU
and your clerks need to read the

DRY GOODS REVIEW

EACH MONTH

Price $2.00 Per Year

Send your order now.

DRY GOODS REVIEW
SUBSCRIPTION DEPARTMENT
10 Front St. East, TORONTO

WESTERN ASSURANCE COMPANY. Incorporated 1851 — *FIRE AND MARINE*

HEAD OFFICE—TORONTO, ONT.

Assets over - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

British America Assurance Company
A. D. 1833
FIRE & MARINE
Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - - - - - $1,400,000.00
ASSETS - - - - - - - - - 2,162,753.85
LOSSES PAID SINCE ORGANIZATION, 29,833,820.96

THE METROPOLITAN BANK

Capital Paid Up $1,000,000.00
Reserve Fund and Undivided Profits $1,241,532.26

Every Department of Banking conducted with satisfaction and absolute security.

Accounts of Individuals, Firms and Corporations solicited.

SAVINGS DEPARTMENT

$1.00 or more opens an account. Interest allowed from date of depos t and compounded FOUR times a year. No delay in withdrawal.



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE.

Make all kinds of covered buttons rim, half-ball or flat, complete to make three sizes of button.

$7.50

Call or send for samples of our work

Defiance Button Machine Co.,
53 East 8th St.,
NEW YORK, U. S. A.

SOUTHALLS'
SANITARY TOWELS

FOR LADIES—The ORIGINAL and BEST.

SOUTHALLS' ACCOUCHEMENT SETS
Containing All Requisites, in Three Sizes.

SOUTHALLS' SHEETS FOR ACCOUCHEMENT
and Other Sanitary Specialties.

SOUTHALL BROS. & BARCLAY LIMITED
BIRMINGHAM, ENG.
Representative in Canada—J. M. SCHEAK
CARLAW BUILDINGS, Wellington Street West, TORONTO

Established 1874

LABROUSSE & CIE. 35-37 Noble St. E.C. LONDON, ENG.

Paris, Grenoble, Prague
THE WHOLESALE GLOVERS
Makers and Importers of all kinds of
FINE KID GLOVES
We are Right
It will pay you to see our Canadian Representative.

HAROLD F. WATSON, 207 St. James St. **Montreal**

Fancy Goods and Notions Department

The raised waist line of skirts will mean a call for wide beltings. Longer skirts are creating a sale for bindings and skirt braids.

There is a good sale for the different sizes of button molds since buttons are to be a big trimming feature of the season.

Changes in styles of hairdressing promise to maintain a strong demand for appliances which assist in securing desired effects.

In beltings, preferred styles for the early trade are those of Greek and Empire designs. As the season opens it is likely that effects in tinsel and colors will come to the front.

January, in most stores, sees a bargain sale at the notion counter. Both January and February are good months in which to press for business in this section, as planning for the wardrobe of the family for the coming Spring is now in progress. For this reason it is also a good time to sell dressmakers' sundries at slightly reduced rates.

A small price concession goes a long way on the many small articles sold in this department and the cut is one very clearly recognized, as most women are familiar with the usual prices there. Moreover, the larger business that will result will help to keep January up to the standard.

Each change of fashion brings some article or other to the front in notions and findings, and therefore buyers must know how these style changes will affect his department and be prepared. For instance, the new skirts this Spring are to show the raised waist-line. This will mean a call for wide beltings, as the skirt is mounted on the top edge, and hangs free on the outside, while the belting fastens around the waist and keeps the skirt in place. The longer skirts are creating a sale for bindings and skirt braids, and the stock in this respect will require some attention, and bindings, etc., should be stocked in the new shades.

Buttons are a big trimming feature, particularly the covered fabric buttons. Many of these are of the same fabric as the dress, hence there is a good sale for the different sizes of button molds. Satin and silk-covered buttons in black and in the staple shades are big sellers. For use with the serges and fancy weaves, covered buttons in tricot cloth and with satin centres have had some vogue.

As everything points to a continued use of buttons as a trimming, there will undoubtedly be a strong demand for pearl buttons, when Spring selling opens up. Crochet and braid balls and buttons also promise to be very freely used.

*

Standard Makes in Notions.

Buyers should feature standard makes in notions. It is not without reason that these branded goods have gained their reputation. Possibly their first cost may be a little higher, but the majority of your customers will be found willing to pay more for their proved excellence. The needle that has a large, smooth eye, and that has a properly tapered sharp point, and that does not bend or break easily saves both time and temper, and the same applies to a well-made pin. These are everyday goods in your department, and a reputation for having the best certainly pays.

Changes in the fashion of dressing the hair is going to make for new business if you go after it. Styles still call for fluffy effects, and the appearance of much hair. This still keeps hair pads and rats to the fore. Braided wire pads covered with waved hair are the newest article of this class, as they are more sanitary than rats, and yet give the appearance of lots of hair. The newest form is the round Empire crown. This kind of form allows of a soft pompadour in front or the hair may be parted at the side.

*

New Styles in Hair Dressing.

The Psyche knot, which is the new style of hairdressing, calls for new styles in hair decoration. Empire bands or combs are used across the top of the head. Below the knot large curved barettes are used. Some of these are straight, but the more extreme are triangular in shape. Balls and other fanciful effects mounted upon shell pins are also freely used.

Spring belt lines are in active preparation and the manufacturers are very sanguine as to the outlook for the new season. Just now elastics lead, the novelty in this line being the new pressed effects. For the Spring season a very strong line has been shown and already very good business has resulted. The best liked for the early trade are the self-colored effects in Greek and Empire patterns. But, doubtless, as the season opens up the more novel and richer colored Byzantine and Cinque Cento effects in tinsel and colors will come to the front.

A Good Resolution

Start Selling Our Combs

Granby Mfg. Co., Limited

ORIGINATORS OF COMBS THAT SELL

GRANBY, - QUE.

Tinsel and Elastic Belting.

Tinsel beltings are out in bigger force than ever and promise to divide with elastics the honors of the season. Not that belt lines will be confined to these two kinds, for there are already indications that the showing will be as varied as in the past two seasons. Leathers will certainly have a look-in, and something will be doing in fabric belts and in satin Directoire girdles.

The line of buckles is in keeping with the beltings shown and is exceptionally handsome, besides the more elaborate metal and jewcled effects are some plain effects upon new art lines. One novelty of this class is the Horse Show Buckle. This is totally different from any buckle before shown, and its introducers believe that it is so smart that it will take a high place. Directoire effects in buckles are also highly attractive. These buckles are so arranged that either a ribbon or some of the fabric can be threaded around the buckle and the ends finished in a bow or knot with gilt balls, tags or tassels on the hanging ends.

Belt pins are shown in many styles and point to an extended vogue for the Directoire girdles.

White and Gray Cottons.

White and gray cottons are selling fairly well, but there has not been sufficient rise in the market to cause any rush of orders. Retailers are buying for reasonable requirements, but not in heavy quantities, except on exceptional lines.

There has been a marked decrease in the amount of English white and gray cottons imported. The great improvement in the finish of Canadian goods and the reduction of the Textile Company's prices have produced this result. Of course, English goods are selling in good quantities, but it is estimated that the amount of English cottons imported by wholesalers is less than 20 per cent. of last year's buying.

Superiority of Silk 50 Years Ago.

If we compare the silk dresses of 50 years ago with many of the silk articles manufactured at the present day, it needs no elaborate tests to show the superiority of the older material. This is usually due to the fact that silk yarns are now frequently treated with metallic salts, such as tin chloride, which are readily absorbed, forming insoluble compounds, and thus increasing the weight of the fibre. So prevalent did this practice become some years ago that even the manufacturers recognized the necessity of putting some limit to it, and, accordingly, a self-denying ordinance was agreed upon between the silk manufacturers of Zurich and Crefeld, providing that the leading of silk warp should not exceed 20 to 30 per cent., and that of weft 60 to 80 per cent. Apparently this moderation on the part of the manufacturers did not prove altogether successful, for the agreement was not renewed at the international conference at Turin in 1905, the subject being referred to a special committee. Apart from the fact that one is having a compound of silk with a metal instead of pure silk, this treatment frequently causes the fibres to become excessively tender, especially after exposure to direct sunlight. Thus, in Herr Strehlenert's experiments, it was found that, taking the strength of genuine silk as 50 to 53, the strength of a sample of loaded French silk containing 140 per cent. of added material was only 7.9.—Knowledge.

The Celebrated New Cushioned Hoops

The "American Girl"

Patented Feb. 18, April 7 and May 12, 1908.
See Illustrations Below.



The centre is higher than the edges, thus getting the full benefit of the friction. There is no countersink or channel for the felt to pack down into. Write for our pamphlet illustrating

Stocking Darners, Spring, Felt and Plain Hoops

All of our Hoops are made in both round and oval shapes.

Our Goods are Guaranteed; if Not Satisfactory, Money Refunded

The Reinhart Varieties Co.
Canton, Ohio, U.S.A.

The New CANADIAN House

MacLean, Benn and Nelson, Limited

525 St. Paul Street
Montreal

Importers and Commission Merchants

French and Japanese Tooth, Nail and Hair Brushes, Druggists' Sundries, Dolls, Leather and Fancy Goods, Fancy and Staple Smallwares

Please mention The Review to Advertisers and their Travelers

Brief Monthly Talks on Good Advertising

What is the purpose—the aim—of your advertising?

Obviously it is to induce people to buy your goods.

But is it accomplishing that end or are sales being made in spite of your advertising, rather than because of it?

Every thoughtful student of the advertising question must come to the conclusion that much of the stuff called advertising really isn't advertising at all. At any rate, it isn't the kind that produces the results that should be produced.

Advertising is so blessed easy. At least it looks easy. Hundreds of ambitious youths take a course in a correspondence school that teaches advertising and learn the difference between a piece of printers' rule and 24-point old Gothic type, and imagine they know the science of advertising from a to z. They may know nothing about selling goods. Possibly they couldn't sell a shave, but the advertising business—the science of selling goods from the printed page is easy to them.

Let's All Settle Down To Business

Now that all the elections every where are over prosperity and peace is assured its time for one and all to begin to get busy.

We are again stocked up with all the good things that's made to keep the blood in circulation during the cold coming winter. our buyer while away has bought quite heavily in all classes of goods that we are accustumed of selling and while manufacturers and Jobbers were uneasy of the elections prices were freer than the present market values, thus enabled us to lay in a good winter stock at big savings. Your opportunity is now to pick from a monster assortment of stock, Clothing, Dry Goods, Footwear and Headwear for old and young at good savings. don't lay off till near the holidays when things are in hustle style, wise people buy their winter wearables now when satisfaction and economy knocks at your door

The $1.00 Shoe Sale Was A Success

There are 138 pairs of odd Boots, Shoes and Slippers left, we'll clear them out at same price this week if you come early

Keep Watching This Space

M. FICKLER & CO

THE PEOPLE'S CLOTHERS, SHOERS AND HATTERS at the same stand, Fredericton

An Example of "How Not to Advertise."

Let us understand that advertising is selling goods, or helping others to sell goods, by a written or printed talk. Consequently this talk should concern itself with qualities possessed by the goods and calculated to place them in such a light that the reader will be favorably disposed towards them—will want to possess them. Advertising which fails in this fails in everything. The desire to possess may not find immediate expression in action, but it should be inspired or furthered by reading your advertisement.

One of the most difficult tasks a newspaper publisher has is not to sell his advertising space, but to induce those to whom this space is sold to use it effectively. With the big advertiser—the man who spends the most money and who uses a large amount of space, he has little trouble; that man usually has a very clear and well-defined idea as to what he uses advertising space for, and just what he expects to secure for the money he spends in this way. With the majority of smaller advertisers, however, the case is different. Many of them buy space in a newspaper they hardly know why. Newspaper men often think it is because they like to see their name in print and to gratify their personal vanity they advertise (?)

The number of merchants who do not believe in advertising is now so small that it is unnecessary to occupy space here, giving arguments in its favor. Does not this about describe the attitude which many merchants assume towards advertising: "My competitor advertises, therefore I must; though I look upon it as a necessary evil; something which while it may help my business, I would rather be without." That is, they take a negative view of the question. They advertise not so much to get business themselves, as to keep the other fellow from getting it all; which is all wrong.

When a merchant commences to advertise, he should decide just what object he expects to attain from the expenditure of his advertising appropriation. Then the energies of the one entrusted with the preparation of copy should be directed towards that end. Many, perhaps most advertisers, will leave the preparation of copy until the last minute, until the messenger has called two or three times for his copy, and at last, in desperation, they will sit down and scribble off something on a piece of writing paper, and expect that such advertising will bring the desired results.

Don't expect too much from your advertising. A man inserted a medium sized advertisement in the Iron Age, and received 400 replies, and was greatly disappointed that greater results were not forthcoming.

No paper, no matter how good it may be, nor how large its circulation can produce results for an advertiser who does not prepare copy to get results. And it takes the very best kind of copy to do this. We'll guarantee that during this month (January) in different newspapers throughout Canada, merchants will still be advertising "Christmas goods," and these same merchants will no doubt tell you, if you ask them, that "advertising doesn't pay." Of course, it doesn't pay—that kind of advertising.

Here's another class of advertising that "doesn't pay." Take up any weekly newspaper you like and you'll see something like this:

BLANK & BLIND.

DEALERS IN GENERAL AND FANCY DRY GOODS.
MEN'S CLOTHING A SPECIALTY.
CASH PAID FOR FARM PRODUCE.

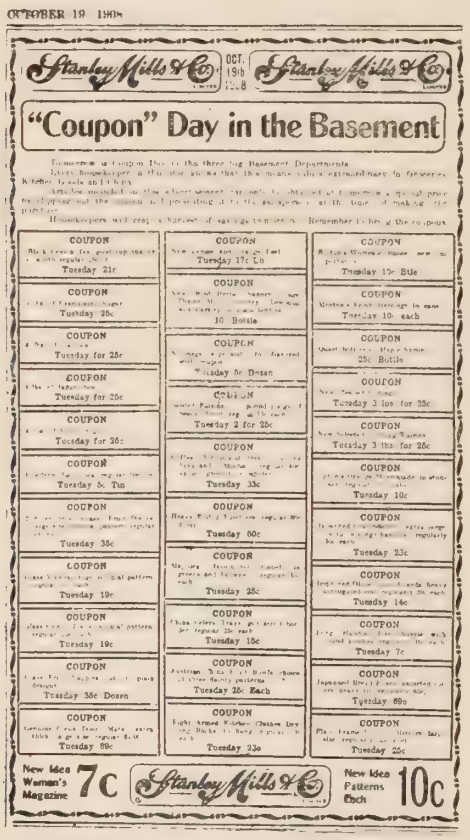
This will run without change for years, probably, and Mr. Blank when he balances up his account with the printer at the end of the year, and deducts from the latter's account his "contra" for goods which the prin-

ter's family have bought during the year, will probably feel that the cash he actually pays the newspaper is a sort of a subscription to help a needy cause—the publishing business.

All of which is entirely wrong.

The advertisement of M. Fickler &Co., of Fredericton, N.B., is a horrible example of how not to advertise. From every standpoint it is a poor sample of advertising, and we doubt very much if any good results were derived from its publication. To begin with, the English is bad, and the compositor has made it worse by completely ignoring the most elementary rules of punctuation. In the whole 50 square inches of space there is not one statement made which will appeal to the reader who has not been a patron of the Fickler store and induce him or her to buy there. An advertisement which does not give some good reason why shoppers should visit your store and buy there is pretty close to a failure. The criticism on this advertisement is not offered as a knock. The purpose of this department is to offer suggestions by which retail advertising may be improved, and criticism is made in the most kindly spirit.

Persons who take advantage of the special offerings of Stanley Mills & Co., Hamilton, must read the newspaper advertising. A "coupon" day advertisement is reproduced here, and the basement bargains there offered can only be secured by those who read the advertising. The goods referred to are not, for the most part, those usually found in a dry goods store, but the same principle could be applied successfully to those lines. Stanley Mills & Co. state that these coupon sales are productive of satisfactory results. Even if the prices quoted are such that


"Coupon" Day in the Basement

Not Artistic but it Gives the Information and Sold the Goods —the Chief End of an Advertisement.

no profits are made on the goods sold, it would probably be a profitable sale, because of the educational value and the fact that it trained people to read the firm's advertisement. The three column advertisement is not reproduced for its artistic excellence; it possesses practically none, but it is given as an advertisement which will be read, and will produce results, the thing aimed at in all advertising.

The advertisement of the Playfair, Preston Co., Midland, occupied a full page in the Midland Free Press, and



A Midland Advertisement Showing the Effective Use to Which Stock Cuts can be Put.

is reproduced here to show the effective use which can be made of stock cuts. Having in view the necessarily limited typographical facilities at the disposal of the average weekly newspaper office, the Playfair, Preston ad is well set. It is properly balanced, and is easily read. One objection is that there are too many varieties of type used. A greater uniformity should have been observed in the headings. This ad is not held up as a model for all retail advertisers. In a city where newspaper offices are better equipped, better results should be obtained, but for a small town—and the majority of Canadian retailers are in small towns—it is a pretty creditable ad. It shows how a few stock cuts, costing little, can be used to brighten up a page very materially and to increase the value of an ad.

Schlueter, "The Business Corner," Preston, holds a weekly sale which he advertises in the local paper and by means of a dodger, always printed in red ink. Mr Schlueter says that they get the business, and any advertising scheme which produces that result is good—if it doesn't cost too much. The dodger, sample of which has been sent to The Review for criticism, has no striking artistic merit; it is strictly business. It quotes a good list of prices, many of which look good enough to attract some attention. These goods are on sale for a week. As a "special" featured at the head of the bill "75c Woolen Shirts and Drawers for 50c," are mentioned. The effectiveness of this item would have been materially increased had a more complete description of this offering been given. In the body of the dodger nothing is attempted except an enumeration of prices, which look to be attrac-

tive. It is probable that greater interest could have been secured in the sale if one or two of the best bargains could have been described; that is, make the reader actually see the articles.

✳

Interesting Extracts and Ideas.

How to shop without carrying money; the latest and most convenient method of shopping is by means of a customer's deposit account. This new method does away with the risk and inconvenience of carrying money. It has the additional advantage of enabling your money to earn interest up to the very minute it is used for a purchase. When you carry your money in your purse you cannot expect it to draw interest, but when you have it in a customer's deposit account you don't lose the interest it should earn when wisely invested. If you wish to withdraw money at any time you may do so by simply signing a receipt for the amount required and passing it over to the cashier. When you buy, simply mention the number of your account as shown by your account book, and the purchase will be charged to your account. You will receive a monthly statement showing all your purchases and the amount at your credit. We pay interest at the rate of five per cent. on your daily balances, compounded half-yearly.—Paquet & Company, Quebec.

Right from the tap of the gong at 8.30 we're going to be busy. Scan the list even carelessly and you'll admit in an instant that values are low; dig a little deeper, read the descriptions, or better still, come and examine the goods and you'll acknowledge we've been modest indeed in our claims.—Bradley & Tuck, Calgary.

If you cannot come in the morning we will take care of you when you do come, but morning shopping would be advisable.—Paquet & Company, Quebec.

Dr. Jaeger Underwear, known all over the world; worn by kings, emperors and princes, in fact by every condition of humanity that has the price, and requires only a soft, warm, genteel garment for comfort rather than hard wear.—Crowell's, Limited, Sydney.

We have hit the bull's-eye. Shoppers in this city and throughout the entire district recognize managers' sales in this store as the greatest bargain events to them, and the thousands of goods that change hands during the sale is the best indication that the values offered are superior.—Stanley Mills & Co., Hamilton.

We are aiming to make this a record breaker in the ladies' suit and cloak department. There is no inducement that is possible to offer in the way of values that we will not make to accomplish this end.—W. W. Wilkinson & Co., Galt.

This store's opportunities for buying below the market are multiplied by its tremendous outlet, its widespread grasp of home and foreign markets and its "cash down" methods of making payments.—The Northway Company, Orillia.

The most regal array of women's apparel ever gathered under one roof.—A. E. Rea & Co., Toronto.

Some sense shown in saving dollars on these seasonable price-shaved specials.—Cilingon, Scales & Carscadden, Virden, Man.

We take special measurements for floor coverings, draperies and window shades. Let us interest you along this line. Your window shades will be far more satisfactory if made just to fit the windows.—Sutcliffe & Sons, Lindsay.

Everybody celebrates the holiday by a tribute to King Turkey. We shall celebrate the event by an under-priced selling of many special lines. It would be a mark of sound judgment to purchase for the Xmas season as well as for present need.—McCurdy's, Sydney.

"The success of our fur trade last year has encouraged us to do still better this—and we're doing better."—The Hutchinson Co., Alliston, Ont.

Reports Much More Cheerful.

Reports from the North of Ireland and also from the Scotch manufacturing centres are of a much more cheerful nature. Flax yarns are all firm and spinners are able to make their own prices for business placed, but advances are restricting trade. The manufacturing end continues to improve. There is more doing in the fine department, but medium goods are also beginning to show some recovery and there are few idle looms now, each week seeing their number lessening. More orders are coming to hand from the States and the Canadian buying is improving.

Dress linens promise to be a big factor in the season's business and not only is the retail trade buying largely, but the makers-up are taking them freely. Suits, dresses, skirts, waists and separate coats of linen fabrics are all selling. Not only is white selling freely, but striped linens and, to a minor extent, checks, are moving. Plain-colored linens, particularly with the high-class trade, are also strong. Some beautiful shades are shown, and art tones in blue, pink, rose, the new apricots and tans, nile and empire greens, linen and tussah shades, etc., are all in favor.

A Beautiful Christmas Interior.

Chatham, Dec. 21.—"The most artistically-decorated store in Ontario," is what more than one traveler is quoted as having said of H. W. Ball & Co.'s Christmas interior.

On the ground floor the main aisle is decorated on the plan of an Italian pergola. Rows of large, white columns stand on either side, the aisle overhead being spanned by low-hanging arches, also white. About these are twined green rose vines with red and pink roses. What lends especially to the charm of the scene is the myriad of colored lights, the arches being dotted with electric bulbs in red, white and blue, which sparkle day and night. Hundreds of electric lights are used in the display. The top of each of the white pillars is crowned with a fair-sized Norway pine. On the top ledges on each side above the shelves are several dozen evergreen trees, with lights showing artistically through them. Dainty handkerchiefs and other suitable Christmas goods hang from the sides.

The same idea is carried out on the balcony at the rear of the store. Over the steps leading to the balcony is suspended a striking setpiece made up with red, white and blue lights; while a modified form of the ground floor design—white pillars, low, white arches, roses and colored lights—is here carried out. At other times the balcony is devoted solely to the display and handling of dress goods, silks and linens.

An Impressive Window.

Begg & Shannon, clothiers and men's furnishers, of Hamilton, made a very impressive window display during the Christmas season. In the middle window of their store was a picture of the Nativity and the arrival of the wise men from the east at the lowly manger. The paintings, which were executed by a local artist, were of exceptional merit.

Keeping Daily Records of Returns From Each Department

Placing Cost and Retail Price on Counter Checks Might Prove Cumbersome in Rush Hours — Suggested Plans for Arrangement of Departments — Proving Cash and Credit Sales Each Day.

Written for the Dry Goods Review by Howard R. Wellington.

The Review is at all times pleased to have its readers introduce certain theories and ideas peculiar to their business, the discussion of which may be of general interest. A few weeks ago a letter was received from a subscriber which, in effect, reads as follows:—"We intend at the beginning of the New Year to departmentize our store, the lines we carry being general dry goods, staple and fancy goods, men's furnishings, men's and children's ready-to-wear clothing, mantles, millinery, ladies' ready-to-wear goods, furs, etc."

The plan suggested was to charge goods to the different departments, and credit the sales, using the counter check system, the duplicate being the day book record. It has been suggested also that the clerk who makes the sale would mark the cost price as well as the retail price and the letter of the department on the slip, in this way ascertaining the exact cost of the goods sold in each department. Possibly the system outlined might be carried out when the business was quiet, but we are inclined to think that it would prove very cumbersome especially in the rush hours on busy days.

Dividing up the Departments.

As a general plan we would suggest the following:—1. Divide store as near as possible into the following departments, having regard to the situation, attractiveness of display and general appearance, bearing in mind, too, that each department must bear a percentage of the general or overhead expense, such as light, heat, rent, etc:—A, general dry goods; B, men's furnishings; C, men's and boys' clothing; D, boots and shoes; E, ladies' and children's ready-to-wear and furs; F, millinery; G, house furnishings.

2. Charge direct to each department: 1st, all purchases of goods (through purchase journal); 2nd, all expenses not apportioned (through cash book and journal).

The purchase journal might be arranged somewhat as follows, entered weekly, semi-monthly or monthly:—

Settled	Name	Amt. of Invoice	Total	Dept. A	Dept. B
Dft., 13, 1, '09	J. Jones	15.10			
" "	"	26.50	41.60	20.00	21.60

A column book can be procured suitable for the purpose and the total of each column proved at the end of the period decided upon.

Credit the sales of each department direct to such department from the duplicate cash and credit slips which are recapitulated under the various department heads.

We would suggest a different set of counter check books for each department lettered A, B, C, D, etc., and to go a little further, a set for each clerk, or each clerk can have a number by which it can be ascertained who made the sale.

If it is necessary for one clerk to go from one department to another with a customer, it might be advisable for him to use the counter check book for the department and his own number to indicate that he made a sale in another department.

Proving Cash and Credit Sales.

These cash and credit sales should be totaled and proved each day with the recapitulation sheets made up by the clerks. With these particulars and the addition of a stock record, which can usually be posted up and extended by a junior clerk, it is quite an easy matter to figure the gross or net profit on the trading at any certain period.

Most firms prefer this method to the laborious one of costing each individual sale, even to a spool of thread. If, however, there is time and the dealer would like to know his gross profit on trading, we would suggest that the costing all be done privately in the office by a competent hand, who has the costs entered on cards, and is in a position to refer to quotations and costs at once. One person could become very familiar with all costs and quotations and instead of using a cipher, as would be necessary out in the store, the actual figures could be inserted and the total cost made of each sale.

This would give the gross profit, and by using a percentage for expenses based on past experience, the net profit for day, week or month can be ascertained (for statistical purposes only). An extra column may be ruled on the duplicate slip of the counter book for this purpose.

We would be glad to discuss this matter further if any inquiries are received.

Business Notes.

W. S. Rice & Co., men's furnishers, Glace Bay, have located in a new store. Its modern equipment includes two 12-ft. show cases and one of 10 feet, together with clothing racks. It has two entrances and two large show windows.

At the annual meeting of the Campbell Clad Co., Moncton, recently, the old officers were re-elected. A. S. Campbell is president. He, with W. F. Humphrey and J. H. Harris, form the directorate. Though the past year was poor for business, the report was very encouraging. The company paid $20,000 in wages.

R. N. Wyse, who recently sold out his dry goods business in Newcastle, N.B., to Clarke & Co., and removed to Moncton, has prospered there. He has now purchased a valuable corner lot, on which he will erect a large brick block next Spring. The lot is centrally located and has a frontage of sixty-one feet and a depth of 100 feet. The purchase price was $6,500.

The shoe manufacturing interests of Brockton, Mass., reported that the year ending with December had witnessed a marked reduction of production, while the value of the manufactured products had shrunk more than five million dollars less than the previous year. Wages also had been much smaller than for the year 1907. For the fifty-two weeks ending Dec. 26, shoe shipments from that city aggregated 702,380 cases, a decrease of 110,384 from the year 1907. The estimated value of the year's shipments were $34,662,453, a loss of $5,346,450, from the mark of the preceding year.

Anonymous

We will give $1,000

to any charitable organization if the Pattern Company who recently sent an anonymous circular to merchants handling our patterns will publicly acknowledge the act.

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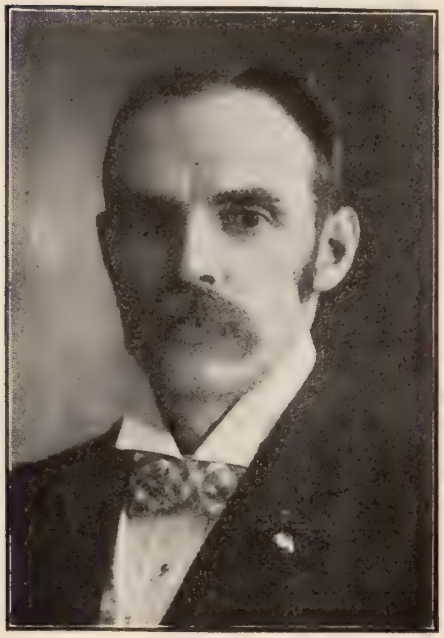
Toronto, Ont., Canada

Among Canadian Dry Goods Travelers

The thirty-fourth annual banquet of the Dominion Commercial Travelers' Association was held on the evening of Monday, Dec. 21, in the Windsor Hotel, Montreal. Travelers were there representing every house of importance in Montreal, every trade, and many races and creeds. Extra tables had to be brought in to accommodate the 334 travelers present.

Samuel J. Mathewson, the new president, occupied the chair. He humorously referred to the association as the oldest on the face of the earth, justifying his statement by explaining that Noah was the first commercial traveler on record, having carried a larger line of samples than any man ever attempted before or since.

Dry Goods Travellers at the Head of the Canadian Association



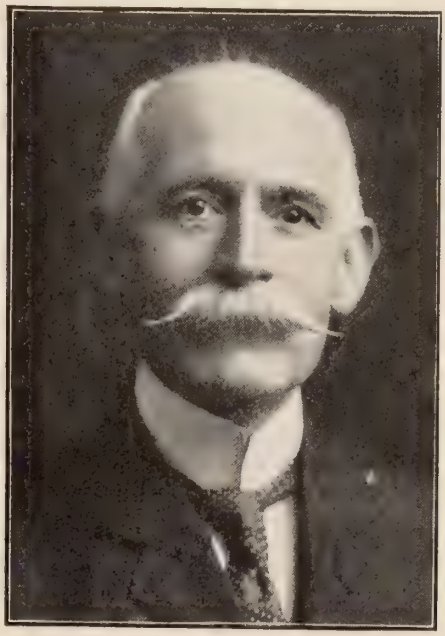
ROBERT GEMMELL

Of John Macdonald & Co., First Vice-President of the Association.



JOHN GIBSON

Of Gordon Mackay & Co., President of the Canadian Commercial Travelers' Association.



S. M. STERLING

Of Thos. Ogilve & Sons, Second Vice-President of the Association.

At present over 6,200 men belonged to the association, and more were joining every week.

Reliable Barometers.

J. Bevan Giles, proposed the toast "Our Country," and in reply Hon. Charles Murphy made a brilliant speech, in the course of which he conveyed the regrets of the Premier at being unable to attend.

The interests of the travelers were, he said, at all times before the members of Parliament. They were justly considered the most reliable barometers of public opinion, and could always be counted upon to predict with reasonable accuracy the result of anything which concerned the public from a horse race to an election. In the history of the commercial travelers was reflected the national development of Canada.

In the establishment of the Board of Railway Commissioners Parliament had done something which he thought was proving of much benefit to the business community. Another matter he referred to was the policy of the Government regarding immigration. Every encouragement was being given desirable immigrants. This was worthy of note, for every new immigrant meant a new consumer of Canadian goods, and to the traveler another opportunity for trade.

R. L. Borden, leader of the Opposition, referred to travelers as practically the class who, as a body, were closely in touch with brother Canadians. He reproached the travelers on one score only, and that was that they did not send as many of their number to Parliament as they should. None were better qualified to participate in the transaction of the affairs of the Dominion. However, he hoped that in the years to come he should see many faces in the House of Commons that he would recognize as commercial travelers.

What of the External Aspect ?

Professor Stephen Leacock, of McGill University, during an excellent speech, stated that the time was ripe for Canadians to display interest in more affairs than those purely domestic in character. It was wise and necessary for Canadians to consider their relations to the British Empire and to the rest of the world. So accustomed had Canadians become to watching the internal development of their great Dominion they were losing the power to look outside, to see that Canada is growing into young nationhood and therefore has an external aspect which must not be lost sight of.

He predicted a recurrence of the great world-struggle which seems to be the lot of the British Empire every century and stated that when the time came for citizens to stand shoulder to shoulder for the defence of the Empire, Canadians would be found in the foremost ranks.

Hon. Charles Marcil, who followed, stated that Canada was aiding the Empire by her railway policy, making links which connected Great Britain with her eastern possessions. Referring to the trade policy of Canada he said that he was quite anxious to see trade relations be developed east and west and south, and with the Mother Country. A preference had been given Great Britain and concessions offered of which advantage had not been taken. It was now for the Old Country to make the next move.

The toast "Our Province" was proposed by Max Murdock and replies were made by Hon. W. A. Weir and Henri Bourassa. The latter expressed the hope that the travelers, who were constantly going from Province to Province, would ever retain a strong attachment to their own Quebec, which had been for years a shining example of racial and religious tolerance, illustrating the fact that in a Province where the majority was of another race and creed to the minority there was still room for all nationalities, all religions, and no place for narrowness of feeling or bigotry.

Other speakers during the evening were Ald. James Robinson, who responded for the city, and Mayor Galbraith, of Westmount, who spoke for that municipality; Farquhar Robertson, Vice-President of the Board of Trade; A. A. Roy, of the Chambre de Commerce, and C. A. Chouillou, of the Chambre de Commerce Francaise, who responded to Trade and Commerce; Thomas Henry, who replied to Transportation.

An orchestra did good service during the banquet and were aided and abetted in popular airs by the travelers themselves.

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A Stormy Business Meeting.

The resolution, of which notice had been given by H. W. Hopwood, to bring the maximum mortuary benefit for the years 1904 and 1905 up to $1,000, made a storm centre out of the annual meeting of the Canadian Commercial Travelers' Association Wednesday afternoon in St. George's Hall, Toronto. Mr. Hopwood's argument was that, in all justice, the beneficiaries of those members who died in the years mentioned were entitled to $1,000 instead of $750. The action of the directors had, he contended, been taken in opposition to the expressed wishes of the members.

The resolution was lost after a two-hour debate, in which about a score of members took part.

The outstanding feature of the annual report for the past year, of the Board of Directors, presented by James Sargent, secretary, was the fact that the sum of $32,780.77 had been carried to permanent reserve notwithstanding the very heavy death rate, the amount paid for mortuary benefits being $60,422.50 with unadjusted claims amounting to $8,000. The general expenses of the year were $4,517.54, office expenses $3,641.59, and building expenses $2,504.03. There had been received from certificates, $86,570.50; net interest, $24,381.28; rentals, $3,683.47; total receipts, $117,763.47. The permanent reserve now amounted to $616,201.22.

The total membership on Nov. 30 was 8,640, being an increase of 109.

The receipts of the relief fund amounted to $2,374.55. Twenty-five relief claims, amounting to $828.55 had been paid, leaving a balance of $1,546.

Further complaints had reached the board re hotel accommodation in local option districts, and a committee was appointed to wait on the Government. As a result there was every prospect that the evils would soon be remedied.

E. Fielding Returned as Treasurer.

The contest for the position of treasurer was between J. H. Kennedy and E. Fielding. The latter was returned by a large majority. The total number of ballots received was 1,943, of which 74 were spoiled. Following are the successful candidates and their votes:

Toronto Board—Treasurer, E. Fielding, 1,188; directors, J. W. Wildfong, 1,228, G. W. Moore, 1,168, J. H. Lumbers, 1,076, W. J. Micks, 1,067, C. J. Tuthill, 1,062, James G. Cane, 997, Harry Ellis, 955, W. H. Scott, 919, A. C. Rogers, 905.

Hamilton Board—1st vice-president, E. J. Fenwick, 864; directors, Arthur Hatch 1,023, W. H. Dean 1,006, E. O. Zimmerman 915, G. M. McGregor 877, H. G. Wright 853, C. C. Smye 768.

The president, John Gibson, and past-president, L. A. Howard, were appointed as representatives on the Industrial Exhibition board.

A suitable testimonial will be prepared for presentation to the retiring president.

At the nomination meeting, John Gibson, of Gordon MacKay & Co., was elected president; Robert Gemmell, of John Macdonald & Co., first vice-president, and S. M. Sterling, of Thos. Ogilvie & Sons, second vice-president of the association by acclamation.

The retiring president, in his address, read a letter from the auditors with reference to the earnings of the accident insurance department, which had been carried to the permanent reserve fund. Beginning with the year 1891, the total salaries paid in 17 years were $32,050; average per year, $1,882; total accident insurance profit, $21,260. The difference between these two figures showed $10,790, or an average of $635 per annum. All revenue received from accident insurance at the present time goes to the association.

Mr. Howard referred in terms of regret to the fact that the 1st vice-president of the Hamilton Board, Major J. H. Herring, was retiring, after thirty years' service.

The retiring president thanked the members of the board for the able assistance they had given him during his twelve years' of service. It was with great regret, he said, that he severed his connection with the association as president, and he expressed his appreciation of the kindness which had always been shown him.

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An Evening of Good Fellowship.

The annual banquet of the association was held on the evening of Wednesday, Dec. 23rd, at McConkey's, Toronto. The occasion was marked by great jollity and good fellowship.

The guests of the evening were notable as including some of Canada's foremost public men. On Mr. Howard's left were Hon. Geo. P. Graham; Hugh Blain; Wm. Grey, London, Past President Western Travelers' Association; President-elect John Gibson; W. J. Moody; Harry Redlington; Lieut.-Col. John Stoneman, Hamilton, and Arthur Hatch, Hamilton. On his right were Hon. W. J. Hanna; W. K. George; S. R. Wickett; Mayor Oliver; E. Fielding, Treasurer; S. M. Sterling, and W. J. Micks, chairman of the banquet committee.

In responding to the toast of "The Dominion Parliament," proposed by J. H. Wildfong, of Gordon MacKay & Co., Hon. G. P. Graham said that the travelers were the real commercial men. The manufacturers could make goods, the retailers may be willing to buy, and the consumers might want supplies ever so badly, but

the traveling salesman was a necessary link in the commercial chain. We used to order goods by letter and we took a holiday once or twice a year visiting the wholesales, said Mr. Graham, but things have changed and the greatest grudge the retailers now have is that the traveling salesmen have made unnecessary these trips, yet the public is better served by having goods reach the consumer by the most direct route.

Railway Staffs Reduced.

"There is nothing Canadians ought to be so proud of as her railways," said Mr. Graham. "Her mileage of 22,966 on June 30, 1908, was the greatest per capita in the world, yet this is increasing so rapidly that the total on December 1 was 23,752, an increase of 1,300 miles in twelve months, and there are yet under construction 1,327 miles. This is a remarkable record for a young country, and the money spent in helping the railways is the best our people have ever made. In nine years traffic has increased 104 per cent.—a great tribute to the activity of the commercial travelers as well as showing the great resourcefulness of our people.



F. N. PICARD
Of Perrin Freres, Montreal, a Director of the Dominion Commercial Travelers' Association.

There has been a stringency during the past year, yet nearly 2,000,000 more passengers have traveled on Canadian railways in this time, while 794,968 tons less freight has been carried. The working force of the railways has been decreased 17,608 during the past year, yet the wages paid out were $1,657,114 in excess of the previous year. Fully one-fifth of the people of Canada earn their living out of the railways and canals of our country. We cannot afford, therefore, to have our railway expansion stopped or even checked.

"One optimist is worth forty-five pessimists in any business," said Mr. Graham in concluding.

Hotel Accommodation.

Hon. W. J. Hanna responding to the toast "The Ontario Legislature," proposed by W. J. Micks, made a statement that was cheered.

The Government intends not only to see that fire escapes are provided on all hotels, he said, but that sanitary conveniences are also provided in and about hotel premises, a matter suggested by the travelers and considered necessary by the Government. (Cheers.) The Government have decided that the precautions outlined by the commercial travelers, the necessity for which clearly exists, should be observed, and steps will at once be taken to meet as far as possible the wishes of the travelers. Next year we expect to have someone assigned to that particular work, whose business it will be to see that a standard is set and lived up to. We will, next session, have legislation passed making it requisite that hotelkeepers do not delay too long the making of improvements in this regard and in meeting the requirements of the law.

"The question of hotel accommodation in local option towns was a difficult one. Whether there should be a municipal license, a provincial license, or what should be done Mr. Hanna could not at present say, and could make no promise, but the matter had received and would still further receive consideration.

E. Fielding, the re-elected treasurer of the association, proposed "The Manufacturing Interests," to which W. K. George responded. In the course of his speech he stated that it had never been the policy of the Manufacturers' Association to ask for unnecessary protection.

"But we have pressed for such a measure of protection," said he, "as would lead to the establishment of Canadian industries and give our own manufacturers a fair opportunity to succeed in securing the trade of their own country against the unfair competition of either the cheap, I had almost said, pauper, labor of Europe, or of the tremendously developed and highly specialized industries of the country to the south of us.

"And again permit me, as one conversant with the subject, to state most emphatically—and this is the endorsement of the whole policy—that the great majority of the industries which we have in Canada to-day have been established solely on account of the measure of protection which has been afforded to them.

"And in the industrial development thus secured, the agriculturalist is vitally interested, because it furnishes him to a very large degree with what is by all odds his most profitable market, namely, his home market."

Hugh Blain, the first auditor of the association, and one of the oldest members, responded to the toast "The Wholesale and Retail Interests." The toast, "Sister Associations," proposed by President John Gibson, was responded to by S. R. Wickett and Wm. Gray.

Music, song and story filled in the gaps between the speeches and proved a strong element in the evening's enjoyment.

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Pension Fund Not in Favor.

The proposal to establish a pension fund did not find favor at the annual meeting of the Dominion Commercial Travelers' Association, held in Montreal, Dec. 12. A motion to admit lady travelers as members was also lost after considerable discussion.

Retiring President Egan reported that the year had been a most satisfactory one, a larger amount than ever having been added to the reserve fund. During the year 833 new members were enrolled, and the present membership is 6,194. The net surplus for the year was $2[illegible]-935.86, which, added to capital account, made a grand total of $315,732.14. Mortuary claims were lighter than last year, being 56, against 62.

The hospital fund report showed a balance of $240.91. The trustees of the educational fund reported $186.66 expended. The amount on hand was $64.53, and an appropriation of $150 was recommended.

The question as to whether commission received by travelers should be considered as salary was referred to the board.

Mr. Egan, on retiring from the chair, thanked the members for their loyalty to him during the past year. He then announced the election by acclamation for the coming year of S. J. Mathewson as president; J. Bevans Giles as vice-president, and Maxwell Murdock as treasurer. Out of 2,305 votes cast for directors, the following secured election: Messrs. F. N. Picard, H. M. Levine, L. Decelles, A. J. Brown and C. D. O'Brien. These gentlemen will act concurrently with the other five directors making up the board.

President-elect S. J. Mathewson then took the chair amid applause. He made a neat little speech, stating his appreciation of the honor shown him, and requesting a continuance during his term of office of the loyalty shown by the members during 1908.

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Admitted Ladies to Membership.

The Maritime Commercial Travelers are admitting ladies into membership of their association. At the annual meeting, held Dec. 9 in Halifax, a resolution to that effect was passed.

The secretary reported the membership as 869, as compared with 816 a year ago.

In the election of officers, R. A. March, St. John, was chosen president, and the vice-presidents for New Brunswick are: R. J. Humphrey, St. John; A. E. Massie, Fredericton; J. E. Petrie, and J. Pope Barnes, St. John.

Vice-presidents for Nova Scotia—Chas. Blackie, D. R. Rutherford, A. Milne Fraser, D. Hockin, Halifax.

Directors—H. E. Pyke, William Tapp, C. T. Hermann, together with R. H. McCulloch, J. B. Douglas and P. T. Strong.

The report showed that of the 869 members, 499 are registered at Halifax, and 370 at St. John, N.B.

Four members entitled to mortuary benefits died during the year, H. M. Doane, Archibald McLean, Bernard Quinan and Capt. Thomas Douglas, the last named being a past president of the association.

Seventeen accident and sickness claims were presented by members during the year, aggregating $476.76, all of which were settled promptly by the Canada Accident Assurance Company.

With the object of strengthening the reserve funds of the association it was proposed that the $1,000 accident insurance heretofore provided to members at the exoense of the association, should be discontinued and that a modified scale of mortuary benefits shall be adopted for members joining the association from after Jan. 1, 1909. The directors have arranged with the Canada Accident Assurance Company to continue the special rates for accident insurance to members of the association who may desire such protection.

The audited statements of the secretary and the cashier show an increase in the funds of $4,858 for the year, and that the total reserve now amounts to $47,716.

The meeting unanimously decided to abolish the accident insurance privilege. It was also decided to extend the time in which members shall qualify for the maximum benefit from thirteen years to twenty-four years. This refers only to new members and went into effect at the beginning of the year.

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Western Ontario Travelers.

The financial report of the Western Ontario Commercial Travelers' Association, presented at the annual general meeting in London, Dec. 5th, showed an excess of assets over liabilities of $175,210.30, with $357 cash balance in the bank. This condition of affairs was highly gratifying to the members. The sum of $17,000 had been added to the reserve fund during the year.

President John T. Green and his staff of officers were re-elected for another year. In his annual address Mr. Green referred to the fact that from every quarter came the most optimistic reports as to the revival of business. The effects of the recent financial stringency were rapidly disappearing and a better tone was noticeable. The universally good crops and higher prices for all products had materially assisted in overcoming the depression.

The membership of the association at present is 2,482, about the same as last year, and the largest in history. The benefit fund had shown an increase of about 400 members. During the year death claims amounting to $10,915 had been paid. Allowing for all expenditures, the reserve fund amounted to $175,210.30. This sum is the largest in the history of the association, and a source of much satisfaction to all the members.

The officers elected were as follows:

President—J. T. Green, re-elected.

First vice-president—R. E. Davis, re-elected.

Second vice-president—Alex. D. Ferguson, re-elected.

Third vice-president—John Lennox, Hamilton, re-elected.



JOHN T. GREEN

Re-elected President of the Western Ontario Commercial Travelers' Association.

Treasurer—W. L. Underwood, London, re-elected.

Directors for London—W. Smithson, H. W. Lind, W. D. Wright, A. S. Wallace, R. H. Turnbull, E. N. Hannah, P. M. Millman, Frank Lawson, F. E. Harley; for Toronto, Wm. Stone, H. Horsman, A. E. Johnston; for Ottawa, F. E. Breckenridge; for Hamilton, George Hope, John Booker, H. R. Thurber; for Stratford, Jas. Dowe; for Brantford, George Watt, jr.; for St. Mary's, James Maxwell; for Montreal, H. H. Hannon, H. A. Bordeau; for Ayr, John G. Watson; for Oshawa, Major R. Dillon; for St. John, N.B., A. T. Lane, George H. Clarke; for St. Thomas, B. F. Honsinger; for Woodstock, Alby Robinson, R. G. Bickerton, J. E. Ferguson; for Windsor, James F. Smyth; for Chatham, Charles Hadley, A. E. Merritt; for Ingersoll, Wm. Watterworth, C. W. Johnston; for Sarnia, Wm. Storey; for New Hamburg, J. Ratz; for Winnipeg, H. J. Boyd, H. W. Little; for Aylmer, R. G. B. Moore; for Calgary, J. A. Brookbank; for Victoria, B.C., T. Harry Slater.

Applying System to the Dress Goods Department

Greatest Amount of Daylight Should Be Available—Pointers as to Arrangement of Stock—Keeping Accurate Records—Familiarizing Clerks with Ads.—Special Orders as An Accommodation.

By A. J. Dugal, Manager Dress Goods Department, W. H. Scroggie, Montreal.

The methods and ideas here described may be adopted in full in departmentized stores:

Fixtures.

Fixtures for the dress goods and staple departments should be made in the following proportions: Height 5 feet, by depth 2 feet 6 inches, which will provide for the wide width fabrics.

Each shelf should measure 12 inches in height by 32 inches in length. The counters for the sale of dress goods and staples should measure 26 inches in width and 32 inches in height. Aisle space between counter and fixtures should measure 30 inches.

In arranging for the location of a dress goods department, it should be remembered that this department should be given the position where the greatest amount of daylight is available.

Stock Arrangements.

An up-to-date dress goods department should be divided in sections as follows:

Section No. 1—Black dress goods of all descriptions.

Section No. 2—Cream dress goods.

Section No. 3—All light weight, piece-dyed dress fabrics, such as cashmeres, nun's veiling, poplins, serges, etc.

Section No. 4—Silk-mixed fabrics and colored materials suitable for evening costumes.

Section No. 5—Fancy tweeds and suitings.

Section No. 6—Broadcloths and venetians.

Each of these sections should be in charge of a head clerk, whose duty is to keep stock in good shape, and inform the department manager as to the condition of assortment.

Goods should be arranged in fixtures according to color, always placing the largest pieces at the bottom.

Price Tickets.

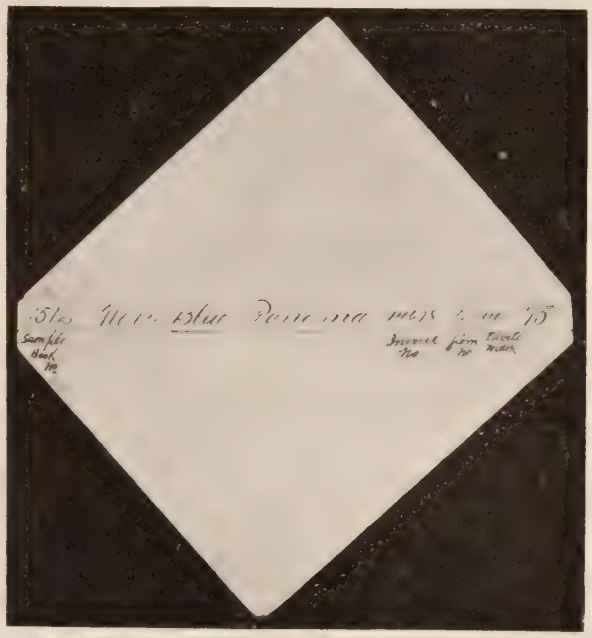
The best method for marking selling prices, etc., on dress goods is to use cardboard as used for silks. This cardboard must be measured to cover the end of the board on which goods are rolled, and of such length that, when folded in, can be shoved in on both sides of the board about six inches. By cutting cardboard at the sides it admits of easy adjustment. The illustration below will give a clear idea of the way to mark all dress goods.

The first number, 1512, is supposed to be the record number which will enable tracing where this piece was entered in the record book when received. The number 14678 is the invoice number. This invoice number is given so that at any time the buyer can trace invoice if required. The next number (2) is a part of the buyer's system, and stands for the name of the manufacturer from whom goods were bought. When buying goods from a new firm the buyer always enters the name in a pocket reference book, and places a number next to it by which number this firm will be known to him in the future. A letter is used on the card to show the year these goods were received, every year having a new letter. Thus, if A stands for 1908, B would stand for 1909, and so on. The season letter and number system is nearly ideal for seasonable merchandise, as a stock list immediately betrays the length of stay of any item. A glance at a price ticket tells you at once the complete story of a piece of goods. The letters iw are a private cost mark and known only to the buyer.

Accurate Record Kept.

A stock record system should be employed which accounts faithfully for every piece received.

Each section is supplied with one of these record books, which are ruled with a margin space of 2½ inches to allow the placing of a small sample and with 7 columns to enter the piece number or record number, firm number, cost, selling, quantity, date received, invoice number and remarks.



Card for marking dress goods. The faint lines in the center are creases, the width between them being equivalent to the thickness of the board on which goods are rolled. The ends of the card are easily inserted on each side of the board, with the narrow panel, containing the record covering the end.

When goods have been checked in receiving room by the buyer they are sent to each department and immediately the head clerk in each section cuts a small sample 2½ inches long by 1 inch wide This small pattern is at once pasted in the record book, and if the piece previously received had been given the number 1372, this piece will be given 1373, and consecutive numbers of all future pieces. The numbers will appear on the price ticket. Thus it will only take a moment to trace the entry in the record book to find out when it came into stock, what quantity was received, etc., etc.

Receiving and Checking Room.

All city goods must be accompanied with invoice or will not be received. When parcels enter the receiving room, the invoice is taken by the receiver, who hands the same to one in charge of checking orders with invoices. The same persons have large sheets on which they enter the shipper's name, the amount on face of invoice, etc.,

then place, with an automatic numbering machine, a number. The same number is also placed on the invoice. These large sheets are sent to the bookkeeper's office every day and filed in book form.

After the invoices have been carefully checked with the buyer's orders, and found correct, they are placed on the department pile, where the buyer will find them ready for him to check.

The checking and marking is done by each buyer, and, next to the cost price on invoice, he will place the selling price. The invoices are then o.k. by the buyer and returned to the general office, who will check the same with the sheet first given them by the order hand, if any, or if not returned, the office will soon find an invoice is missing, through this record sheet, and a duplicate must be called for at once.

Order Books and Special Orders.

The keeping up of the assortment in dry goods stores is one of the vital points to assure success. An effective method should be employed so as to ascertain that the "bread and butter" lines are not temporarily neglected. Sizes and colors run out and sometimes even the last piece

DEPT. B MERCHANDISE WANTED DATE 22/12 1908
CLERK S SECTION B Dress Goods B 46898

QUANTITY	DESCRIPTION	PRICE	QUANTITY	NEAREST IN STOCK	PRICE
1	Navy Voile	50	1 pc	selling	75

Form used in want or order book for the Dress Goods Department.

of a number sold out unknowingly An excellent system to answer this purpose and which has been successfully worked in large stores is to have in each section a want or order book made in duplicate leaf. Clerks are notified that they must enter in this book all goods called for which are not in stock, also state what is the nearest in stock. When all details are entered in order book the clerk must call the floorman and have him sign. By so doing, both of them are acquainted with the fact that such line is out of stock. Then one copy is sent to an employe who has charge of all orders for the entire store. The second copy remains in order book, and until advised otherwise by the buyer himself, this order must be repeated every day until goods are received. Twice a day, morning and noontime the procurer calls for these orders and hands them to department managers who gives him instructions as to buying, where to buy, what quantity, what price to pay, etc. If the buyer wishes to attend to any of these orders himself he will keep the memo., or if he finds that such articles are not needed he will have the duplicate order turned up and marked "cancelled" with his signature. This book is also used to enter all special orders.

Special Orders.

Special orders are a "bother," but the bother is well worth while. Some few stores look upon them as an "accommodation" unproductive of revenue. Hundreds of stores are making a strong drawing card by their ability and willingness to fill special orders quickly and satisfactorily.

Up-to-date dry goods stores should make it a point to offer to procure for customers any kind of goods which they are looking for and not in stock, but the success of these special sales depends largely upon the effectiveness of the system employed. It must be such as will prevent any unnecessary delay in delivery and frequent disappointment in the execution of the details of the order.

Ads and Clerks.

See that ads and clerks, the two are not total strangers to each other, thus avoiding a bad example. Employes should know what you are advertising. Customers should not come into your store and call for advertised goods only to be met by a blank stare of incomprehension on the part of any of your clerks. This does happen occasionally with some individual clerk even in the best regulated store. It gives a very bad impression to a customer to find that clerks know less about your goods than she herself does. In order to avoid these discreditable conditions, you should arrange to have supplied, by the advertising department, newspaper copy for all floor managers whose duty it will be to communicate with the clerks and instruct them respecting the sale which will take place next day. All goods advertised for a special sale should be placed on show tables before leaving the store the night previous to the sale.

Stocktaking.

In large departmental stores it is advisable to take inventory of stock twice a year. Stocks are taken at the marked selling price, and, by deducting from the total thus secured, the estimated profit taken on goods, reliable approximate figures on which calculations may be safely made are thus secured.

Presented With Case of Silver.

On the occasion of his marriage recently, Ed. Campbell, buyer for the carpet and housefurnishing department of John Macdonald & Co., was presented by the staff with a very handsome case of silver. Mr. Campbell entered the employ of the company as a graduate from college and has risen rapidly to the head of his department.



Ed. Campbell, Buyer for the Carpet and Housefurnishing Department of John Macdonald & Co., who was Presented with a Case of Silver by the Staff on the Occasion of his Marriage Recently.

The presentation was made by John Macdonald, president of the company, who referred in terms of praise to Mr. Campbell's success in the department of which he had charge, and also extended seasonable well wishes on behalf of the company and staff.

Mr. Campbell thanked them heartily for the gift and expressed his appreciation of the kindly sentiments which accompanied it.

News of the Canadian Fur Trade

Sample lines for 1909-1910 are now being prepared. Manufacturers regard the business prospect very hopefully.

Action is being taken with the object of correcting those evils growing out of the misnaming of furs.

The prevalance of cold weather has improved the condition of trade considerably throughout Canada.

The London sales for 1909 have been announced and are being looked forward to with considerable interest.

Progress of the Fur Association.

Developments during December regarding the formation of a wholesale fur association are such as to practically assure its success.

Those in charge have secured the active co-operation of important Montreal houses and have interested the trade in Toronto and other points. A meeting will be held early this month when it is expected all details will be settled.

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Annual Review and Forecast.

The annual review and forecast of Becker Bros. & Co., New York, is always regarded as particularly able in fur circles. The following excerpts will be interesting:

"The season of 1907-1908 may well be termed a memorable one.

"Just at the time when the sale of furs was progressing most favorably the financial panic suddenly appeared like a thunderbolt out of a clear sky, demoralizing credit and confidence, if not nearly destroying the same for the time being, and resulting in marked curtailment in the use of all commodities save the necessities of life.

"The basis of values, as far as domestic conditions were concerned, was practically destroyed for the time being, and but for the better conditions then prevailing in Europe there is no telling how low values might have dropped."

"Naturally, the articles most directly affected were those that had previously found their main support in the American demand; some of these had reached such abnormally high values that great reductions in prices were required, entailing large losses and the suspension of many firms who could not realize on their assets.

"Recovery from the extreme stagnation, naturally slow for several months, has nevertheless been more steady than the most sanguine could have hoped for, a condition which, better than anything else, reflects the fundamentally sound condition of the country at large.

"That business in general has not yet assumed normal proportions is best evidenced by the accumulation of money in all reserve centres, indicating that a further period of time is still to elapse until full recovery from the depression will be established. To this end nothing will, perhaps, be more conducive than the reasonableness of prices, which always stimulate demand and activity when kept within the reach of the consumer.

"The sharp fluctuations in this particular line may be largely attributed to the tendency to drive up prices upon a mere possibility of demand, and when this fails to materialize the reaction is naturally all the greater.

"The underlying conditions at present may be regarded as inspiring confidence for the future, the bountiful harvests and the gradual re-employment of labor indicating a steady return to normal conditions and prosperous times."

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Hats and Caps.

A particularly bright Spring season is in prospect for the hat trade, judging from the showing already made by advance orders. The decided popularity of the green shades in soft hats is undoubtedly developing good business in that department, and both manufacturers and retailers are producing and buying with that trend as a basic fact. It is quite evident that stocks throughout the country are at a good placing level, and that the distinction contained in the new styles will promote good selling.

In straws an exceptionally good placing record is reported. The wide brimmed styles have been well patronized, and from the extent of the buying in all sections, it is plain that the retailer has little deadwood on his hands.

In caps, the golf styles, both in lightweights and blacks, are making a strong showing. These lines have a particularly wide range, in tweeds, beavers and other heavy materials, and some houses report that they have noticed a growing demand for higher-priced goods, not only from the men's furnisher, but also from the dry goods merchant.

"To my mind, the retailer could do much better with his caps if he would give them better display, both in his store and in his windows," said a manufacturer. "One complaint is that the country merchant, as a rule, cannot do much with high-priced lines. From actual instances to the contrary, I have no hesitancy in saying that a great portion of the fault rests with the merchant himself. He neglects his caps, whereas, if he concentrated upon them to the same extent as in other lines, he would find a very profitable response."

Placing orders in some quarters are reported to be behind the record of last year, but it is expected that the sorting business will bring up the volume to a good level. One manufacturer stated that the East had made the best showing in his business, and he was inclined to the belief that this indicated that the depression had not manifested itself so severely in the Maritime Provinces.

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Death of Fur Traveler.

After a short illness the death occurred in Montreal on Tuesday afternoon, Dec. 29th, of Prosper V. Drouin, brother of F. P. Drouin, president of the Waldron, Drouin Co., Montreal. During the past few months Mr. Drouin's health was poor, but he continued to work

THE QUALITY FUR HOUSE

thanks its customers for their trade during the past season.

Our plans for 1909 embrace a bigger and better program than ever before.

M. SILVER & CO.

ALL GOOD FURS

12-14 St. John St., MONTREAL

A SKIN GAME

Money in buying or trading in raw furs at first hand. You can have them made into salable articles at manufacturing prices during the summer months, and in the fall make 30 to 50 per cent. more profit. Others do it. Why not you? Try it! Write for particulars to-day.

Best references furnished

Chas. Nebelung

MANUFACTURING FURRIER

130a Peel St., - - MONTREAL



RAW AND DRESSED FURS FOR FUR MANUFACTURERS

When in need of special skins for your Fur samples

Phone or write us.

Our stock is the most varied and complete in the trade.

Prompt and courteous attention.

HIRAM JOHNSON, Limited

Largest Dealers in Canada in Raw and Dressed Furs

494 St. Paul St., - - - MONTREAL

Consignments of Raw Furs Solicited

1909

WILL SEE THE

ROYALTY HAT

More Popular than ever
Don't Fail to see
This Line when Our Traveller
Calls on You.

They are now Making a SPECIAL Trip with Cloth Caps, Duck Coats, Gloves, Mitts and Special Lines of Furs etc.
For

FALL 1909

and will
have the pleasure of calling on you
a little later on with our
full range of

FUR SAMPLES

Is your name on our List? If not, drop us a card

Swift, Copland & Co. Limited

Wholesale Furs, Hats, Caps, Straws, Gloves, Mitts, etc. etc.

517-525 St. Paul St. MONTREAL

until a short time previous to his death. Mr. Drouin was a native of Montreal, and during the past ten years was a director of the Waldron, Drouin Co., Ltd., of Montreal, as well as traveling salesman for the firm covering the Eastern Townships and the Ottawa Valley. He was a most successful salesman and had many business friends. The funeral was held Thursday, Dec. 31st, and was largely attended by the business men of Montreal.



The Mink Coat Presented to the Princess of Wales by Nova contains 150 Mink Skins and is 50 Inches Long.

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Trade Considerably Improved.

Cold weather in many parts of Canada during December improved conditions considerably, and retailers found sales active. Manufacturers strenuously pushed sales and the consignment evil crept in more than formerly. This method of selling goods is disastrous to the best interests of the trade, and is worthy of the marked attention of the Fur Manufacturers' Association now being formed.

Manufacturers are now busy working on the sample line for 1909-1910, and look forward to the new season with more courage than two months ago.

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Dates of 1909 Fur Sales.

A great deal of interest is centered in the fur sales for 1909, and the London sales are being looked forward to. The following are the dates:

January—Hudson's Bay Company, January 25, 1909. C. M. Lampson & Co., January 25-29, 1909.

March—Hudson's Bay Company, March 22-25, 1909. C. M. Lampson & Co., March 22-April 2, 1909.

June—C. M. Lampson & Co., June 21-24, 1909

October—C M. Lampson & Co., October 18-21, 1909.

December— (Fur Seals)—C. M. Lampson & Co., December 17, 1909—Fur Trade Review.

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Nova Scotia's Fur Gift to the Princess of Wales.

The mink coat presented to H.R.H. Princess of Wales by the Province of Nova Scotia, a cut of which is shown, has aroused a great deal of press comment, both in England and Canada. The coat was given to H.R.H. Prince of Wales at the Tercentenary in Quebec, along with an address, from the people of Nova Scotia, conveying a message of loyalty and requesting that the beautiful mink garment be presented to the Princess of Wales.

The coat, which was entirely a Nova Scotia product, was manufactured by the Dunlap, Cooke Co., of Canada, Ltd., Halifax and Amherst, N.S., St. John, N.B., Winnipeg, Man., as well as Boston, Mass.

The coat is made of the skins of 150 Nova Scotia minks, which are noted for their richness and softness, and it is stated that 180 cuttings were necessary in each skin, in order to give the beautiful striped effect which characterized the garment when completed.

The garment is 50 inches long, and from top to bottom the rich deep brown stripe is maintained. The stripes, which are about an inch and one-half apart, are turned at the bottom to form a deep border, with perfect unbroken continuity in the stripes.

The workmanship on the inside of the skins is in a very real sense artistic, delicate, firm—perfect of its kind.

There are deep reversible cuffs on the sleeves, finished with mink tails, and when let down form a perfect muff.

The collar is a deep collar finished with the pretty heads of the little animals, of whose beautiful skins the royal garment is made.

The lining is of elaborately brocaded gold colored satin.

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Misnaming of Furs.

At a recent meeting of the Drapers' Chamber of Trade, London, Eng., the action taken by the Fur Section of the Chamber of Commerce, in connection with the misnaming of furs, was under consideration.

In 1902, the Chamber of Trade, representing the retail trade, passed a resolution to the effect that it was entirely in sympathy with the efforts of the Chamber of Commerce to ensure that furs be sold under their correct names to the public, and in order to better secure this, goods going to the retail trade should be properly invoiced under their

correct names, or names which would not be misleading to the public.

This was sent to the Chamber of Commerce at the time, but it was not embodied in their recommendation. At the last meeting of the Chamber of Trade, this resolution was adopted exactly on the same terms as that passed in 1902.

The question is an important one to the fur trade, and in the matter of misnaming or wrong descriptions there can be no difference of opinion. From all points of view, legal, moral or commercial, correct descriptions are desirable. True descriptions must have a good effect upon the trade, for there is no doubt but that many people who buy imitations would have willingly paid more for the real, but that they believed they were getting the genuine at the lower figure, when in reality it was only the cheap imitation.

Many retailers are probably not sufficiently posted regarding furs to be always correct in their estimate of furs, but some of the misnaming might be done away with by the correct invoicing of furs by wholesalers and manufacturers.

It was thought by the Chamber of Trade to be a wise idea to have a conference with the Chamber of Commerce upon the subject, and if this is arranged there is every probability of a satisfactory result.

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Embargo Raised on Green Furs.

The strenuous efforts made by the Department of Agriculture to prevent the spread of the foot and mouth disease into Canada have resulted in some cases of hardship, of which representations were recently made to Deputy Minister O'Halloran by a deputation of Montreal fur importers. The deputation was composed of Messrs. Waugh, Coristine, Gnaedinger and Price. It appears that officers of the department along the boundary line have been interpreting the regulations so strictly that the green skins of wild fur-bearing animals have been held up at the border and their importation not only made prohibitory, but the safety of the skins endangered. Mr. O'Halloran promptly met the views of the deputation, and the embargo on these skins will be raised excepting on those originating in Michigan.

If importers can provide satisfactory proof that skins do not come from an infected district where the disease is prevalent, they will admit them, subject to inspection by the veterinary surgeon.

R. A. Brock Again President.

At the annual meeting of the Montreal Wholesale Dry Goods Association of the Board of Trade Mr. R. A. Brock, president, submitted his report for 1908, which was unanimously adopted, and the treasurer, Mr. Robert Henderson, presented the financial statement for the year.

The president referred to the movement now on foot to organize a Dominion Wholesale Dry Goods Association, and stated that such an organization would undoubtedly be formed at an early date in order to enable wholesalers in various parts of the Dominion to keep in touch with each other on matters of common interest.

Reference was made to the fact that a resolution had been handed to H. B. Ames, M.P. for the district, respecting the private settlement of fraud by the Customs. It was recommended that the securing of publicity would tend to deter the Government from the continuation of the practice.

Reference was also made to the French treaty, which has not yet received the sanction of the Senate of France and is yet in abeyance.

The fact that the Montreal Wholesale Dry Goods Association has joined hands with the retail merchants of Canada in opposing a bill entitled, "An Act Respecting Co-operation," with such success that the bill has not become law, was commented upon.

The election of officers resulted as follows:—President, R. A. Brock, W. R. Brock Co., Ltd.; vice-president, Thos. Brophy, Brophy, Cains, Ltd.; treasurer, Robert Henderson, Robert Henderson & Co.; directors, James Gardner, Hodgson, Sumner & Co., Ltd.; R. W. Macdougall, Gault Bros. Co., Ltd.; A. Racine, Jr., Alphonse Racine & Co.; R. M. Smyth, H. L. Smyth & Co.



R. A. BROCK
of W. R, Brock Co., Limited, President Montreal Dry Goods Association

Mr. Wm. Agnew was unanimously chosen for nomination for a second year on the Council of the Board of Trade.

Catalogues Important to Retailers.

The question is very often asked : Do merchants, as a rule, give that consideration to catalogues issued by manufacturers, which information therein contained would seem to justify ? These productions are not merely indices, for trade purposes, to representative lines which are being placed upon the market. They go farther than that. Their illustrations and printed descriptions are, in many respects, educative with regard to the development which is taking place in manufacturing, and of the varied uses which that development has found for materials. They post the merchant and the salesman upon those details very often essential to intelligent buying and selling. The catalogue represents the manufacturer's best effort. It is a reference work upon his particular line. It therefore enables the retailer and manufacturer to keep abreast of each other. No store can well afford to be deficient in its catalogue equipment.

A London manufacturer of model theatre sets wishes to get into communication with Canadian importers of fancy goods and toys. He has written the Department of Trade and Commerce, Ottawa.

When Women get their Rights



and the Militant Suffragettes have passed into history, women will still crave for novelty in Dainty Dress Accessories.

You know this—You're in the Dry Goods business!

And, being in that business you ought to know that the Home of Style—The Cradle of Neckwear Novelties—is at 58-64 Wellington Street West, at the sign of

Ladies' Wear Limited

Our travelers are out with some exquisite creations. Ask them to show you the newest novelty effects.

The Latest Ideas in Dress Accessories

Neckwear departments are still doing a heavy business. There seems to be no indication of a let-up in the demand.

The high close-fitting collar will be one of the styles preferred by the classy trade. Mannish wash stocks promise to be a feature.

Embroidered linen collars, with Windsor ties and jabots are seen to be a strong combination.

Uncertainty with regard to lengths has made glove buying for Spring a difficult proposition. Wrist lengths seem to have had a greater demand than the long, although a great many of the latter are called for. Sleeves will be a strong determining factor.

Ladies' Neckwear.

Many manufacturers are still rushed to the limit on ladies' neckwear, and neckwear departments are still doing a heavy business. There seems to be no indications as yet of any let-up in the enormous demand for fancy neckwear.

There is nothing strikingly new in neckwear, as present styles, which are mainly in Gibson effects, are so popular that manufacturers have been kept busy turning out goods of this variety to meet the demand, rather than giving any time to strictly new and novel designs.

Ruching-topped fancy collars retailing at 25 and 50 cents are active sellers. The rage for ruchings seems to have about reached its height, particularly in cities and the larger centres, and has run to very extreme types. With this in view, re-action seems inevitable, and it



Pleated Chiffon Gibson Effect Trimmed with Lace Insertion and Babi Ribbon—Shown by Ladies' Wear, Ltd., Toronto.

seems likely that while ruchings will still be strong for Spring, the narrow and more conservative styles will be more in demand than at the present time. In Spring lines there will be a marked showing of fancy stock collars, ruching trimmed, the heavier types of ruching being used for the popular trade, but a large proportion will be without the ruching, or with the narrower widths.



Folded Satin Ruff, Finished with Frills of Satin and Net —R. D. Fairbairn Co., Limited.

Goods for the classy trade will include the high, close-fitting collar of net or chiffon without the top ruching. Many of these Gibson collars will have the points rounded off instead of sharp, as at present.

Mannish wash stocks will be a big feature of the Spring trade, for wear with the tailored waists, and some very attractive lines are shown.

It is generally believed that there will be an increased interest in Pierrot ruffs for Spring, as they are suitable for Spring wearing, to a greater extent, perhaps, than at any other season.

Embroidered linen collars are sure to do well for the Spring trade. Mannish blouses with laundered collars and cuffs assure this, as many prefer the embroidered collar to the severely plain. With these linen collars, small bows, Windsor ties and jabots will be worn.

Manufacturers have still orders on hand that will take them into the new year to fill. In spite of this, new Spring lines will be early on the road, one firm in particular starting their travelers out with the New Year with a complete line of Spring samples.

Spring prospects are excellent, as neckwear styles promise to continue along present lines. The new models, however, are neither so fanciful nor so extreme. Narrower and less fussy ruchings are used at the neck. The

Gibson collar, while retaining its height, has lost the extreme points under the ears, and now is prettily rounded to the high back. The new collar also presents an almost straight line at the lower edge. These are developed in fancy effects in lace nets, chiffons, and with the usual trimmings. This class of goods is expected to sell until the opening up of the Spring season.

Directoire collar effects in satin and in ribbons, with pleated ruches or ribbon and chiffon, chiffon net, are showing. These have the ruff effect only on the top edge and are intended for wear with the fur stoles and collars. They are almost invariably finished with a long Directoire bow and ends behind. Some unusually pretty color combinations are seen here, such as mole with vieux rose, the new foliage green, the Saxe blues, etc., with a chiffon showing chenille dots of the same.



A Chiffon Collar Featuring Drop Ornaments — Shown by Ladies' Wear, Ltd., Toronto.

The Spring demand promises to be of a broad nature. Ruchings in narrower effects will certainly be strong. Manufacturers making ruchings, both in Canada and the States, are taxed to the utmost to turn out orders, and the end of the ruching vogue is not yet. Though there may be some falling off in the New York trade, it is amply made up for by the increased sales to the outside trade, and this may be taken as a criterion of what will happen in Canada. Nor are ruffs done with ; on the contrary, they will loom large in the Easter and early Summer trade. They are mighty becoming and there will be many novelties produced that will make for a big sale.

Paris is showing many jabot effects, both attached to the collar and separate. Though these have been



Pleated Directoire Satin Ruff, made Entirely of Ribbon. A Paris Novelty, made in all the Leading Colors — Shown by Sandersons' Limited, Toronto.

shown here, as yet they have not been readily taken up. As they are right in line with the present style idea, it is possible that they will show more importance later.

Directoire ties are selling and promise to sell freely, as they are one line that seems to be firmly established.

Judging from the lines in course of preparation, lingerie effects will be very good in the near future. A fea-



New Jabot Effect, made of Fine Net Edged with Folds of Silk—R. D. Fairbairn Co., Limited.

ture here is the introduction of Cluny and Maltese laces in the place of Valenciennes for ruching effects.

Tailored lines are also looked upon as fair sellers, particularly in the better trade and in large centres.

Collars and cuff sets will also be shown, and embroidered stiff turnover collars, and stocks will be in better demand.

A new feature is the wide pleatings. These are now selling in New York by the yard. They are used down



New Directoire Girdle—Shown by Rhys D. Fairbairn.

the front pleat of tailored waists and as a finish for the new long sleeves.

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Ribbons.

The most promising new field for ribbons apart from millinery, is for the developing of Directoire sashes. Fashion is featuring this effect extensively, and there is little doubt that they will be very generally worn. Wide satin ribbons are used for this purpose, and the ends are finished with some fancy effect in the shape of a tag, tassel or fringe. Though for very dressy gowns the sash will match, with plainer creations the Directoire sash will be of black satin, therefore black satin ribbons should be liberal sellers.

There is the usual outlet for the counter trade, but here also the vogue of bright finishes is safe to have its influence and more satin ribbons of all widths will sell. This has been marked in baby ribbon lines, of which there has been a large sale during holiday business.

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Umbrellas and Parasols.

Umbrellas have been fairly well pushed for the holiday trade, and a fairly satisfactory business has resulted. As a result of the open, fine Fall, umbrellas have not been in as good demand as usual, therefore there was rather a larger clean-up at attractive prices for the holiday trade. Though the Fall business has been in a measure disappointing, there is no great amount of over-stock on hand either in the possession of the retailer or manufacturer. Therefore, the outlook for the coming Spring is most promising. Advance lines are now ready, and in some cases are now on the road. The new straight Directoire handle is the feature. Following the lines of the Directoire canes, from which they are taken, they are considerably longer than the usual handles. This extra length, when not carried too far, is certainly a convenience with the present style of hat, but merchants will be wise to touch lightly some of the models that go to an extreme in this direction. The tassels that trim these long handles are an attractive and important feature.

Ladies' handles are largely in these long, straight makes, and are shown in gold and pearl, gold and gun-metal, all gun-metal, and in boxwood, lemon wood, etc. Among novelty handles some are hollow and have a place for carrying money, perfume, etc. Others have a chain fastened to the handle.

Parasol lines are not as yet complete, and manufacturers seem a little uncertain as to the direction fashion will take. The outlook, however, is decidedly bright for this line in the coming season.

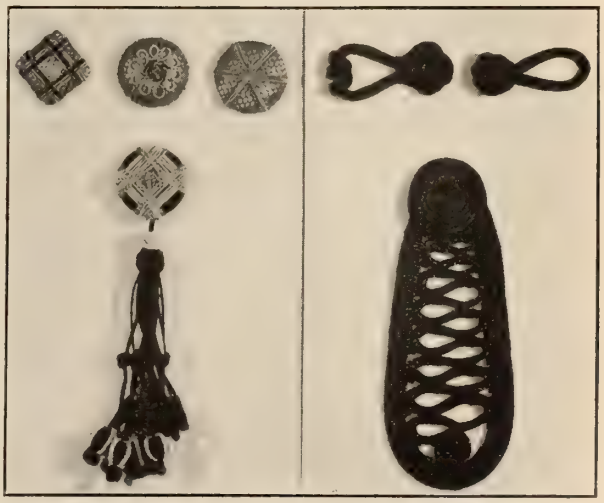
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Braids and Buttons.

There has been a free ordering on the part of garment manufacturers of braids, soutaches, drop-cord and braided ornaments and tassels. All these have been freely selling lines, and now that the retailer is coming into the field he is placing orders along the same lines. Not only are soutaches much used, but they must match in color the gown for which the trimming is designed. Many of the novelty braids are worked up from soutaches, and some of the most taking of the season's novelties are of this class. Among the good sellers must be classed tubular effects. This class of braid is particularly adaptable to present styles, as they can be easily formed into loops and button-hole effects.

Another class of ornament that promises well is made of satin cordings—that is, of a cotton cord with a satin covering. These cords are formed into cabochons, spirals and loop ornaments.

There is a certain demand for fringes, but tassels and drop ornaments are selling freely. Tassels are much used made of tinsel silk or braid. Soutache tassels and soutache drops are very big sellers.



The Latest in Buttons, Tassels and Satin Ornaments—Made by the Dominion Cord and Tassel Co., Montreal.

Buttons are a trimming feature, many of the new gowns having double rows up either the back or the front panel. Sleeves are buttoned down from shoulder to elbow, and slashes and panels both on coats and skirts

have button trimmings. The majority of these buttons are covered with satin or silk, but fancy buttons are also used. Waist and neckwear manufacturers are using quantities of small silk buttons.

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Veilings.

The past year has been one of great activity in the veiling department. The veil has been almost universally worn. The tendency has been for yard goods rather



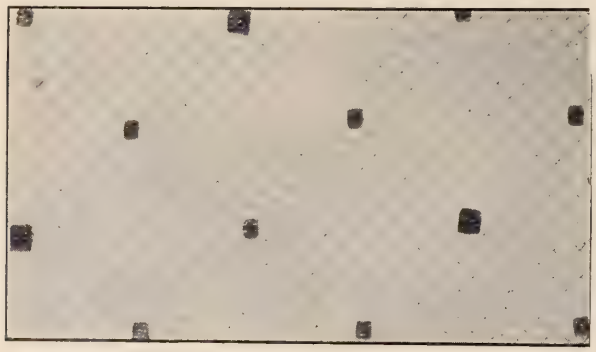
Embossed Elastic Belt with the New Horse Shoe Buckle. A Novelty Shown in New York—Shown by Ladies' Wear, Ltd., Toronto.

than individual veils, and this tendency is strong in the lines sampled for the Spring season. The new tendency is for woven spots, rather than chenille, though chenille is by no means out of the running.

The Russian nets are too greatly favored to be quickly discarded, but the finer effects are more fashionable than the heavier spot. Hair meshes are prominent, with novelty spots. Sen-sen or comfeti spots are new, and there is a tufted woven spot that has some prominence.

In woven spots, some are showing that are lighter in effect. For instance, there are large, round spots of woven outline, with a square or diamond of another color, or a darker shade in the centre. For the Spring season magpie, black, and white lead. Mole and green are the best selling colors.

Motor veils are a staple article, and are shown both by the yard and the piece. Though chiffon is much used, it is by no means the only material. Chiffon this year



Sen Sen or Confetti Spot Veiling—Spring Novelty.

is shown with a particularly soft finish. This finish has made good on other markets and doubtless will here also.

*

Laces.

A very good advance import business has been done on the more staple lines of laces. Though Valenciennes has been, as it always is, a great factor in this trade, the heavier laces, such as torchons and Clunys, are very much in evidence. In these latter laces there are now machine processes that can only be told even by experts from hand work by the greater regularity of the stitch, and this class of lace is selling freely for Summer use. The whitewear manufacturers are using these laces in quantity and it is much en evidence on many of the new Spring washing waists, particularly those developed in the new crepe fabrics.

In novelty laces the newest idea is the button and ball effects. These are used right through the line. They form the central feature of the embroidered patterns on light nets, and also are worked up in drop effects on guipure edges and bands.

Color is to play a big part in the Spring selling, and even the tucked nets so much seen in cream or white, show colored patterns. These tucked nets in all the new colors are a marked feature in the new lines. All the fashionable colors are wanted as the net must match the color of the gown.

Metal effects are strong, and the coming styles promise to add to their importance. The majority are worked upon fine net grounds, and the pattern is worked up



Insertion—Bretonne Net Ground—Shown by Konig & Stauffman, Montreal.

in heavy silk embroidery run through with fine threads of metal. These are not only in self colors, but are in Oriental and antique colorings and designs.

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Embroideries.

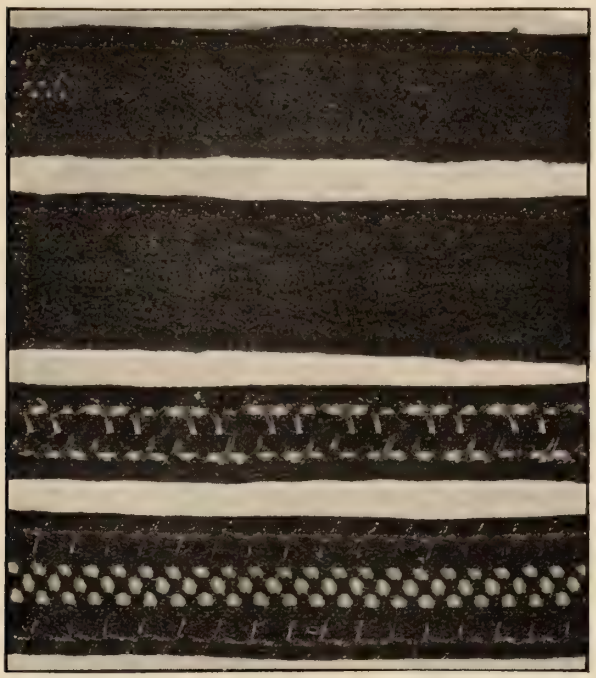
The outlook for embroideries continues to improve. Conditions are better in St. Gall, and it is no longer so easy to get immediate delivery of goods as it was a short while back. This is due to the fact that stocks have been allowed to run down during the past year, and also that six months ago, when the new lines were shown the trade preferred to see a little further ahead before placing heavy orders. Embroideries are now wanted and orders are coming in such volume that prices are stiffening, and prospects are for an advance over present prices before long. Notwithstanding the outlook there will be bargain lines offered at the January sales, but

these have been bought when prices were down last Summer.

✱

Gloves.

Glove buyers state that buying for Spring is the most difficult problem they have had to face in a number of years. The uncertainty in regard to the lengths has



Braid Novelties for Spring, the Upper Two being Soutache Effects and the Lower two Soutache and Tinsel—Shown by Castle Braid Co.

made it difficult to settle upon a safe division in the amount of long and short gloves to be bought for Spring.

So far kid glove sales at wholesale in wrist lengths are greater than the long, though a great many of the latter are called for, while in silk and lisle some report sales as being about half and half, or even a little more of the long.

Kid glove buying at retail has been good in the wrist lengths and sales are in advance of a year ago. In some cases the financial result of sales may be less, but in considering the business of the glove department the number of pairs of gloves sold should be taken into consideration. The glove department may be selling more pairs of gloves than a year ago, even though money returns are less, and when this is the case business is actually better.

Some buyers are not yet reconciled to a return of wrist-length gloves, while others are thoroughly optimistic regarding them. Some argue that a return to short gloves is in the best interests of the glove trade. They claim that profits on short gloves are greater than on long gloves, because of the numerous cut-price sales in long gloves that have been necessary. Women who objected to paying $2.50, $3 or more for long kid gloves will readily pay $1.50 or $2 for wrist lengths, and consequently cut price sales are not necessary to such an extent. This also means that better qualities will be sold than in the case of long gloves.

The question of glove lengths is on a par with sleeve lengths, and glove importers are watching the sleeve question closely. In some parts of the United States travelers for waist firms report that they have failed to book large orders for blouses owing to the fact that their samples contained no short sleeves. Many buyers in the States are looking for short sleeves, so to all appearances short sleeves will be in evidence. Many Canadian firms are also looking for a fair percentage of short sleeves for summer, and with this in view it seems likely that a fair proportion of long gloves will be needed. It will, of course, depend entirely upon the sleeves worn what gloves will be in demand.

✱

The Length Problem.

Gloves are always a strong selling holiday line, and a splendid business has been done in the glove department this season. When January sales of left-overs and broken lots are done with, this department promises to be in excellent shape for the opening of the Spring season. Short gloves have been the big sellers, but quite a business has been done in the longer lengths, due in most cases to the price inducements offered. This has led to good buying, particularly from the country trade. Long gloves in white and evening shades are selling for full dress wear.

With the style tendency as to sleeves settled so far as the first four months of the year are concerned, the Easter trade and early Spring selling will consist largely of short lengths.

As yet the fabric glove trade has hardly been touched. This is due to the fact that buyers are not decided as to the position of glove lengths. Waist manufacturers have put out long sleeves for the Spring trade, but the waist buyer, while taking the long-sleeved waist for the first four months of the year, expects, it would seem, that there will be a fair demand for the three-quarter sleeve. As it is on the sleeve length that the length of the glove worn depends, glove buyers do not consider the question of lengths settled.



Soutache Ornaments—Shown by Laces and Braids Co.

Whether it is the short glove or the long length that sells this Spring, there is safe to be a scramble for gloves if there is anything of a normal demand when the selling season opens.

Keeping Records of Advance and Reserve Glove Stock

Satisfactory Way of Arranging Stock of Gloves Is by Color—Sizes Will Work Out Correctly—Reserves Should Always Receive Careful Attention—Not Good Policy to Starve the Stock.

By P. B. Lyon, of the John Murphy Company, Montreal.

So far as the keeping of gloves is concerned, without a doubt the most satisfactory way is to have the regulation glove cabinet within the fixture. It is sightly, easy of access and always neat. Stores, not having cabinets, should secure the best and strongest boxes possible.

Constant handling will in a very short time put an ordinary box out of business. The wording on the label of the box should be concise and plain, yet written or printed small.

The labels are for the salesperson's benefit, not the customer's, and nothing looks more untidy than large printing on labels. Labels should tell exactly what the box contains in as few words as possible.

Arrangement by Color.

The most satisfactory way to arrange the stock of gloves is by color. In kid gloves more than one box will be required for each color generally, owing to the different sizes. By having each price of a color by itself, the sizes will work out correctly and the color arrangement has many advantages. From a selling standpoint, it matters not what color is asked for—it may be brown, navy, green or any other—the salesperson can find any quality in that particular color immediately, as they are all together, whereas, in any other arrangement the colors are scattered all through the fixture and very often hard to locate.

From a Stock-taking Standpoint.

Not only for the annual or semi-annual stocktaking, as the case may be, this is a good plan. Should there be a run on some color, or the stock be getting low by regular selling, or some special lot of a color be offered at a price, the buyer, to know how the stock is, simply has to say, "Have the stock of, say, white gloves taken." It is done in a few minutes, without in any way interfering with the rest of the stock, and one is quite sure it is all taken, being together. In other arrangements, one or more boxes may be overlooked.

Reserve Stock of Kid Gloves.

The kid gloves reserve stock should be kept, if not in, as near the department as possibly. Not in some damp reserve stock room, where the gloves are only looked at when some size is missing, or where they are spoiling from dampness and want of care. Not only should they be near the department, but should be carefully watched and attended to. Stock should be taken every week and entered on cards provided. The moving lines in that way show themselves.

If reserve is kept in boxes as received from manufacturer, a good way is to rule the bottom of the box as follows:

This shows that the box contained, on Sept. 21, eight pairs size 6¼, ten pairs size 6½, brown, glace gloves, $1 pair, but during the week three pairs 6¼ and four pairs 6½ were put in forward stock, so, on Sept. 28, the box contains five of 6¼ and six of 6½. A few seconds does this without any counting.

These boxes are totalled and entered on card as the following:

WEEK	QUANTITY	PRICE	SELLING	DATE	COLOR	MAKE
8	120 pr.	1.00	120.00	Sept 28	Gill Col's	Glace
9						
10						
11						

The opposite side of the card should be ruled, showing each color carried in that make, and the quantity of each in stock.

One Person Responsible.

When finished, it shows as the above that on Sept. 28, eight weeks after stocktaking, there are 120 pairs of glace kid gloves in reserve stock at $1 per pair, the total selling, of course, $120. Cost marks can be added, if necessary. This should be placed in charge of one salesperson, whose duty it is to see the stock is kept forward. When putting forward stock, it is marked off the bottom of box on the right side ruling. Then one day each week, say Monday, for instance, the boxes are simply brought out and the cards checked to correspond with the boxes, without having to count each pair every week. These cards show when completed, the colors, sizes, quantity selling price per pair, total selling of each line and grand total of all the reserve.

Hold reserve of kid gloves down as small as possible, but what is kept cannot receive too careful attention, especially the blacks. If arrangements are possible whereby prices can be secured the same for sorting orders as original, make the original small and have two shipments of it, if only one month apart. In that way the sorting orders will be large, as they should be, and the buyer will have the money to spend. At the same time the stock will not be over heavy at any time.

It is not good policy to starve the stock, but nearly every season some color or length has a run, and one must be prepared to follow the style. Then again different seasons show greater demands on some one size. By handling it in this way the sizes can be constantly kept in stock. This coming Spring and Summer, to all appearance, will be the most difficult the glove buyer has had to

BROWN GLACE 5½ 5¾ 6 6¼ 6½ 6¾ 7 7½											DATE	5½	5¾	6	6¼	6½	6¾	7	7½	
$1.00 Pr.																				
CONTENTS OF BOX=				8 5	10 6						SEPT. 21 SEPT. 28				3	4				PLACED IN FORWARD STOCK DURING WEEK

face for the last three years. It will require the most careful watching and attention.

A very good plan in connection with reserve stock is to have one or more blank cards attached to the reserve stock sheets. On these should be entered the date of the selling out of staple lines, also if quantities were right, whether they should be bought again, or changes, if any, that should be made. These lists will be found very useful when the time comes for the next season's ordering.

*

Ancient Greek Embroidery.

So far as is known, only one piece of embroidery dating from the old-time classic period of Grecian art is now in existence. It is to be found in the "Eremitage" at St. Petersburg, where, so far, it has attracted very little attention, as it consists merely of small pieces from which it would be difficult to form any idea of a complete ornamental design. These pieces were found in the Crimea, near Kertsch, Kuban district. Although usually all textile materials moulder away in the darkness and silence of the tomb, in this case the vault or tomb in which the material was found contained a deal of saltpetre, and to this fact is attributed the preservation of the material in question. As one of the pieces shows Greek inscriptions and designs in the style of vases dating from the time of Pericles, it may safely be assumed that it was carried into the Crimea by Grecian colonists. The Continental museums possess only old Egyptian and old Peruvian materials, as regards textiles dating from B.C., these having been preserved owing to the dryness of the tombs in which they were found.

If it be remembered that so far we have had to depend upon literary descriptions, designs on vases, and



Ancient Greek Embroidery Design.

faint paintings on statues, for an idea of the textile capabilities of the Greeks, the value of the present piece of genuine embroidery cannot be over-estimated. It shows us that the Greeks favored rythmic lines, graceful spirals and curves, not alone in pottery and metal work, but also in the textile arts. The background consists of a piece of fine claret red material. The principal lines in the piece of embroidery, which is about 5¾ in. broad, are connected with the material by the chain-stitch and overlap, and all the stitches show a yellowish tint. As will be seen from the drawing the design was well-conceived and graceful, and would not disgrace the costume of any modern fashionable lady—a purpose it doubtless originally served.

Richly designed woven work was first introduced from India into western lands by Alexander the Great, and the industry prospered in Alexandria to such an extent that, 100 years after Christ, Martial wrote that Babylonian needlework (embroidery) had been conquered by the weaving shuttles on the Nile.—Textile Mercury.

Busco
TRADE MARK

The Mark of Quality

Brophey Umbrellas and Parasols cannot be judged by the standards applied to the ordinary umbrellas and parasols, because they are not the ordinary kind.

You will say this as soon as you see the samples of fancy parasols and umbrellas our travellers are now showing for Spring and Summer. They embrace a splendid range of exclusive patterns in Dresden effects and plain colors, including the celebrated Hunters' Green, which promises to have a big sale.

In the staple lines our "Fifth Avenue," close roll, in black, navy, brown and green, with long Directoire ebony handles and military tassel, will have a splendid sale, and will bring the best trade of the community to your store.

All we ask you, "Mr. Merchant," is to wait until you see our samples before placing your orders. If you see them, the goods themselves will do the rest.

Brophey Umbrella Co.,
Limited
Queen-Crawford Sts., Toronto, Can.

The Glove House of Canada

Perrin Freres & Cie., Montreal



To all our Customers and the Trade we present our best wishes for a Prosperous New Year.

FALL LINE READY, 1909

Our travellers are now on the road with a complete range of our samples for Fall, 1909, including the very best values in

Perrin's British or French-made Unlined and Lined Gloves,
Ringwoods and Cashmere Gloves,
Wool and Cashmere Hosiery

Quality Always the Best in Every Range of Price.

F. GALIBERT LINED GLOVES

(MADE IN CANADA)

Our range of Canadian-made goods is larger than ever. The Mocha-Suede Gloves, which were first made and introduced by F. Galibert, are favorite lines with the trade, and include this season extraordinary values to retail at 75c., $1.00, and over.

(Sole Selling Agency for Canada)

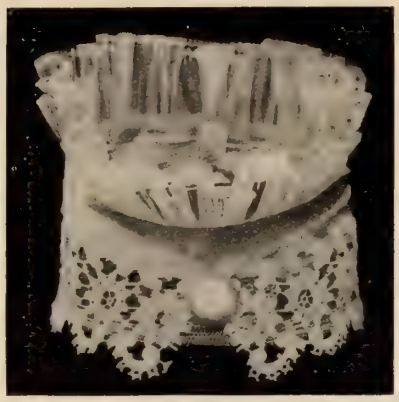
PERRIN FRERES & CIE., 28 VICTORIA SQUARE, MONTREAL

SAMPLE ROOMS: Halifax, Toronto, Winnipeg, Vancouver

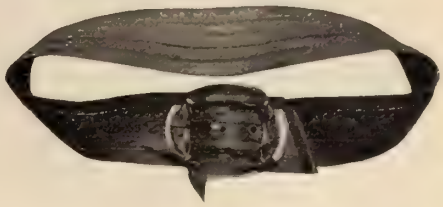
R. D. Fairbairn Co., Limited

Manufacturers

Neckwear, Belts,
Frillings,
Waists, Petticoats,
Dress Skirts,
Umbrellas

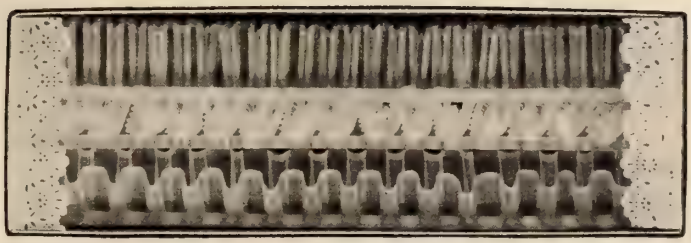


Net foundation, trimmed with Swiss guipure and button.
No. D5 at **$4.00** per dozen.



A new and effective style of leather belts, made in all the popular shades.
No. C11 at **$4.00** per dozen.

One of our leaders in boxed frillings for Spring.



No. A300.—Containing three new wide frills, white or assorted, at **$2.25** per doz. boxes.



Waists

Style illustrated is made of tucked and embroidered net over silk slip, new tailored effect with pleated frilling, white or ecru.

No. F656 at **$36.00** per doz.

Skirts

Style illustrated is one of our popular new Spring designs, made of fine chiffon panama with satin or taffeta trimming and buttons. Black, navy, brown.

No. B99 at **$3.50** each.



Our representatives are now on the way to get your orders.

107 Simcoe Street (Cor. Pearl), - Toronto

J. Y. SHANTZ D. B. SHANTZ



MANUFACTURERS OF

FINE LINES OF BUTTONS

IVORY, HORN, PEARL, PEARLETTE

All leading Wholesale Houses handle our goods in Canada, and leading button houses in the United States, who recognize our goods as of the best manufactured on the continent.

THE Jacob Y. Shantz & Son Co. LIMITED

BERLIN, ONTARIO

Factories: Berlin, Ont.; Buffalo, N.Y.
Warehouse: Chicago, Ill.

EASTER, 1909

TRY THIS SEASON

Pewny's Kid Gloves

THIS IS THE TRADE MARK

Every Pair Is Guaranteed



Perfect Style and Perfect Fit.

Greenshields Limited

MONTREAL

IT IS A

FOWNES

That is all you require to know about a Glove

Fall 1909 samples now being shown by our travellers

Fownes Bros. & Co.

Coristine Building, Montreal

Money in Novelties

Frillings—

Absolutely the latest novelties in these goods are shown in our line. We're the fountain-head for frillings. We manufacture them ourselves.

Ladies' Neckwear—

We show an immense range in Irish Crochet effects. This will be the big seller for the present season. It will pay you to see our line.

Veilings—

In this line we include everything new in Russian Mesh and Sen-Sen Veilings in all the leading colors, and can give immediate delivery.

Dress Nets—

In Hexagon Mesh, Filet and Persian effects. Tucked Bretons.

A complete collection of Vals. in Paris and white.

Dress Trimmings, Bands and Cut-outs.

Sandersons Limited

66-68 Wellington Street West,

Toronto - - Canada

Dominion Cord & Tassel Company

505 St. Paul St., Montreal

Manufacturers and Importers of the Latest Novelties in Dress Trimmings, Braids, Ornaments, Tassels, Buttons, Etc.

We Manufacture

in the most modern way and carry a stock of Satin Folds and Pipings, which are "the thing" for 1909.

Cords, Ornaments, Tassels, Braids, Trimmings, Furriers' Trimmings and Supplies. Barrel and Crochet Buttons

Prompt Deliveries are Assured

We Import

and carry a stock of the Latest Designs in Brocades, Satins, Cloths, such as Beavers, Eskimos, and Fancy Cloths for Men's Suitings, and Trouserings, Fancy Metal Buttons [especially for garment and fur manufacturers].

CARACUL

The largest open stock in Canada, purchased by our Mr. A. A. Levin, who was recently in Europe

ASK FOR SAMPLES

Our plans for 1909 are on a wider scale than ever. We extend greetings to our customers. Wishing them all a prosperous 1909

Fancy Parasols

A complete new line now in the hands of our travellers

—

Your Inspection Invited

THE IRVING UMBRELLA CO. Limited

Manufacturers

79-83 Wellington Street East, Toronto

The Ontario Button Co.

Berlin, - Ontario

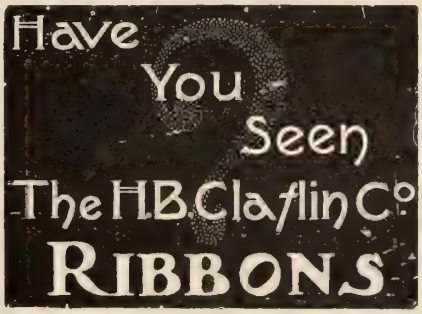


The Exclusive BUTTON House of Ontario

The best way to explain the merits of our **Buttons** and to give you our prices is for you to give our Travellers a trial order. They will start out early in January, will carry almost everything in a **Button.**

Special efforts are made to be again on top with our **Pearl Cabinets** and are showing an immense range in silk, satin and serge covered Buttons, sizes from 14 to 50 ligne.

Pass this issue of The Review on to your clerks. They will enjoy reading it, and, if they are ambitious, it will make them better salespeople. : : : : : : :



Call When in New York.

RIBBONS IN STOCK

The growth of this business is not only the result of selling the Right Ribbons at the Right Prices, but also the fact of giving you

RIBBONS AT THE RIGHT TIME.

For the Spring of 1909 we trust to still further increase this reputation.

WISHING YOU A HAPPY NEW YEAR AND A PROSPEROUS 1909.

WALTER H. BARRY & CO.

The Ribbon House of Canada.

Cor. St. James and McGill Streets, - - - - MONTREAL

In the Interests of Good Salesmanship

Popular Lectures for Clerks.

A course of popular lectures whereby it would be possible for salesmen throughout the country to avail themselves of such educative opportunities with reference to the technical side of their calling as they may feel they require, was the plan suggested by R. H. Eldon, principal of the Toronto Technical High School, in an interview with the Review on that matter, recently. He stated that from enquiries which he frequently received such a course would find a very popular place.

"These lectures might be conducted on the same plan as those inaugurated years ago by the Guelph Agricultural College," said Mr. Eldon. "In the absence of any general plan of technical education, or while it is being developed, the Government might be approached by the merchants with the proposal to establish, or help pay the expenses incurred by the course. That is a feature which I think could be taken up to good purpose by the merchants' associations, though it strikes me that the lectures could be made just so interesting that not only salesmen already employed but those contemplating business careers would undoubtedly benefit from the lectures.

"It is a difficult matter to get any number of young men together for purposes of study after their day's work is over, yet there are many cases on record in connection with this school, for example, in which young men have worked their way to high salaried positions simply by acquiring a good working knowledge on important subjects in connection with certain branches of their business. It seems to me that it would be possible to secure for these lectures well-known business men or manufacturers who could take up different subjects such as the dyeing of yarns, the making of textiles or knit goods, the departmentizing of stores, window dressing or advertising; in fact there are many topics which might be very profitably discussed.

At the present time a boy or young man intending to enter business may obtain at the Technical School a knowledge of geography applied in such a way that he learns where raw materials come from, as well as their uses, together with the history of commerce and transportation. This course, outlined by the head of our business department also takes up the question of economics along lines useful to the man in business. For girls or young women there is special instruction in dressmaking and millinery. These subjects might also be discussed in lectures.

The lecturer in groceries might, for example, take up the subject of tea blending and give a demonstration. The dry goods man in the same way might discuss silks or other materials. The salesmen or others present would, in that way, secure information useful to them, and the interest could be maintained by a careful division of the various phases of a subject. It would hardly be advisable to hold more than one or two lectures a week in Toronto, while in outside towns and cities they might have to be held less frequently. That could be a matter subject to arrangement by the local merchants.

Chemistry is a very important subject at the present time. I have a letter here from a manufacturer asking if we could instruct one of his men in the dyeing of yarns. It would be advisable for such a man to take a course in chemistry, and in that, provided his basis education was sufficient, we could accommodate him. A knowledge of chemistry is always useful to the merchant or the manufacturer, for there are occasions on which he finds it necessary to inform himself with reference to the constituents of fabrics or foodstuffs. To be able to do this work himself is a decided asset to his business equipment.

In a young country such as this it is easy to comprehend the very important part which technical education might play not only in our industrial but in our commercial development.

Encouraging Clerks to Make Suggestions.

"What reams of paper and barrels of ink are wasted by people who never think." Thus did a dry goods merchant break into rhyme when asked to describe his most serious salesman problem. How to make members of his staff use their heads in their work, was, he stated, a question which never seemed to be capable of solution.

"It is a good plan to encourage your clerks to think for themselves," said he. "There is not a man in my employ who does not feel that if he has a suggestion to make, I am his best listener and most willing to put that idea into practice if it is a good one.

"I do not think it advisable to pay clerks by commission. It gives them a good chance to bore customers and to force sales which are not only unsatisfactory to the purchasers but also to the store. It also opens the way towards irregularities and ill feeling.

It has never been necessary, since I started in business for a clerk to ask me for a raise in salary. If I see that a man is worth it his pay envelope is immediately fattened. We never bring in men from the outside to take head positions in our departments. When the gap comes, the man who is best qualified for it in the department gets it. Such plans as these promote an esprit de corps desirable in every store.

Of course there are clerks and clerks. Some are mere machines who never attempt to promote the interests of any line of stock save that which is asked for. A skilful clerk will very nicely introduce lines which he knows as by instinct cannot fail to be of interest to the shopper. Nine times out of ten that man will sell more to the shopper than she had at first intended to buy, but it was all done so pleasantly that everybody was satisfied. Not very long ago a lady came into the store and asked 'Where is Mr. —— ?" mentioning one of the salesmen. He happened to be out at the time so another clerk was assigned. The lady told me afterwards that she wished to buy certain goods upon which she had formed no decided opinion, but that she knew from former experiences that this clerk would so handle the matter for her

that she would be satisfied with the selection which she finally made. That clerk has the faculty of showing and selling goods in a way that makes every sale a profitable precedent.

"Do you not find that clerks now-a-days have a very limited knowledge of processes of manufacture and of the uses of raw materials?"

"There may be something in that, but if the head of a department knows his business he will see to it that his clerks are posted well and truthfully. No merchant should encourage his salesmen to be untruthful. Make your staff honor the motto, "A square deal right through," which, I take it, should be the property of every merchant. Where stores are well departmentized it is not absolutely necessary for a clerk to be thoroughly conversant with methods of manufacture and all that. If he has the right stuff in him he will acquire that knowledge, feeling that his success depends upon it to a great extent. Much information will come to him as if by instinct.

*

Capable Old Country Salesmen.

"In which nationality do you find the best salesmen among those young men who are coming to Canada from Great Britain?" was the question asked of the head of a department in a large city store.

"Get the right kind and they're all good," was his reply. "The way it works out here, Scotch and Irish are in the majority. There are English salesmen who are excellent men but the trouble is that we have not had as many of that kind as is necessary to average up with those of other nationalities. I think I am safe in saying that the Old Country clerk is one of the most thorough in the world and it is hard to beat him when it comes to knowledge of fabrics or methods of production. I am not going to bring the Canadian into the comparison. He, too, is a good man, and one of the best evidences of this is the fact that he has been placed in charge of many of the most responsible positions with the big American stores.

*

Hard to Account for Some Motives.

"It is hard to understand some shoppers when they are out to obtain some definite object," said a salesman in a large city store. "A few weeks ago a man entered the housefurnishings department and bought goods to the value of $10.50. When he learned the price he declared that he would not pay one cent more than $10; said he would not accept the goods unless the 50 cents were struck off. I told him that would be impossible and that he could leave the parcel where it was if he so desired. 'See here,' said he, finally, 'if you don't make that check out for $10 you may keep your stuff,' and with that he placed $10.50 on the counter and shoved it towards me. I immediately took it, made the check out for $10 but on the duplicate in my check book I entered the amount, $10.50. He appeared quite satisfied and went away. From that day to this I have not been able to figure out what that man was trying to get at: possibly he had a bet on with his wife that the 'cash and one price' sign on our store is not a hard and fast proposition."

W. P. King & Son

W. P. KING ARTHUR S. KING

Manufacturers' Agents

REPRESENTING

The C. Turnbull Co. Limited

Galt - Ont.

Manufacturers of the celebrated "Ceetee" and "Perfect-Fitting" Underwear.

The Clinton Knitting Co. Limited

Clinton - Ont.

Manufacturers of the famous "Wearwell" Hosiery.

IN ONTARIO, FROM TORONTO EAST, QUEBEC and MARITIME PROVINCES.

The Fiberloid Company

New York

Manufacturers of "Litholin" Waterproof Linen Collars.

FOR DOMINION OF CANADA

Corliss, Coon & Company

New York

Manufacturers of the world-renowned hand-made Corliss Coon Collars.

FOR DOMINION OF CANADA

And last, but not least,

"Billiken"

FOR DOMINION OF CANADA

Wishing their friends and patrons a happy and prosperous New Year.

74 York St. - Toronto

511 Coristine Bldg., Montreal

Items from all Canada

Ontario

A retail ladies' furnishings store has been opened in London by the Ladies' Wear Co.

The United Textile Workers, of Peterboro', will hold a banquet on the evening of Friday, Jan. 22.

W. E. Kelcher, salesman with B. J. Gough, Lindsay, for some years, has gone to Huntsville to take a position with Hanna & Hutchinson.

Smallman & Ingram, of London, opened a tea-room in connection with their very handsome new store, during the Christmas shopping season.

Miss Cora Paul, forelady of the third floor of the neckwear factory, Port Hope, was presented with an address and a beautiful chair by the employes of that floor.

Alfred Parker, of Peterborough, proprietor of Parker's Dye Works, died suddenly at his home in that city, on the evening of December 19th. He was 49 years of age.

Miss Pansy Niles, formerly with the Dominion Suspender Co., Niagara Falls, but who has gone to New York to train for a professional nurse, was presented by the company with a very handsome lady's traveling companion upon her departure.

The residents of Erin are making a strong bid for this year's Drummer's "Snack." It is not likely that the unique event will be again set for Alton, owing to the destruction of the Algie Mills, recently, and other reasons. Erin will probably get it.

The employes of the T. Eaton Co., Toronto, presented J. C. Eaton, president of the company, with an illuminated address on the afternoon of December 31, to show their appreciation of his kindness in granting them, as they expressed it, "favors unheard of in mercantile life," among which were a holiday from Thursday to Monday during the Christmas and New Year weeks.

The late James Robertson, who died in Ottawa on Nov. 14, formerly livel in Hamilton, and for many years he conducted a dry goods business on King St., in that city. He was prominently identified with the Masonic fraternity. Since going to Ottawa, about nine years ago, he had a position as chief inspector of the clothing department of militia and defence. He is survived by three sons and two daughters. His sons are: James, of the W. E. Sanford Company; Frank, of the Northwest; and John, of Lethbridge, Alta. His death was due to a paralytic stroke.

Quebec.

J. M. Beauchamp, of Montreal, announces that he intends to retire from the ready-made clothing trade and will devote himself entirely to custom tailoring.

Matthews, Lee & Armstrong, of Montreal, wholesale hats, caps and furs, will move on January 11 to larger quarters at 529 St. Paul Street, three doors east of McGill Street, from 364 A St. Paul Street.

The tailoring establishment of Joseph Prudhomme, Notre Dame Street, Montreal, was badly damaged by fire about the middle of last month. It is supposed to have been caused by an over-heated stove.

J. K. Wallace, representing Arthur Bros., Glasgow, with Canadian headquarters at 232 McGill Street, Montreal, spent the holidays in Montreal and leaves this month for a trip through the Ottawa Valley and Eastern Ontario.

Allan S. Bain, 61 St. Sulpice Street, Montreal, representing Stewart & Macdonald Export, Ltd., Scotland, in Quebec and the Maritime Provinces, expects to leave the middle of January for a visit to the firm, discussing plans for further extending Canadian business. J. H. Johnson is the Toronto representative of this firm, and Manitoba and the West are looked after by Jas. Thompson & Sons, Vancouver.

The West

Mrs. Rankin, wife of A. D. Rankin, dry goods merchant, Brandon, died in Calgary, Alta., of heart failure while on a visit to her son.

The branch fur store of J. W. T. Fairweather & Co., opened in Portage La Prairie eight weeks ago, has done a very satisfactory business. Seven fur workers have been kept busy.

Alterations are being made to the department store of the MacLeod, Hamelin Co., in Prince Albert, Sask., with the object of introducing a number of new departures in the near future.

The special sale opened by the MacLeod, Hamelin Co., in connection with their store at Melita, Man., on the Saturday before Christmas showed the result of judicious advertising backed by genuine values. The sale was a great success.

The Murray Shoe Co., of London, will erect a new factory on Richmond Street in the city. It will be 50 feet in width, with a depth of 300 feet and will be three storeys high. At present the factory is employing 90 hands, but the new one will give employment to 150.

Emory & Walley, men's furnishers, Nelson, B.C., secured the third prize in the window competition, held by the Daily News of that city. A striking feature of the window was a mechanical Indian, which continually shot at a target with a bow and arrow, hitting the mark every time.

It is understood that it is the intention of the T. Eaton Company to extend the Winnipeg store building by the erection of a warehouse 100x133 feet, which will be connected with the main building by tunnels. Other important extensions to the store are under consideration.

The Town of Fernie, B.C., is rapidly recovering from the effects of the fire which wrought such devastation there. The Crow's Nest Trading Co. are now occupying their new departmental store. Business blocks are nearing completion and the main street, which was in ruins about four months ago, is beginning to assume a metropolitan appearance

The employes of the David Spencer dry goods store, Vancouver, B.C., held their first annual entertainment recently. A programme of music and songs was followed by a dinner and dance, and the inauguration of the event was in every way enjoyable. Tea rooms are shortly to be added to the store, with Mr. Murchie, formerly with Nasmith's, Toronto, in charge.

The employes of the Northern Shirt Co. held their first annual banquet in Manitoba Hall, Winnipeg, December 28. W. King, one of the firm's directors, presided. W. T. Kennedy, in expressing his appreciation of the cooperation given him as manager by the employes, stated that they were endeavoring to build up a great commercial house and it was his desire that each employe should feel an interest in the success of the institution.



As a keen business man you probably appreciate the advantages of dealing with a successful concern and it is no idle boast to assert that the Scottish Rubber Co., viewed from the standpoint of result is a decided success.

Strong, steady methods of business, careful attention to all details of manufacture and sale, backed by sufficient capital, has resulted in the building of a business which is comprehensive enough to claim that it can adequately look after additional accounts. "Success—then greater success" is our motto.

You will find our sales-force, either on the road or in the house, glad to demonstrate the Spring line. Your candid judgment is solicited by careful inspection of our samples.

The showing consists of snappy styles in medium to high-class Ladies' and Misses' Raincoats and Rubberized Silk and Satin Garments. (Note the new treatments of semi-fitting garments 52 to 54 inches long.)

Ladies' Suits, moderate cut-away fronts predominating, long small sleeves, semi-Empire effects.

Ladies' Short Jackets.

Men's Raincoats.

The SCOTTISH RUBBER CO.

316 Notre Dame Street West, Montreal

Buy Star Brand For 1909

And Increase Your Sales



3060 L

Our Line of BLOUSES
WHITEWEAR
WASH SUITS
and
PRINCESS DRESSES
is very up-to-date and exclusive.

Fit and workmanship are guaranteed.

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TRADE MARK

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Ladies' Wear of Quality Bears the Star Trade Mark



THE HOME OF STAR BLOUSES
Rebuilt 1908

Our enlarged capacity means

"Goods when you want them"

Send Us Your Sorting Orders

THE STAR WHITEWEAR MFG. CO.

Head Office and Factory
BERLIN, ONT.

Montreal Sales Rooms
204 ST. JAMES ST.

The Ready-to-Wear Garment Department

Though white and cream are selling freely, there is a growing fondness for colored net waists. The style idea is the waist to match the suit.

Soutache braid and cords, as well as buttons, are very much used for waist trimmings.

In Spring deliveries, manufacturers for the most part are sending out waists with the long, tight sleeve, unless otherwise instructed.

The National Cloak, Suit & Skirt Manufacturers' Association adopt style recommendations for next Spring.

Outlook for Spring.

Spring trade outlook in all lines of ready-to-wear garments is encouraging. Styles are settled and buying is being done with confidence. Trade promises to run mainly upon suits, although silk and satin coats will not be neglected, and for popular demand the usual number of coats will probably be sold. Waists will have a big call and skirts occupy a strong position.

Canadian factories are busy and large buyers are preparing for their usual trip to New York, as well as abroad.

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Spring Garment Prospects.

Spring garment orders, except on very staple goods and certain lines of wash goods are far from satisfactory to Canadian manufacturers. This applies more particularly to coats and suits, and is not so much a result of the style consideration as the price problem.

Late Fall business at retail all over the country was hardly up to the standard expected, and in many sections was very poor. Manufacturers felt the full force of this condition and particularly in the larger centres garments were offered to retailers at very favorable prices. Comparatively light placing orders induced some manufacturers in Montreal and Toronto to anticipate a heavy sorting business late last Fall. This did not materialize, and manufacturers in some instances with heavy stocks of materials made up goods which were sold at prices pleasant for retailers.

Naturally, this resulted in making retailers feel that buying from stock was the proper method. However, manufacturers realize, just as well as retailers, that self preservation is the first law of nature and stock garments from that viewpoint are out of the question.

Retailers, with this basic fact in view, should clearly recognize that early placing orders are a protection to everyone in the transaction.

A retailer who buys late in the season, instead of placing good early orders, must expect to buy from hand to mouth, and this means that he will get hand to mouth workmanship, prices and deliveries. He can never be certain of obtaining the right goods at the right time, and as a result he is not able to make the impression of having large and complete stocks.

On the other hand, the buyer who places his orders at an early date is sure of good styles, good workmanship, prompt deliveries, and the assurance of a complete stock of stylish garments to open the season with, and to create a reputation for his store. The retailer should have the goods the people want when they want them, and should make an effort to be the first to show the new styles. The best stores do this, and the small retailer, who is endeavoring to build up a reputation for his store as headquarters for stylish ready-to-wear garments is in a fair way to accomplish this end when he follows the above policy, that of buying early and giving the manufacturer a chance to carry out his share of the contract to advantage.



New Style Satin Underskirt—Shown by Debenhams (Canada) Ltd.

Another fact to be taken into consideration is that when the traveler has to visit the trade frequently it adds to the cost of the goods. Another point is that imported materials cannot be obtained at short notice, and manufacturers will not speculate on the cloth problem.

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Suits for Spring.

Garment manufacturers are busy with Spring lines, and samples are on the road. Suits are cut on the long, straight lines, and many features are introduced to preserve these long effects.

In higher priced suits the newest feature is the three-piece costume, consisting of a Princess or Empire dress, with a coat of the same material. These coats are mostly from thirty to thirty-four inches in length.



Semi-Empire and Directoire Suit — Manufactured by Shaer & Eliasoph, Montreal.

For the plainer tailored suits the long length coat is also the one shown.

The Directoire influence is strong, and nearly all suits and costumes, particularly those for the classy trade, show touches of the style, such as high collars, large lapels, and the cutting away of the coat skirt in front, etc.

The Directoire girdle or sash is seen on the majority of the three-piece suits, and also on many separate skirts.

These three-piece suits, in some instances, have the V-shaped, or the rounded or square yoke cut away for the wearing with a guimpe, and have long, close sleeves, tucked horizontally, and either coming to a point over the back of the hand or bell-shaped right over the hand, as shown in one of the Paris illustrations given this month. Some, however, are shown with a half-sleeve, or elbow sleeve, fairly close-fitting and finished with a long under-sleeve of tucked net, and as the yoke is cut away, can be worn with the long-sleeved blouses.

The coats to be worn with these suits are in most instances elaborate in the semi-Empire and also in semi-fitting and loose cutaway effects, longer in the back, with Incroyable revers, trimmed with buttons most extensively, and with simulated button-holes. Egyptian and Oriental trimmings are used on revers, and to give the vest effect.

Many of the costumes show the coat longer at the back, and some give the frock coat effect. In these cases where the coats are cut away above the waist line at the front, the skirt is made slightly Princess to cover the blouse.

Bolero effects are seldom long out of fashion, and many imported three-piece and Princesse gowns show a short bolero or are finished in bolero effect. Many are sleeveless, but some have a short, straight sleeve. They are, as a general rule, much ornamented. For this purpose soutache is used a great deal. One seen was laced up each side of the front and had hanging ends and tassels.

*

Popular Materials for Spring Costumes.

One of the new light-weight materials for Spring costumes is the Bedford voile, which is light weight, but heavier than the ordinary voile, and is woven in such a manner as to give the appearance of the Bedford cord. These are used for the three-piece suits.

Worsteds are strong, the piece-dyed stripes being used to quite an extent. These worsteds have a very smooth finish, and, in fact, all materials with a smooth, satiny finish and of light weight will be fashionable. There will be a small showing of worsteds with the white hair-line stripe in the Spring costumes.

Fashionable colors will be fawn, reseda, peacock, ashes of roses and taupe. Among the staple colors, green will be strong and a great deal of black will be used. There seems to be a falling off in staple blues and browns.

*

Juvenile and Misses' Wear.

Retailers who have a ready-to-wear department are taking to the idea of a section for the sale of misses' and children's wear. Now that manufacturers are specializing on junior garments and are devoting all their attention to their production, there is being a rapid increase of special departments devoted to their sale. This is because well made, well cut and smartly finished little frocks, dresses, etc., made of suitable materials that are not only childish and pretty but that are also good wearing and good washing, are selected. And these garments can be now sold at a reasonable price—so reasonable, in fact, that few mothers will sit down to make them when they find how cheaply they can be bought.

Hitherto ready-made dresses for children have found their best sale in white. Now that the proper materials are used a large trade in colored garments is developing.

There is nothing startlingly new in the Spring lines, but there are innumerable little touches of trimming that prevent sameness in the lines shown. The materials especially are in attractive designs, stripes,

checks and plain and printed fabric is all being becomingly used.

For small children rompers are very strong. These sensible little garments can be had in sizes suitable for the baby of six months and also for children up to six years. Girls' rompers are so made that they look like a skirt when they are on the child. They are developed in ginghams and other good wearing and washing fabrics.

For the miss of 14, 16 and 18 are shown two-piece suits like mothers. They are in plain tailored styles and have for the trimming of the coat, straps, pockets and pearl buttons. Striped cotton suiting models have the plain circular skirt. Another smart style has the straight coat model now so much worn, and the side-pleated skirt. This model is particularly happy in plain cotton suiting. The colors are red, cadet, navy, etc. All these colors are warranted not only to wash but boil.

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Who Can It Be?

The Review has heard many good stories mingled with tales of woe regarding the advance orders for suits and coats for Spring. Trade at retail has not been active, and Fall stocks were not cleared up as well as desired, particularly in the east, although this applies to every section of Canada to some extent. This has continued to delay in placing orders.

One important manufacturer who visited the trade personally last month, eloquently pointed out that retailers in his opinion did not appreciate the advantages of early placing orders. He gave as a startling instance his experience in calling upon a retailer in a western city a thousand miles from Montreal. This retailer absolutely refused to look at samples, giving as his sole excuse that he would buy in the season, and would visit Montreal then.

This Canadian manufacturer does not consider that this treatment is any encouragement to the betterment of the Canadian garment industry.

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The Coat Trade.

Silk and satin rubberized garments have increased representation in sample lines, and early sales prove that the demand is improving. An attempt to revive the raincoat material is being made, and smart semi-fitting Empire effects are shown in these coats. A lavish use is made of buttons and braids. These coats are in seven-eighths lengths.

Old Country manufacturers have sent out highly attractive lines of rubberized silk fabrics. These have the bright satin finish so essential at present and besides plain colors in all the fashionable shades such as fawn, taupe, peacock, etc., are shown in stripe and check effects. Garments of this class are the proper wear for automobiling, and as this form of recreation is increasingly enjoyed in this country, for this use alone there should be a good business done in rubberized coats. Imported garments of this class are built upon long, loose, but smart lines.

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Waists.

Though there is a growing disposition on the part of the retailer to assure himself of the trend of fashion and to bring the placing season and the selling season nearer together, manufacturers are busy with waist lines.

Just at the present moment, nets are the big item. Tailored models in silks are decidedly good, and tailored models in heavy cotton suitings, etc., are also beginning to be shown.

All these lines promise to continue leaders in the early trade with nets, as it seems, again in the lead. Though white and cream are selling freely, there is a growing fondness for colored net waists. The style idea is, the waist to match the suit, and such colors as taupe, peacock, Copenhagen, green and navy, as well as black, cream and white are demanded. In the better trade the list of colors is even more extended, and practically takes in the list of selling orders.

Tucked models with the tucked vertical sleeve is the fashionable one of the moment. These waists show as trimmings, knife pleatings down the front centre pleat. Soutache braid and cords, as well as buttons, are very much used for waist trimmings, some use of the new colored net laces will also be a feature of novelty lines.

Deliveries of lawn waists are now being made for the early season. Manufacturers for the most part are sending out these waists with the long, tight sleeve unless otherwise instructed.

As far as the first four months of the year go, the sleeve question is definitely settled in favor of the long Directoire sleeve. After that date opinions are divided



Imitation Crochet Insertion used for Waist Trimming.

and many buyers are preparing for a fair business in the three-quarter sleeve. There is a hint in the air, however, that it will not be the present form of three-quarter sleeve, but a style more in conformity with the new fashion ideas. That is a sleeve that follows the outline of the shoulder and arm. It is said, also, that the long sleeve will be worn ruched up when the warm weather arrives.

The present uncertainty as to the future sleeve styles has certainly helped to delay the placing of waist orders far in advance, and the sooner the question is settled the easier it will be for all concerned.

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Linens and Lingeries.

As the trade develops, more business is done each year in summer lines, and, with those manufacturers doing this class of business, fairly good advance orders have been placed. In large centres the January white sales will see some display made of these goods. Plain-tailored, two-piece suits lead in popular priced lines, but

Bedford voile, a new light-weight material, will be much used for Spring costumes. Fashionable colors will be fawn, reseda, peacock, ashes of roses and taupe.

Late Fall business in the garment department was hardly up to standards expected and in many sections was very poor. The Spring outlook is encouraging.

Early sales prove that there is a growing demand for silk and satin rubberized garments.



Directoire Princesse in Soft Satin; Long, Tight Sleeves, Bell Shape Over the Hands. Yoke of Tinsel Embroidered Lace.

the Empire-Princess three-piece suits, with the fashionable straight coat is shown in higher-priced lines. Soutache embroidery is also effectively used on many imported suits of this class. Frequently striped linens, etc., are used with advantage as a trimming. There is some talk of Princess dresses, but, as yet, buyers have hardly made up their minds as to their standing.

Gored skirts opening up either back or front on panel effect, with buttons, is the style generally shown.

Lingerie dresses in lawns and mulls, and in colors, as well as white, are shown in both the Empire and the high-backed Princess style. Considerable embroidery, as well as combination laces, are used in their development, and besides those that button down the back, front panel effects with button trimmings are used. Many of the more dressy models have the high Empire model hanging away from the waist, and in this case a train is added to the skirt.

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Corsets.

Long straight lines, with the curves of the hip and waist eliminated as much as possible—that is the present fashionable figure, and it is the aim of corset designers to produce models that will mould all figures, as far as can be done, on these lines. Corsets that give these long lines are now generally asked for even in popular priced goods. It is not just the woman of fashion that is striving to attain the new figure, but all women are finding that to wear the present style of dress is impossible unless she has the proper corsets.

The importance of the corset and reviving trade has led to the placing of good advance orders for Spring selling and the factories are now busy, though the ground for the initial trip has not as yet in most cases been fully covered.

Though the long corset is the seller there have been models imported that have made little success; this is because they were too extreme in length and could not be worn with any degree of comfort. Twenty and twenty-two inches in the back, with fronts correspondingly long, are not practical models, and the selling corset, both of domestic and imported make does not go to any such lengths. About 16 or 18 inches at the back is as long as they can be for comfort. The fronts are correspondingly shorter and are so curved that they will not be in the way when the wearer is sitting.

Above the waist the corset is fairly low cut and designed to give the natural figure. No particular attention is paid to the waist for it is the hips that must be small now-a-days. Some new models, however, for wear with the Princess gown, do mould the waist as well as reduce the hips. This is a particularly clever model.

Because of the work the corset has to do and because of the severe strain when intended for a full figure, manufacturers are selecting their materials with great care. Materials used must not be heavy and thick but they must be strong and must not give. Manufacturers are getting these qualities by using warp and weft of nearly equal count, thus making a strong and yet light weight fabric. The quality of the boning is also of much importance. Here again weight is no indication of strength.

The new corsets require more than ever that the proper number of hose supporters be used to keep them in place. Many models have them placed at the side and back as well as in front.

Speaking of the supporters, a new kind is to be put on the market this year. These are manufactured in a new way and the maker warrants that they will wear as long as the corset. This much desired condition is secured by the manner in which the elastic fabric is woven.

A month ago the Review drew attention to the number of fairly high priced made-to-measure corsets sold by agents. Much of the trade these agents get ought to go to the dry goods stores, and would do if merchants would reach out for it. Many of the women who are paying these agents $5 and $6, or even more, for a pair of corsets, would not, under ordinary treatment, pay over the counter much over a dollar or a dollar seventy-five. The reason for this is that she is never approached in such a manner as to lead her to suppose that she will get a proper fitting, better wearing model for the higher price. Nor is it ever put before her that these better corsets will work an untold improvement in her appearance and in the fit of her clothes. Agents in short show all these things and make a personal appeal as well.

A method of doing this has been outlined to The Review. It is a fairly easy one, but it requires not only that the stock shall be up to date, but also in the hands of an expert. With a properly kept stock and a woman of experience in charge, by the use of this method a regular trade may be built up.

It is the aim of corset designers to produce models that will mould the figure on long straight lines with the curves of the hip and waist eliminated.

A good plan to adopt in the development of a corset department is to keep a record, by means of file and index, of sizes ordered from day to day, with the name of the customer and price.

There is a rapid increase of special departments devoted to children's wear. A large trade in colored garments is now in prospect. Rompers are a very strong selling line.

The way to go about it is to make up a list of customers who buy corsets above a certain price. When one of these customers comes into the department for a new pair of corsets make a memorandum of the size and style she buys. The slip containing all these particulars should be placed together and should at regular intervals be transferred to a card index and filed. If the corsets are returned the fact should be noted and the style and size that are finally retained should go upon the card.

Some days after the purchase is finally made a printed circular should be mailed to the customer informing her that you have this information and that when a new pair is needed if she will give name and address she can be perfectly fitted in future. This card index ought to form the basis for a most effective mail order list, as it contains so much information about the customers.

When anything new in corset styles appears, or in corset accessories, a circular can be sent, describing and introducing the class of goods. Customers may be advised when the fitter from the firm whose make of corsets she buys will be in the department, and, using the list for a basis of information the merchant may keep in personal touch with customers in many ways. Such a list also will be an invaluable guide to buying stock.

The Sleeve Question in England.

The three-quarter sleeve is a fashion which dies hard in England, whose women love to show their dainty wrists ; but on the other side of the Channel sleeves have been worn very long for some weeks past. In Paris dressmakers are doing their very best to give as much length as possible to the arm, and a few dresses even have been seen emerging from the great dressmaking establishments with the armhole practically commencing at the throat ; but it is to be hoped that English women will reject so absurd an exaggeration, even when the three-quarter sleeve no longer exists.

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A. A. Brodeur with Watt & Shapiro Mfg. Co.

A recent addition to the sales force of the Watt & Shapiro Mfg. Co., Montreal, is A. A. Brodeur, who is one of the best known commercial travelers in the Province of Quebec.

Mr. Brodeur, who is a French-Canadian, is a resident of Montreal, and received his early training with the S. Carsley Co., of Montreal, with whom he was engaged ten years.

Mr. Brodeur has been in the cloak and skirt trade in the Province of Quebec since its infancy. During his career as a traveling salesman, he has won the confidence of the many retailers with whom he has come in contact, and in view of his popularity in this respect will be a valuable acquisition to the traveling staff of the Watt & Shapiro Mfg. Co.



A. A. BRODEUR
Who has Joined the Sales Force of the Watt & Shapiro Manufacturing Co., Montreal.

Mr. Brodeur is a cousin of Hon. L. P. Brodeur, Minister of Marine and Fisheries, and a brother of S. A. Brodeur, prothonotary of the Supreme Court at Valleyfield.

✳

Cloak, Suit and Skirt Men Meet.

The thirteenth semi-annual convention of the National Cloak, Suit and Skirt Manufacturers' Association was held last month at Toledo, O. The association is composed of cloak, suit and skirt manufacturers in the central west, and has for its object the improvement of the product of its members, the bringing about a closer relation between the retailer and the manufacturer, and the elimination of a number of abuses that characterized the women's garment industry, before its present degree of importance was attained.

The first session was devoted to the style exhibition, which consists of the showing of a number of garments, the work of the members, each garment possessing particular merit, according to the manufacturer's ideas. After viewing all the garments shown, the style committee makes a series of recommendations for the coming season, which the manufacturers follow. This assures a certain uniformity of style, and gives the buyer confidence, knowing that the manufacturers are all showing goods along the same lines, and that no radically new styles will be shown. The result of this style exhibition was the following recommendations for the Spring of 1909 :

Two-piece Tailored Suits :—Hipless and half-fitted jackets, with 36-inch lengths dominating. Cutaway and straight fronts, 34 to 42 inches long for women, and 30 to 36 inches long for misses, with long, narrow coat sleeve.

Skirts :—To be gored and of diminished fullness at foot, with a tendency to high-waisted effects.

Three-piece Suits :—Without sleeves, with net or lace yokes, or made to be worn over waist, with hipless jackets for the cutaway front ; moderate cutaway fronts predominating ; long, small sleeves.

Tailored Dresses :—One-piece complete dresses, in both Princess and raised waist effects, and guimpe dresses more particularly for misses and juniors.

Separate Coats :—Hipless and semi-fitting jackets, cloth and silk materials, with some tendency towards cutaway effects, 32 to 42 inches long for women, and 30 to 36 inches long for misses. Coat sleeves.

Traveling and Touring Coats :—Half-fitted Empire and hipless effects, 52 to 54 inches long. Cloth and silk materials.

Separate Skirts :—Similar to suit skirts, but showing more trimming—mainly in vertical effects. With diminished fullness at bottom.

✳

Whitewear.

In centres large enough to make January whitewear sales successful, the buyers for this department are looking forward to good business. Manufacturers have done their part and for the coming sales the lines offered are of extra attractiveness.

The vogue of the sheath skirt is very evident when better grade lingerie is examined. In goods of this class there is a noticeable absence of unnecessary fullness. For slight figures, however, some be-ruffled garments are shown.

It is in drawers that the most noticeable changes occur. Knickerbockers are the novelty of the moment. One model blouses over and opens up at the side of the knee. There is a beading edging at the bottom, through which a ribbon is drawn to confine it at the knee. Some models are more on the bloomer shape and have elastics at both the waist and knee. Soft clinging materials are used in their production, and neat close-fitting trimming effects are in vogue.

Popular-priced drawers come in more perfectly-fitting shapes, and the majority of them are cut in the new circular or dart shapes. Now that the fit is so much emphasized, there is a larger demand for extra sizes in

Laurentian Whitewear Company

CABLE ADDRESS
"LAURENTIAN"

LEVIS, P.Q. January 6, 1909

A Letter for You *Subject--Resolution*

Dear Sir,--

A good many of you have shown a remarkable interest in this business, making suggestions that have proved valuable.

I think you will be interested in knowing that we had all of our sales force meet a few days ago, in conjunction with our inside staff. That conference was helpful to all of us.

It is the general opinion that Laurentian Whitewear, Waists, Hemmed Sheets and Pillow Slips have made "good." No, we're not getting chesty!

Our outstanding resolution was to use our experience to produce better goods, and to hustle for all we were worth in telling you about it and showing you. Then to deliver promptly and fulfil every business obligation to you-- and a little more.

I thank you for your business, and extend New Year's greetings, with the added assurance that it is the aim of this business to help you get more business.

R. L. McCutcheon
President.

Shaer & Eliasoph



Our Spring line consisting of the very latest styles in **Ladies' Suits,** in Empire, Princesse and Directoire Styles.

Satin Coats in Empire and Directoire styles.

Natty styles in **Covert Jackets.** All are made to sell at popular prices.

The collection is now ready for inspection in the house, and our travellers will call upon you about the middle of January.

Shaer & Eliasoph

40 St. Antoine Street,

MONTREAL

drawers, and merchants should see to it that garments of this class are included in their January showing.

Embroidery flounces are the best liked trimming of drawers this season, and heavy dotted patterns with scalloped edges are much in evidence.

Though chemises are not selling so freely, there is quite a nice demand for them, particularly in very neat effects in sheer soft fabrics. These garments are more shapely than they used to be ; some, indeed, being quite of the fitted type. These are intended to be worn as corset cover and skirt.

One particular line that shows a large number of attractive models is corset covers. The vogue now is for elaborate models. Not only are wide corset-cover embroideries extensively used, but all-overs are pressed into service. There is an increasing sale for French handmade and embroidered corset covers each season. Some of the prettiest and most dainty of these have scalloped edges, and just below a row of eyelet holes worked, through which a ribbon is drawn.

Spends $200 Monthly in Advertising.

W. R. Megaw, accompanied by his son, W. E. Megaw, both of Vernon, B.C., was in Toronto this week. Mr. Megaw is a general merchant who went out west some 30 years ago from what is now Auburn, Ont. He has built up a large and propserous business in his town. He carries groceries, hardware, dry goods, millinery and boots and shoes. His store is 120x48 ft. and a building 30 ft. wide is to be erected across the back, making the full depth 78 ft. Near his store he has a warehouse in which he carries agricultural implements and carriages. while in this line of business he has recently opened a branch in Vancouver.

"Business," said Mr. Megaw, "has been good with us all the year, and one remarkable fact is that we have not in Vernon in any way felt the stringency in the money market. Vernon is the hub of the Okanagan fruit district; the famous Aberdeen orchards are but a few miles from us. A great many people who have made money in the Canadian Northwest are settling in the Okanagan Valley, on small fruit farms in many instances."

W. E. Megaw, the son, has charge of the advertising for the firm, which amounts to about $200 a month. They use the local newspapers and besides this have other advertising schemes. Mr. Megaw, junior, pointed out that the people in their vicinity demanded high quality goods and that the majority of ties, for instance, bought by their customers ran from $1 to $1.50.

Their business is part cash and part credit. In their dry goods department, which was started a couple of years ago, they inaugurated a system of giving 10 per cent. on cash purchases, and this has been remarkably successful.

The Megaw firm subscribe for four of the Maclean publications, viz.: Canadian Grocer, Hardware and Metal, Dry Goods Review and Busy Man's Magazine.

The Oxford Knitting Co., of Oxford, N.S., recently issued their calendar for 1909. The general design is not only artistic, but rendered all the more interesting by reason of the information which accompanies it with reference to Oxford tweeds, homespuns and yarns. Surmounting the calendar page is an illustration of a battleship, "One of England's Best." Following this under the heading, "Canada's Best," are a number of facts relating to Oxford goods.

Are You Prepared?

1909 will be a very busy year



1,000 Styles

of Ladies' and Misses' Underwear for your selection. Styles never prettier. What you want at the price you want it.





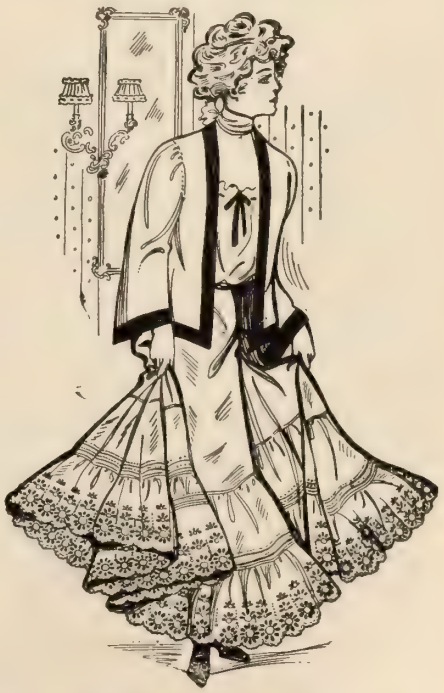
"Eclipse"

Don't wait for our travellers if your stock is getting low. Write us for samples or send an open order, which will receive careful and prompt attention.

"Eclipse"

Don't delay your repeat orders if you want early delivery. Our factory is busier than it has been for many a day and we are advertising for 50 more skilled operators.





Eclipse Brand

Fit, Finish and Quality of Every Garment Guaranteed.

The Eclipse Whitewear Company, Ltd.

TORONTO

All early orders placed with us for Shirt Waists will have THE NEW SLEEVE.

Specialists in Children's Wear

That's all we make and we make it well.

Our designs and materials are right.

Our workmanship is the best.

Our garments are generously cut.

They fit well. They sell well. They wear well.

Buyers have proved this.

Infants' and Children's Whitewear
Children's and Girls' Bathing Suits
Children's and Girls' White Dresses
Girls' and Misses' Two-Piece Suits
Children's and Girls' Colored Dresses

Home & Watts
Limited
Toronto

Young Men are Making Good.

Robert Gemmell, traveler for the past eleven years with John Macdonald & Co., Toronto, on the route between Toronto and Kingston, has been placed in charge of the firm's mail order department. Actively identified as he has been with the wholesale dry goods business for the past 31 years, and very well known to the trade, Mr. Gemmell is in every way qualified for the important post to which he has been appointed.

The fact that he began as a boy in the warehouse of G. B. Smith & Co., later the Toronto Dry Goods Importing Co., his connection with both extending over twenty years, is in itself of considerable interest. The present change, however, appropriately brings into view quite a remarkable fact concerning the staff of John Macdonald & Co. Mr. Gemmell's successor is Leslie Madge, a young man who obtained employment in the firm's warehouse in 1903. He had then just passed his matriculation. Of the force of twenty-seven travelers



Leslie Madge, who Succeeds Robt. Gemmell on the Route Between Toronto and Kingston for John Macdonald & Co. Mr. Gemmell is Now in Charge of the Mail Order Department.

of which he is now one, the majority began where he did and have made good, as he is doing. Possibly of greater interest, however, is the fact that of the 10 buyers and assistant buyers now in the employ of the firm, eight entered the establishment as boys and gradually worked their way to the head of departments. They are:—Ed. Campbell, buyer for carpets and housefurnishings department, and his assistant, David Craig; John Milne, buyer for men's furnishings and haberdashery departments, and his assistant, Ernest Voss; Fred Tisdale, buyer for silks, dress goods, hosiery and glove department; W. T. H. Boyd, buyer for staples and linen department, his assistant, Fred Rooney, and Lester Floyd, assistant buyer in the woolens and tailors' trimmings department. J. Hunter Brown, buyer in the latter department, and Ed. Rive, assistant in the silks, dress goods, hosiery and glove department, entered the employ of the firm as experienced salesmen.

The merchants of Brantford ran a special Christmas trade excursion from Galt, Paris, Ancaster and intermediate points, by radial railway, on Wednesday, Dec. 16th.

The

Dunlap M'f'g Co.

51 St. Paul Street, Montreal

will show a complete range of

Women's and Children's

Ready-to-Wear Garments

for the Fall Season, 1909

J. E. McClung, our agent for Ontario, and an efficient staff will be on the road early in January, and we would ask a careful comparison of our values before placing orders.

The line will include WHITEWEAR, BLOUSES, UNDERSKIRTS, KIMONOS, COSTUMES, CHILDREN'S DRESSES, etc., in new and exclusive designs.

Duchess Brand

Ask Yourself

Are You Buying the

Bread and Butter Spring Garments

Right, Popular Priced Coats, Suits and Skirts

Our Spring Line is right and we'll be glad to have you look at our travellers' samples or call when in the City.

Montreal Skirt & Cloak Mfg. Co.

1114 St. Lawrence Boulevard, MONTREAL

About the Spring Line

Look for the Tiger's Head



A Montreal Garment Buyer, reputed to be one of the best in his line in Canada, looked at our Spring line of Ladies' and Misses' Suits a few days ago. This is his concise summary: "I have seen Canadian lines, looked in New York, and you have the nicest styles and the choicest cloths I've seen. Your modified Empire effects are distinctive."

MAY WE HAVE YOUR OPINION?

WATT & SHAPIRO MFG. CO.

507 St. Paul Street, - MONTREAL

The Reliable Waist
None Better Made.

Retrospect and Prospect

The year 1908 is now a matter of history. It has left its mark in the history of the commercial world.

It was a trying anxious year from many businesses.

In order to come out better in 1909, caution is needed at the start, so that when the curtain is dropped on the year 1909, the ledger will show the balance on the right side. The ounce of prevention is a necessity in case of similar disturbances to last year. This all points a lesson.

Reliable Buying is the Key-Note of Success

Perhaps the waist and dress department is the most difficult to buy for, styles and salability play such an important part. If you have salable, reliable goods your success is certain.

RELIABLE Waists and Dresses for many years have enjoyed an enviable reputation for style and salability.

For the Spring and Summer season of 1909, our designers have created fashions whose success is assured, judging by the favorable reception accorded the line by important stores.

An early inspection of the line either in the house or through one of our representatives will prove to your interests.

RELIABLE SILK WAIST FACTORY

40 ST. ANTOINE STREET, - MONTREAL

Mail Orders Promptly Attended to as Usual.

Ladies' Rubberized Silk and Satin Garments

will again be active sellers for Spring. Our showing is the largest in the trade. We were first to show them and still lead. National styles make sales for you. Prices and catalogue upon request.



In Brown and Black, Blue and Black, Black and Black Satin Striped Taffetas.

The complete line of Ladies' Raincoats and Spring Coats deserves your inspection, either through our sales force or samples will be sent upon request.

Modified Empire and Directoire styles are worthy of attention.

See the new SILKRAV CLOTH.

We thank our customers for their business during 1908, and wish one and all prosperity during 1909 and the years to come.

NATIONAL RUBBER CO. OF CANADA

The Largest Exclusive Raincoat Manufacturers in Canada

16 CRAIG STREET WEST - - - - MONTREAL

Spent One Hundred Thousand on Her Horse Show Gowns

Even at That, Miss Julia Morosini did not Exceed Her Allowance — Spends Annually Two Hundred Thousand on her Wardrobe — Her Mother was a French Canadian.

The recent death in New York of Giovanni P. Morosini, the multi-millionaire, and the bequest of the bulk of his estate to Miss Giulia Morosini, his favorite daughter, has served to bring that remarkable young lady into special prominence. Miss Giulia has always been a notable figure in New York society, her striking appearance and her elaborate gowns drawing attention to her wherever she appeared, and now that she is in possession of her father's estate, popular interest in her has been immensely increased.

The daughter of a beautiful French-Canadian lady, Miss Morosini inherited both her mother's good looks and her love of fine clothing. She is credited with spending annually on her wardrobe two hundred thousand and dollars. Her supposed extravagance in dress has been the subject of many a homily, but on hearing these stories her father always smiled indulgently, and on one occasion when told that his daughter had spent $100,000 for her Horse Show gowns he remarked that if she had, she had not by any means exceeded her allowance.



Miss Julia Morosini, whose Dresses Cost Two Hundred Thousand Dollars a Year. Her Mother was a French-Canadian.

He and his daughter were always together in public, and he seemed to find pleasure in seeing her always so fashionably attired. In appearance he was distinguished. His erect form and square shoulders gave him an air of distinction, which was accentuated by his snow white mustache and imperial, which he wore after the style of King Victor Emanuel.

Adopted the Name of Morosini.

Of the early life of Giovanni P. Morosini comparatively little is known. As a matter of fact, he was not born Morosini at all, but his father's name was Pertegnazza. When he was able to go into the world on his own account he adopted another patronymic, partly, it is said, because he did not get along well with his sire, and partly because the name he took, which was that of a distinguished family with which he was connected, was better adapted for faring about the world.

Giovanni P. Morosini was born in Venice, in 1832, and at an early age was attracted by the profession of arms. The story is told of him that as a child he went to see the Austrian soldiers drill and that a captain in passing knocked him down. The boy removed his shoe and threw it full into the officer's face.

He went to school for a time to Cavallini, who had been a soldier of Napoleon, and listened to stories of adventure and of war. Young Morosini witnessed many thrilling scenes which attended the efforts of his country to escape from the thrall of Austria, and he was at one time a cadet in the Austrian navy. He and some fellow sympathizers fled to Smyrna, and there he met the American Consul, who advised him to go to the United States.

The youth shipped as a sailor before the mast and arrived at Baltimore and subsequently reached New York. Two trips to Havana and back were added to his adventures before his lot was finally cast in the metropolis.

Became Friend of Garibaldi.

Garibaldi was then living in exile on Staten Island, engaged in the trade of making candles. He and the young sailor became friends, and Morosini accompanied the Liberator on a commercial voyage. He returned to New York finally in 1854 and soon became identified with the city. His entrance into the world of finance was due to a chance meeting.

According to the story which he told in after life he was wandering in the streets of Clifton, Staten Island, when he saw a young boy attacked by a group of youths of larger size. Young Morosini, who was stalwart of frame, drove away the tormentors and took the boy home. The boy, who was the son of Nathaniel Marsh, told the story of his rescue to his father. Mr. Marsh was then one of the high officials of the Erie Railroad. He offered the sailor money, which was refused.

"All that I wish," said the Venetian, "is a chance to work."

Morosini, with, as he expressed it, the tar still on his hands, became an office boy in the employ of the Erie. He was then past his majority, active in mind and body and equipped with that native shrewdness which was ever on the alert for an opportunity. His rise in the service of the railroad at a time when there was need of men of force and shrewdness was rapid. He worked with all his energy by day and at night studied

English and mastered the intricacies of finance and bookkeeping. He was within four years general auditor of the Erie, with a salary of $1,000 a month, and when Mr. Marsh died in 1864 Mr. Morosini was one of the strong men in the Erie organization.

It was not until 1869 that he attracted the attention of Jay Gould. There were troublous times in Wall Street and the financier often felt that he was in peril of life and limb. He was confirmed in this idea one day when Major Selover, who believed that the loss of his money was due entirely to the reigning Wizard of Finance, picked him up and threw him into an area way. Mr. Gould decided that after that he would not appear in the street without the protection of a stronger man.

Built Up his Bank Account.

He found the help he wanted when he first saw Giovanni P. Morosini, and from that time the fortune of the Italian was assured. Mr. Gould recognized the keenness of his faithful follower and put him in the way of making money. Mr. Morosini learned the Gould methods, he traded in the Gould stocks and he was soon building a substantial bank account.

His progress from that period until the time of his death was attended by unbroken success. His natural shrewdness was coupled with the daring and boldness which distinguished the old merchants of Venice. He took long chances sometimes but he never played the game of Wall Street beyond his means. As a speculator he was bold, and yet he kept himself under perfect control. During all the years in which he was a power in Wall Street he never hung out a sign. His trading was done through brokers and in later years he was associated with Washington E. Connor, at No. 31 Nassau Street.

The Morosinis were naturally interested in Canada and the family spent a great deal of time in Summer in visiting Quebec.

An Exceedingly Valuable Work.

An exceedingly valuable work relating to the wool fibre from a scientific and practical point of view is the publication by Dr. F. H. Bowman, on "The Structure of Wool Fibre," with special reference to the uses for technical purposes, the second edition of which has recently come from the press. The first edition of this work was published in 1885, and was at once accepted as the standard one on the subject, alike in England, on the continent and in the United States. The scope of the work is confined to the fibre itself, and its various processes of manufacture, both mechanical and chemical, rather than the methods employed in manufacturing, the object of the author being to summarize the distinctive character of the raw material, upon the nature of which all the changes in the process of manufacturing must be based, if the best results are to be obtained.

Sells for Cash and Gives Cash Premiums.

One merchant in a Western Ontario city, who has for years conducted his business on a cash basis, adopts frequently some novel plan which serves to make his store a point of exceptional interest. He is no firm believer in bargain sales, nor in the efficacy of the advertisement which claims, as he describes it, "to have the best goods in the world at the best prices in the world."

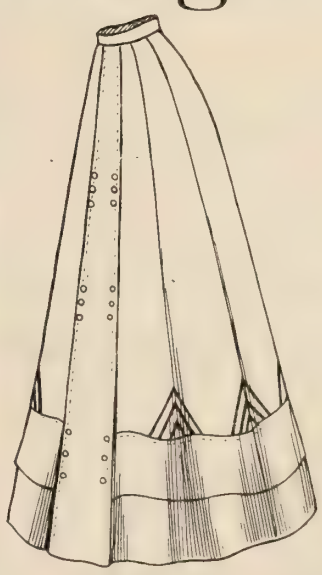
"When I go in for anything special," said he, "I give the people the cash. They like it better than anything else. For the past few months my customers have been given to understand that the person who produces the largest number of cash cheques at the end of the year, will receive $50 in gold. The second best customer rereceives $30 and the third best $20. That plan has worked very satisfactorily. The competition brought me many new customers. When adopted in connection with the beginning of a new season, or at Christmas time, such a plan does not render injudicious spending necessary in order to gain the prizes. It is on these occasions that they need many new things, and the prizes are of proportions which make them worth while trying for.

Back from European Trip.

A. A. Levin, of the Dominion Cord & Tassel Co., Montreal, is again in the city after a seven weeks' European trip. Mr. Levin visited London, Paris, Berlin, Barmen, the braid centre, and other important cities, returning by way of New York. Besides having a reputation as a manufacturer, he is a shrewd student of fashions and speaks interestingly of new styles.

The Up-to-Date Trimming House
That's All
ASCHER BROS.
MAIL ORDERS PROMPTLY ATTENDED TO
30 St. Francois Xavier St., - - - MONTREAL

Berger's *The Place for Skirts*



975

Nine gore flared skirt. Made in all wool Panama or Venetian, in black, navy, green and cream.

Price $3.75

The Spring Line is full of Medium Priced Winners

If you can't call we will submit samples upon request

BERGER & CO.
(*Successors to New York Skirt Mfg. Co.*)
385 ST. PAUL STREET : : : MONTREAL

"EXCELDA" Handkerchiefs

Made from a new Fabric of a superior quality. A good article commands respect from your customer, and increases your business.

Don't be misled When buying from the wholesale trade please insist upon having the genuine "Excelda."

A small ticket stamped "Excelda" upon every handkerchief.

The wholesale trade are offering the "Excelda" Handkerchief at a price to meet the requirements of the retailer to sell at popular prices.

The manufacturers of "Excelda" are determined to maintain the same high standard of quality, every attention being given to all details in production. Styles and designs to suit every taste.

A bed rock reputation for a good article will stand forever, and do justice to every one of your customers.

One of the attractions at the Franco-British Exhibition was the "Excelda" Handkerchief Exhibit.

And for which the committee awarded A GOLD MEDAL.

Travellers on the road have got samples of "Excelda" Handkerchiefs.

Please ask to see them. Mind you get the genuine "Excelda."

Men's Clothing and Furnishing Department

Clothing manufacturers state that smart styles for young men will again be a prominent feature of the vogue for next Fall.

Browns, olives and drabs will still have a prominent place on the color card.

The year's outlook is very encouraging in all departments of men's wear. A good Spring business is the first material proof of this prediction. Stocks throughout the country were never cleaner.

The holiday season caused a very good movement in many gift lines of men's wear. In neckwear, reports from some quarters state that there was a decided improvement in the demand for the better qualities.

It is the opinion of clothing manufacturers that the smart styles for young men, which have given decided character and certain life to the present season will be repeated for next Fall. Sample lines are now being prepared for the travelers in March, and they indicate no farewell to a full color card, to checks and stripes, to shaped backs, and dip fronts, to patch pockets and slanting lapels, or to the extraordinary use of buttons. Overcoats, it is said, will play a larger part than they did this Fall in the oddities of the fashion. They will serve as a more positive index to the styles of garments which cold weather requires them to conceal, but which, nevertheless, will preserve those unique characteristics which adorned young men's Summer wear.

*

Dividing Line is Wider.

The emphasis here is placed upon young men's wear, because there can be no doubt the dividing line between that which belongs to youth and that which is the more becoming property of advanced years, seems to be growing wider.

"The smart styles for young men are undoubtedly here to stay." That is not the opinion of one house alone, but of several. "The young men are entitled to it," remarked one, in discussing the subject with The Review. "They are getting away from the extremely quiet clothes of their fathers and grandfathers. The fashions have an unusually wide range, and adapt themselves to every taste, but we can positively declare that the popular garment will be that which is different as the result of its variations.

"Has not style, rather than durability, the greater demand at the present time?" he was asked.

*

Style, Not Durability.

"There is no doubt about it," said he. "It is a tendency of the vogue. The change in styles has been so sharp and so pronounced that, speaking generally, durability has to a certain extent been placed in the background; that is, as compared with the meaning of that term years ago. One cannot say that is a lost quantity, however, but the point is, style is the thing. Judging from present business there is no discouragement to frequent changes. Understand, however, that there is no inclination to promote that which is freakish. When clothes become extreme, it will have to be taken out of them.

The West is becoming a decidedly strong market. An increasingly proportion of Eastern outputs is being shipped thither, and it is remarked, further, that the West is a particularly smart dresser. It has given the most modern styles a good share of its patronage. That fact seems to be in keeping with the youth of the country. On the other hand, the East, so far as styles may be considered a barometer, is more conservative, though those signs which might be regarded as meaning disapproval of the new and popular vogue are wanting. On the whole, the country has taken kindly to the innovations and the predictions as to next Fall are fully warranted.

Style concessions to the high-class trade still give the quieter or standard effects strong place, but there is always that about them which is modestly in keeping with modern trend.

*

A Decided Improvement.

What has been said of woolens with reference to the Spring outlook, and the past year's record, holds true in other branches of men's wear. The latter part of 1908 was a development towards better things. The general stock congestion was reduced. There was a cleaning up which was forced in great measure by the selling qualities of Fall and Spring lines. Stocks to-day were never cleaner. The latest word with reference to neckwear is that in high-class lines there is likely to be a modification of stripe and color combinations, although to give the popular demand its due, a trend in the opposite direction, towards effects that are even more brilliant than those shown in early sample lines, is looked for. The Christmas trade in neckwear was good, but it was noticeable that merchants still had the tendency to buy gingerly. Some houses had the usual assortment of floral and so-called fancy designs for the low-price gift trade, but in many quarters where those goods have a strong demand usually, there was a call for better qualities, and for those lines which reflected the most approved vogue.

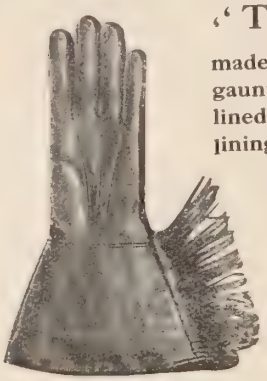
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Clothing Men are Optimists.

The clothing men have swung into line with the optimists. Few, if any, are expressing dissatisfaction with last year's business. Where there is anything disagreeable to remember, the splendid Spring prospects are proving a capital diversion. One house declares that last year was the best in its history, the bumper seasons of 1906 not excepted. Its statement is that the sorting and special order business was tremendous. In some cases stocks were small, and specials were necessary in order to fill orders. That helped largely toward the unprecedented result. There is no doubt that the introduction of the smart styles was the factor chiefly accountable for the mainten-

Better Value in Gloves and Mittens

That's what you get when you stock Imperial Brand Gloves and Mittens. The leathers used in Imperial Gloves and Mittens are specially selected for softness, flexibility and superior wearing qualities. All Imperial Gloves and Mittens are strongly sewed and are perfect in style, fit and finish. Cut shows



"The MILITARY"

made of Brown Dog-skin with gauntlet and fringe, either unlined or with striped wool lining. The "Military" is also made in Norway Buck with Maple Leaf ornamentation. EVERY PAIR GUARANTEED.

Write us for Prices.

Imperial Glove Co., Limited

DUNDAS, - - - - - ONTARIO

Manufacturers of specially good Gloves and Mittens for Farmers, Railroadmen, Drivers, Hunters and Automobilists.

Stylish Overalls

Sounds peculiar, but you'll see the point if you look at

Peerless Overalls

The line has "made good."

For instance, ask for a sample of

No. 400 R.R. made from 8 oz. Blue Denim, at . $9.50

No. 600 Elastic back made from 8 oz. Black Denim, at $12.00

PEERLESS OVERALL CO.

Rock Island, Que.

ance of activity. In relation to the clothing trade, they are placed on a par with those striking innovations in millinery and women's apparel which brought about similar results in their particular sphere. That the year 1909 is going to develop great strength, all are agreed. Spring orders have promoted a decided unanimity in that connection. Fall samples will be on the road by the middle of March.

Little is being said about the Fall color card. The buyers of many of the importing woolen houses are now in the Old Country making their selections. Olives and browns are shade departments which are entering positively into discussion. The olive range, it is stated, bids fair to rival the record which browns have already made. The prediction is that the Fall offering will be quite as varied, and as interesting to the makers of clothes as that of the Spring season. Order books indicate that the choice of custom men have concentrated very largely upon browns, olives and greys. Tweeds, it is stated, will have a better place for next Fall than they have at present, particularly with the custom trade. Their position, however, cannot be compared with that of worsteds.

*

Plaids in Smoking Jackets.

Large plaid effects in smoking jackets are strongly in evidence. They are either displayed in cuffs, collars and pocket flaps, with a plain-bodied garment, or else that order is reversed. Figured patterns also have a showing.

Plain colors, jackquards and shot effects, without embroidery are decidedly prominent in hosiery lines for Spring, and will hold good for next Fall. A silk and cashmere shot article to retail at fifty cents are among the good selling lines spoken of. The Christmas season had a very beneficial effect upon the hosiery section of men's wear.

So far as it is possible to prophesy about collars the folder which, so far as its front construction is concerned, is a compromise between the meeting and the open styles, is being very favorably commented upon. It gives the tie a better showing than it had with the former, and it improves appearances by reducing the opening above the tie to a minimum. So many different styles are in favor, however, that it is difficult to fasten upon any particular type as a predominating winner either for Summer or Winter wear.

The Christmas season gave an impetus to the glove trade, which, for some time, had been denied it owing to backward weather. Spring orders show a preference for the duck's egg and champagne colors. Brown and tan effects will always be very good.

There appears to be a growing interest in favor of silk gloves for men. This product has been given more than usual attention by manufacturers for 1909, and a gradually increasing demand seems to mark this line as worthy of development by men's furnishers.

*

Demand for Wash Ties.

"This detached figure stuff is dead," declared a buyer on his return from New York "Diagonal stripes seem to be in for a good run, with greens and browns decidedly in favor. But it is hard to fasten oneself down to particular shades in discussing colors. That is what makes buying a difficult proposition. There is likely to be a strong run in wash ties for Spring and Summer, particularly in highly mercerized lines selling at $2 to $2.50 a dozen. Here, too, stripes will be the thing."

Some houses declare that the day of the knitted tie is



XYLONITE
LINEN COLLARS



are Waterproof, Washable Collars, fully equal to genuine linen in wearing qualities and almost identical in appearance. All dealers who have examined XYLONITE LINEN COLLARS declare that they are by long odds the best imitation of high grade linen collars ever put on the market. An occasional wash with soap and water keeps them perfectly clean. They do not fray at the edges. The button holes are reinforced. They are made in all the most popular, fashionable shapes, the leading sellers being: BERESFORD, NAVARRE, SPORTSMAN, WELLINGTON, WOLSELEY, TOURIST, KINGSWAY No. 1, and KINGSWAY No. 4 (for men), and CHARTERHOUSE and HARROW (for boys). Xylonite is a material made only by the British Xylonite Co., London, England, since 1886.

SOLD BY ALL THE LEADING WHOLESALERS.

A large stock of these collars is held in Toronto.

GEO. RIDOUT & CO.

AGENTS

Head Office, 77 York Street, - TORONTO





WARWICK "Quick Sales" Overalls

Satisfaction with every pair.

Some Features :

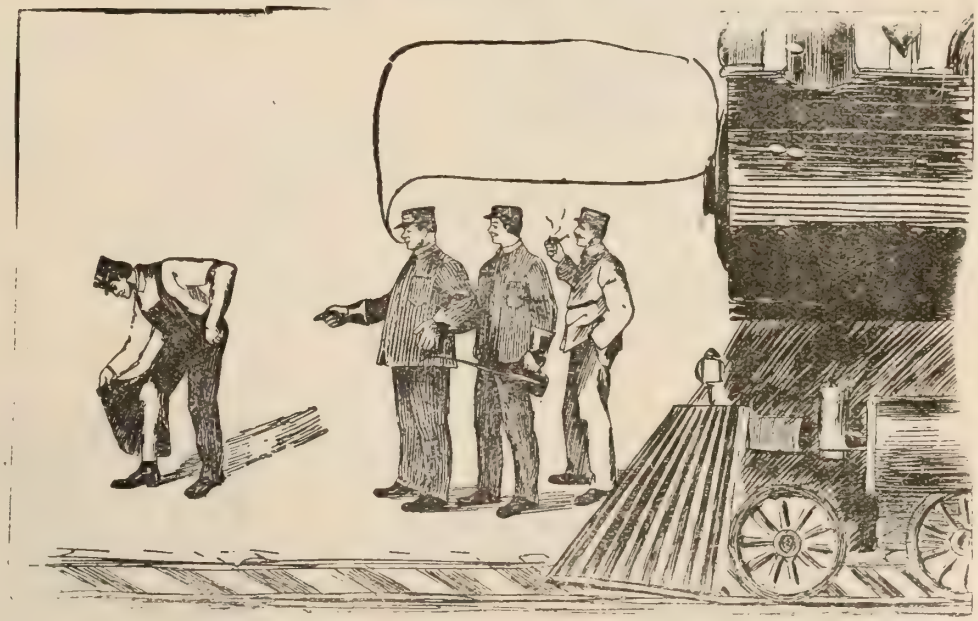
Generously cut.

Big Pockets.

Safety watch and pencil pocket.

Seams turned and finished.

A1 Materials.



Special lines of Overalls and Smocks for Engineers, Miners, Railroad Men, Etc.

Send for samples and prices. Mail orders a specialty

WARWICK OVERALL CO., - Warwick, Que.

Gloves *for* 1909

The Fall and Winter 1909 range of Gloves and Mitts in all leathers and styles is now ready.

It's the best from every viewpoint in our history.

Will you ask for particulars?

CANADA TRADE MARK

Robert Ryan Co., Reg'd

Three Rivers, Que.



Do You Sell Boys' Clothing?

If so, get acquainted with the "Lion" Brand and then you will find that this celebrated make is the best on the market.

We have two factories running full time, and still find it difficult to keep up with the demand

No customer has ever been dissatisfied with our goods, and our trade with every dealer handling the "Lion" Brand is increasing. What better evidence could we offer?

Our celebrated Knickers, made with double seats, double knees and double-stitched seams, are handled by the best clothing people in Canada. If you have a trade for the best, get the "Lion" Brand.

The Jackson Manufacturing Company
CLINTON AND GODERICH

passing. Others state that it is now at its best, and that it has been given a good place in their stocks. The narrow front, folding collar seems, they say, to preserve its popularity.

*

Novelties in Shirts.

Stripes are also a factor in the shirt department. Canary shades, bluish and greenish tints are prominent in the preferred colors. The very narrow pleat is a decided feature in white lines and broad and narrow color pipings on cuffs and down the middle of the front look to be points in favor among the novel introductions for evening wear, the white negligee shirt, with pleated front, is being used by extreme dressers, and in the same connection silks and brocades in tan and grey shades for fancy evening vests have a demand.

*

Overalls.

One section of the men's furnishing department, which comes into close touch with the wear and tear of industry is that devoted to overalls. The farmer, the mechanic, the railway man, the miner and prospector are its patrons, and its stock, therefore, must have a scope suitable to their requirements. Black and blue derrys still play the strong part in the overall trade, popular retail prices being 75c and $1 a pair. There never was, however, a greater range of garments than is shown at the present time, owing to the varied demand, and the equipment which each line of business demands in them. The mechanic's overall, for instance, is distinguishable by reason of its pockets, but apart from that requisite feature of the manufacture, durability is the main thing. Makers have concentrated upon this essential to such an extent that, without it, overall reputation cannot amount to much.

The development of the mining industry during the past few years has created a good field for overalls, and working combinations whose durability must measure up to severe test. Manufacturers report a steadily growing demand with regard to trade generally.

*

Hat Business Changes Hands.

The hat and cap business of M. Vineberg & Co., Montreal, has been transferred to the Waldron, Drouin Co., Ltd., McGill Street, Montreal, as the former concern have decided to give their entire attention to the manufacture of furs. The entire stock was taken over by the Waldron, Drouin Co., as well as all orders booked for 1909. The latter company is advantageously equipped for handling the increased business, and will be able to give complete satisfaction to the former customers of M. Vineberg & Co.



NOTICE!

White Co. Brand

Clothing, Shirts and Overalls are perfect fitting, roomy cut goods and will prove a profitable line for you to offer your best customers.

Kosmo King Shirts!

If you try them you'll believe us when we say Kosmo King White Co. Brand workingmen's big shirt is beyond doubt the best shirt at the right price, ever introduced in Canada. Double stitched, double lapped, seams double stitched, expanding military pockets, etc., large body and sleeves continuous facings on cuffs and made from material as tough as pigskin. Colors black, seal brown and khaki.
Goods right, prices right, deliveries right, terms right. Four important features in connection with our goods.

The White Mfg. Co., Limited

226-228-230 Albert St., - OTTAWA, ONT.

Wreyford & Co., Toronto

WHOLESALE MEN'S FURNISHERS



Sole Agents in Dominion for:



Young & Rochester

Manufacturers Shirts Collars, Neckwear

Pyjama Suits in Ceylon Flannel, Zephyrs, etc. A good line of English Shirts makes regular customers. Best Selection of Fine Flannel Shirts in Canada.

T. H. Downing & Co., Leicester

Underwear, Hosiery, Cardigans and Club Sweaters. Manufacturers of Knit Royal Sweater Coats, Sleighing Hoods, etc., also of "Unex" Hosiery.

Cellular "Aertex" Underwear, etc.



The Original Cellular, the Only "Aertex." United Garments and two-piece—long and short sleeves—trunk drawers.



Our English Cardigan Coat—

Combining the good points of the Old Cardigan Jacket with the New Sweater Coat. **New Shades** **Improved Styles** **Best Values**

In reminding our customers of our regular lines of Unshrinkable Underwear we would specially mention "WOLSEY" Underwear which we can now ship you direct from England at sterling prices.

If our travellers are not calling on you, write us.

Browns, Greys and Greens

Popular in Spring Suitings

Our Spring stock of Suitings now arriving contains an unusually large range of staple woollens and worsteds, with a splendid variety of the newest ideas in colors and weaves.

Grey Cheviots for Spring Overcoatings occupy a prominent place. Use our stocks.

The advantages of our immense stock throughout the Spring season are at your service.

Try our Letter Order Department.
Samples Furnished on Application.

A. McDOUGALL & CO.

Sole Proprietors of the famous

"Blenheim" Serges and Salt's "Yotsman" Serges

196 McGill Street - - MONTREAL

Branches at

QUEBEC TORONTO WINNIPEG ST. JOHN, N.B.

If You Want The Young Men's Trade

this Summer, you must have the

Bull Dog Shape

Maritime Shape is all bull, from the point of the nose to the tip of the tail.

There may be other Bull Dogs, but MARITIME is dead game, and the only one to rely upon.

For 1908-9 trade, we showed the **Williams.** Next Winter 1909-10, we have another winner, the **Tom Jones.**

For The Sporty, Nobby Young Man, the Cap for next Winter is the **Hummer.**

REVERSIBLE BAND, CAN BE WORN INSIDE OR OUTSIDE
(No patent applied for)

If You Want to Increase Your Sales, You Must Have This Cap.

The
Maritime Hat & Cap Co.

Manufacturers of
THE NOBBY CAPS OF QUALITY
Truro, N.S.



THIS LABEL

MADE FOR THE
B.V.D.
BEST RETAIL TRADE

ON

Coat Cut Undershirts, Knee Length Drawers, Union Suits *and* Sleeping Suits

guarantees your customer a garment *absolutely correct* in

CUT,
FINISH,
FIT *and*
MATERIAL.



B. V. D. CORRECTNESS

IS THE CAUSE OF

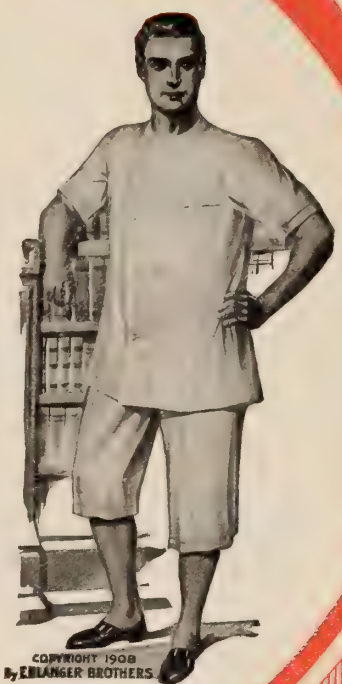
B. V. D. POPULARITY.

THIS coming Spring and Summer, the story of B. V. D. *correctness* will be told to the consumer in an advertising campaign larger in scope and more far-reaching than the effective sales creating effort that was put forward last season to exploit

B. V. D. MERIT.

The demand for B. V. D. Products will be great. Are you prepared to meet it?





THE B. V. D. COMPANY

N E W Y O R K

CANADIAN WHOLESALE DISTRIBUTORS:
Toronto—Caulfeild, Burns & Gibson, Ltd.; The W. R. Brock Company, Ltd.
Montreal—Matthews, Towers & Co.; McIntyre, Son & Co.
Winnipeg, Man.—Stobart, Sons & Co., Ltd.

CANADIAN LINOLEUMS AND OIL CLOTHS

SPRING, 1909

LINOLEUMS FLOOR OIL CLOTHS
TABLE OIL CLOTHS, STAIR OIL CLOTHS
ENAMELLED OIL CLOTHS

Designs, Quality and Prices

are

Right

Our range for Spring is the best we have ever shown—many new and original designs in a variety of colorings.

SEE OUR SAMPLES

Spring Samples now in the hands of all Wholesale Dry Goods Jobbers

Manufactured by

The Dominion Oil Cloth Co., Ltd.
Montreal

Challenge Rubber Collars

The Arlington Challenge Collar is positively the best imitation of linen goods made. Sell only a live line of Collars. Do not be stocked up with Collars that never move off your shelves.

Arlington Rubber Collars are sold in every city, town and village, from the Atlantic to the Pacific every day.

Are you getting the benefit of this line? If not write to-day for sample. Collar mailed to any Dealer on request.

We know you will place an order, which will be sent through your jobbing house at your request.

We manufacture Dressing Combs, Fine Combs, Martingale Rings, Harness Loops, and Collar Supports.

If you are interested in any of the above lines write now.

The Arlington Company of Canada Limited

54-64 Fraser Avenue, Toronto

REPRESENTATIVES

Western
J. A. Chantler & Co.
Toronto

Eastern
Duncan Bell & Co.
Montreal

Working and Negligee Shirts

For MEN and BOYS

If you wish to furnish your customers with the best and most satisfactory Shirt, order

"The Deacon"

Over 250 Varieties to choose from.



Soft Front Shirts
Working Shirts
Outing Shirts
Night Shirts
Youth's Shirts
Boy's Shirts
Boy's Shirt Waists

Send for Samples.

Special attention given to Mail Orders.

THE DEACON SHIRT CO.

BELLEVILLE, ONTARIO

EAGLE  BRAND

SHIRTS

See our line of fancy Negligee Shirts before placing your order.

PATTERNS ARE

New, Neat and Nobby

WORKMANSHIP IS

THE BEST

Up-to-date in every way and prices are right.

MONARCH SHIRT CO.

ROCK ISLAND, - QUE.

SUSPENDER SALES



If you want to increase your Suspender sales and profits for 1909, we would advise you to see our new samples before placing your Spring order.

Ask our traveller to show you our

Wizard Suspenders

as well as several other new lines added for our Spring trade that are catchy and neat and will be trade winners.

Do not forget to take a look at our leather belts. They certainly will interest you.

Thanking you all for past favors, and hoping for a continuance of your confidence and trusting the year 1909 will be a record-breaker for all.



Globe Suspender Co.

Rock Island, P. Q.

J. A. OUIMET
366 St. Paul St., Montreal

L. O. PAQUETTE
70 Church St., Quebec

VULCAN COLLAR

has space for new large knot ties.

VULCAN

in 1¾ and 2 in. will be stocked here in January.

GET A CATALOGUE.

The **Canadian Underwear Co.**
309 Notre Dame St. West
Montreal

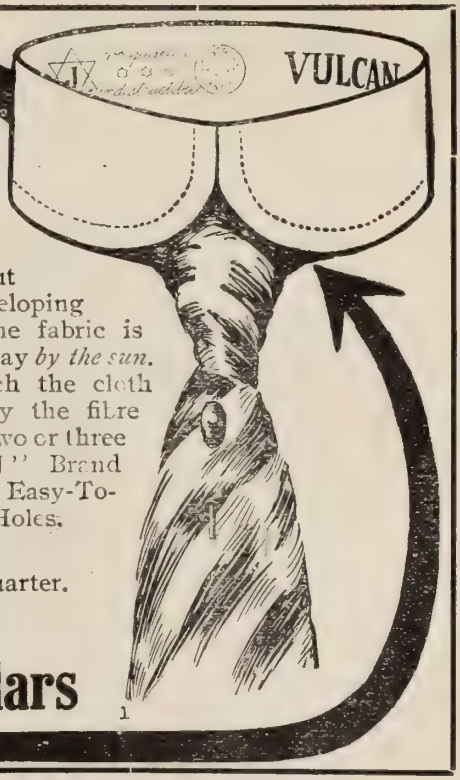
They Wear Like Leather

One reason why "J" Brand Collars wear so long without cracking at the ends or developing "saw" edges, is because the fabric is *bleached* in the old fashioned way *by the sun*. The modern way is to bleach the cloth with *chemicals* which destroy the fibre (such collars wear out after two or three trips to the laundry). "J" Brand Collars also have our patent Easy-To-Button, everlasting Button Holes.

Two grades—
3 for 50c., and 2 for a quarter.

Ask your dealer for

J Brand Collars



NIAGARA NECKWEAR Co. LIMITED
NIAGARA FALLS
MAKERS OF
AMERICAN STYLES
OF NECKWEAR

DOMINION SUSPENDER CO.
NIAGARA FALLS
MAKERS OF
Trade D Mark
SUSPENDERS
GUARANTEED

Niagara
Niagara Shirt Co Limited
Niagara Falls
Canada
Makers of
Niagara Shirts

THE MEN TO LOOK FOR



FREDERICK CUFFE, Manager.

The Harvey Quilting Co LIMITED
NO ODOR NO DUST
MAPLE LEAF BRAND
FEATHER & DOWN COMFORTERS
NO QUILLS SANITARY
38,37 PEARL ST TORONTO.

OUR GOODS SET THE STANDARD

We have bought the comforter and cushion plant of the Alaska Feather and Down Company, Montreal, and have moved it to Toronto, where it will be operated in conjunction with our already extensive plant. By this change a very considerable saving in operating expenses will be effected, and our customers will be given the benefit.

OUR TRAVELLERS

will be out the first week in January with Fall samples of down wool and cotton Comforters and Cushions, as well as Muff Beds, our specialty. It will pay you well to see the samples they show before you make your Fall purchases.

MR. HUE will represent us in the Lower Provinces.



C. O. DOUGLAS
Traveller for Canadian North West.



H. J. CUFFE
Traveller for Ontario.



J. CARSON
Traveller for Eastern Ontario and Quebec.

The Harvey Quilting Company, Limited

33-37 Pearl St. - - Toronto, Ont.

Carpets, Housefurnishings and Decorations



Section of the Curtain and Drapery Department of the W. A. Murray Co., Toronto.

System One of the Great Essentials in Keeping Stock

Simplicity of Detail Marks the Plan Adopted by W. A. Murray & Co., Toronto — An Easy Matter to Ascertain Averages — All Particulars Carefully Tabulated.

That day is fast sinking into the past in which the carpet and housefurnishing department of the dry goods store was looked upon as belonging to the somewhat doubtful "side line" class. In the up-to-date store, its problems are being carefully studied and its opportunities, so far as staff, equipment and advertising are concerned, are being placed on the same level as other departments. It is keeping pace with the essentials of the demand.

The purely merchandising idea is passing. The householder's education on the subject is, in great measure, responsible. His individuality has become inspired. He expects the manufacturer to produce the materials whereby he can realize on that inspiration He makes selection from the stock of the retailer a matter of more careful study than formerly. Absolutely necessary is it that those stocks be of fair range and representative of all that is approvable in fabric and design.

System of Supreme Importance.

Careful attention to stock-keeping is, therefore, of supreme importance. Possibly in no other department of the store is it so necessary for a merchant to know what goods he has on hand, what is coming in and what is going out, and how the division is averaging up in the matter of sales. He will allow no accumulation of short ends, and he will be extremely careful in buying not to give his personal preferences too great headway. Where he buys from the jobber, the problem is not so serious as when he visits the outside market and selects for an entire season. Sample cards may be described as mediums of last recourse in any event, and means of communicating with the manufacturer are so near at hand that "repeats" and "specials" do not cause the perplexity that they did some years ago. There appears to be no particular **rule** by which a buyer may be guided with absolute confidence in making his selections. It requires sound judgment on the matter of designs, a thorough knowledge of the market and due consideration to features of demand which may be safely anticipated upon.

System, as applied to stock-keeping, has been described as "cutting out nine-tenths of the worry." Many men are working on many methods and it is only intended here to deal with one which has the test of 25 years in one of the largest and most modern departments in Toronto—that of W. A. Murray & Co.—to recommend it. The head of this department, J. H. Domelle, makes special trips to the large wholesale markets twice a year. In that way he becomes familiar with them, secures a good

line on popular designs, and much other information which customers appreciate.

Sales Made from Sample.

Goods are, of course, first entered in a stock-book, together with their invoice value. In the draperies department, when new materials arrive, the yardage is immediately tagged upon them. When a salesman makes a selection from any one piece, he marks the remaining quantity on that tag. Sales are almost entirely from sample, which is also tagged with the quantity in the piece, and the figures in each case must always correspond, so that a clerk selling in that way, is able, at a glance, to tell what is at his disposal. The samples therefore are a correct index of the condition of the section. This system is applied to cretons, chintzes, brocades and tapestries. It enables the head of the department to keep easily in touch with his stock, and is always a reliable remnant indicator. A special department is made of these short ends, whenever accumulation warrants it, and remnant sales are the means successfully applied in clearing them out

Tags Supplement Books.

In the curtain department tags prepared for the purpose, are again brought into service. On each one is entered the date of purchase, from whom bought, the number of pairs in stock, the pattern and stock numbers, length, width, cost and selling price. A book is especially ruled for all of these particulars. When a clerk sells a pair of curtains he strikes that number from the figures on the tag, and then makes a similar entry to that effect in the book, including the selling price. In that way it is an easy matter to ascertain how many curtains of any particular style are on hand, what the most popular goods are, and the general condition of business in that department. When stock-taking comes, the book is used for checking purposes. So carefully is the system applied that time and again, it has proved an absolutely correct index of stock in the department.

Facilitates Stock-taking.

A somewhat similar system is adopted in the carpet department. It is possible, within a very few minutes, to ascertain the amount of carpet in stock, no matter what the class or grade. For purposes of direct record a large card especially ruled, and probably more than two feet square is used. It is divided into sections corresponding with the different makes. In the first columns are listed the numbers of the carpets; in the second the cost; third, selling price, and then the quantity in the pieces, a column being reserved for each. Then spaces are left for the entry of lengths of remaining pieces after sales have been deducted. On the extended line the quantities of matching borders are entered under the same number with spaces for similar particulars and deductions. Columns on left for results, one-piece rugs are entered in the same way as curtains. When stock-taking comes, everything is ready for checking, and every facility is available to the tabulating of statistics, showing quantities on hand and sold, as well as the profits, through this simple but effective system.

Goods are not allowed out on approval unless the prospective purchaser is very well-known. When instructions are received to "hold" a certain department, a circle is drawn around the stock number in lead pencil. The salesman is thus advised that that particular carpet is not for immediate sale.

Reports from England prophesy increase in prices owing to the advance in wool. One thing is regarded as certain—there can be no further reduction.

During the first ten months of 1908 there was a considerable falling off in carpet exportations from England to Canada.

Linoleums, both inlaid and printed, have picked up well. Weave effects are gradually taking hold.

The Fall selling season in wall paper has begun. The merchant who delayed stocking his department will now have his opportunity.

Carpets.

There is not a great deal to be said on the subject of carpets at the present time. That stage has arrived which can hardly be regarded as belonging to this season or the next. The travelers are in and deliveries are now being made on placing orders. As has already been pointed out, advance business has so far been very satisfactory. It is a condition which enables the housefurnishing end to add its piece of unanimity to the general note of optimism in the matter of business prospects.

It is needless to say that the carpet department had a share of all the depression that was going during the



One of the Season's Daintier Designs in Seamless Axminster Squares with Medallion Centre. It is Worked out in Either Green or Fawn and Chintz — Shown by the W. A. Murray Co., Toronto.

past year, but that is gradually passing. From a period of exceptionally high prices there was an easing off, estimated by various authorities at from five to ten per. cent. The outlook for next Fall can hardly be described as a far-fetched subject for jobbers and manufacturers are already talking about it. Are prices going to again stiffen up as a preliminary to higher levels? Reports from the Old Country seem to regard the upward move-

ment in wool as a reasonable excuse for answering that question in the affirmative. But assertions on that subject have not yet become positive. One thing is regarded as certain: there can be no further decline in prices.

While on this topic it cannot be uninteresting to note the details of the carpet exports from England during the first ten months of 1908. The totals indicate a heavy falling off in those of last year. With Canada and Australia the decrease is particularly large. In the first ten months of 1907 there were exported to Canada 3,123,700 yards, value £348,771; in the same period of 1908, 1,724,400 yards, value £107,938; to Australia, 1907, 1,014,700 yards, value £135,773; 1908, 660,200 yards, value £95,911; to New Zealand, 1907, 396,400 yards, value £53,276; 1908, 314,800 yards, value £43,528; to United States, 1907, 184,600 yards, value £50,426; 1908, 107,000 yards, value £26,740.

The operations of the Canadian mills are regarded as



One of the Latest Designs in Seamless Tapestry Squares, Size 3 by 4 Yards only. This Quality is Shown in Fawns, Greens and Reds —W. R. Brock Co., Toronto.

responsible, to a certain extent, for this decrease in carpet importations and at the same time the fact cannot be overlooked that the period referred to includes that part of the year in which the trade depression was at its worst. Be that as it may, carpets seem to have been an important one of those items by which the space existing between Canadian exports and imports was narrowed down considerably during the past year. Canadian financiers do not hesitate to regard this feature of the year as a healthy sign.

To describe the lines that are now being shown for Spring would be to repeat a great deal of what has already been said in the Review. One of the good-selling tapestries is a seamless square with medallion centre. It is not a high-priced line, and as yet is only being manufactured in one size, 3 yards by 4 yards. It is shown in fawns, greens and reds. All lines have been well patronized for Spring. Squares still have the preference. Some houses report that Brussels are not having the run which a very handsome range of designs had suggested, the great demand being for the pile lines. The Winter has developed a good business in hearth rugs. The growing popularity of squares has also seemingly helped this department of the trade.

*

Linoleums.

Linoleums, both printed and inlaid, have picked up well. Taste seems to cleave pretty steadily to conventional designs, but it is becoming apparent that the weave effects which lend themselves so willingly to neatness are gradually taking hold.

*

Draperies and Curtains.

The drapery, curtain and upholstery prognostications for Spring have yet to take definite shape. There has been a gradual movement towards decided changes, but these seem to have reached a halting point with the arrival of the Fall season. The head of one large department expressed it as his opinion that the next season would see no great shift in taste, as the tendency was generally toward a greater degree of permanency than that defined by a single season.

*

Wall Paper.

The Fall selling season in wall paper has begun and those who did not, as the result of conservatism or other reasons, stock their departments, will now have an opportunity to do so. Business has been very good in this department. Consideration is now being given to next season's lines.

*

How to Lay Linoleum.

"Ignoramus" writes from Sault Ste. Marie to the Review as follows:

"Can you tell me the proper way to lay cork carpet and linoleum, is it with paste or nails? I find linoleum invariably spreads after it has been nailed down, and no matter how well fitted and nailed, it bulges up, and at the bulges it soon wears and breaks through, thereby making it no more durable than cheap oilcloth. If the bulging could be prevented good linoleum (inlaid) will easily last ten years with hard wear. Cork carpet, as soon as the moisture of the paste gets into it, shrinks a great deal and consequently draws down all around the edges. How can one overcome these difficulties in laying these two commodities?"

"When the housefurnishing department of a store undertakes to lay cork carpet or linoleum the combined use of tacks and paste is necessary to obtain satisfactory results," said an experienced carpet man on this question. "In a private house the linoleum should, in a rush job, be immediately tacked and pasted. That should prevent it shrinking from the edges or bulging in the centre. When a man is laying linoleum for himself he can take the time required to adapt it to the floor and conditions generally. It will hardly be necessary for him to use paste and the tacking should only be done in front of door or along the seam between pieces. The great trouble with paste in a private house is that it makes the raising of the linoleum a very difficult

matter when a man is moving. It can be done with a spade, but even then there is constant danger of punctures. It is customary to use paste under linoleum in offices or public halls. The seams should be tacked first



No. 903.—A "Brightling" Pattern in the Watson-Foster Line. It is a good Example of Decorative Effect, made in Browns, Greens, &c. but Equally Good in very Light Shades, with fine Gilt-line Treatment.

so that there may be a good junction; otherwise the paste will cause the seam to widen. I generally use four-ounce shoe tacks.

"Frequently linoleum not properly seasoned has to be laid. Where it is possible to wait a few weeks after fitting to the floor it is advisable to do so, as by that time it will have become well flattened out. Nailing around the edges in that case is not necessary; neither is pasting. The man from the housefurnishing department, however, cannot afford the time necessary in that method, so he fits the linoleum as well as possible, then pastes and tacks. Without tacks the material will shrink away from the edges, and without paste, if tacked immediately, there will be bulges. It is difficult to get good results in damp houses. Then, again, care must be taken to have the boards of the floor thoroughly nailed down. Sometimes they spring and wear up through the linoleum. In handling this class of goods care should be taken to roll it in the way it was first received from the manufacturer, otherwise it is very easily cracked. A good linoleum will, as you say, if properly laid, easily last ten years."

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A Well Managed Furniture Department.

Chatham, Dec. 29.—A furniture department, and a very comprehensive department, too, in connection with their dry goods business, is largely featured by C. Austin & Co. of this city. Questioned as to the methods used and the results obtained in operating this department, Charles Austin spoke frankly to a Review representative.

"Yes," he said, "we have conducted a furniture department in connection with our business now for some seven years, and time has only served to emphasize the wisdom of our doing so.

"Our first object in adding the furniture department was to reduce the cost of selling carpets and curtains. We came to the conclusion that a competent manager, with a slight addition to the help, could handle both departments. Formerly we had to retain carpet layers, who in dull seasons were a bill of expense; but now they are always kept busy in the upholstering of the furniture."

"What effect has your furniture department on your regular dry goods business?" was the question next propounded.

"That is not an easy matter to determine," was Mr. Austin's response, "since, while we have had a steady growth each year in our dry goods departments, the source of this growth cannot be located particularly. In the furniture business the sales are usually for considerable amounts, the result being that it is easy to determine the source from which our trade is coming. The furniture department may bring new customers to our dry goods department, but to what extent it is, owing to the much smaller amount purchased at any one time, rather difficult to say.

Studied the Wants of the People.

"I cannot say that we have adopted any special methods. Our furniture department we carry on along much the same lines as the other departments of our business. We steadily endeavor to secure the very best values it is possible to obtain for our customers, which may be presented to the trade from time to time. We have carefully studied the wants of the people of our locality, and try to put in a stock which will meet their requirements.

"We endeavor to give to our furniture department its fair share of publicity, as much as we think is justified, and give prompt and careful attention to its details. Where a sufficient quantity of goods is bought to warrant

Start Your Furniture Department Right

Stock Gale's Bedsteads



No. 43[illegible]—FANCY IRON BEDSTEAD.

Each in their respective style are types of perfection in Bedstead art.

Exceptional Values— Ready Sellers



No. 2007—BRASS MISSION BEDSTEAD.

Write for the big Gale Catalogue.

GEO. GALE & SONS

Largest Canadian Manufacturers of Brass and Iron Bedsteads

WATERVILLE, - P.Q.

WAREROOMS:
MONTREAL—323 Notre Dame St. West
TORONTO—189-191 Queen St. East
WINNIPEG—Cor. St. Charles St. and Sutherland Ave.

The Brinton Carpet Company of Canada Limited Peterboro

are now making a splendid line of Carpets and Carpet Squares in all the different qualities of Wiltons and Brussels, in addition to their

REGINA AXMINSTER

which has been a revelation to the Trade and which is also made in Squares of various sizes—as well as Hearth Rugs 36 x 72 and 27 x 54, and Mats.

Make a point of seeing the samples.

Sales Agent:

W. E. Whitehead, 28 Wellington Street West, Toronto

also has Kildare Hand-Tufted Carpets.

the expense we always deliver with our own wagon; and in this way ensure the goods being left at the buyer's place in the best possible condition. We also think this practice serves an excellent purpose in bringing before the rural public this particular line of our business.

"We always give one window in our store to a furniture display. We are handicapped in this respect by not being able to give it window display on our main thoroughfare, King Street. This display nearly always takes the form of a series of rooms. We keep two or three displays on the floor in the shape of completely outfitted rooms, as, for instance, a library, a dining-room and a bed-room; or, again, a cosy den, a parlor, and a dining-room. This method of display we make a special feature in this department, and we find that it assists people materially in making their selections, giving them an idea of how their goods will look when placed in similar rooms at home.

Methods that Prove Helpful.

"We have for several years made displays at the annual county fair, in the form of a series of completely furnished rooms, and we believe this has been very helpful in bringing our business before the public.

"To our furniture department is also allotted a fair share of our regular advertising space. We try to keep it pretty regularly before the public. In our advertising we follow much the same lines as in advertising the other departments of our store.

"We handle a full line of furniture, from the ordinary kitchen lines to the best quality of parlor stuff, including library and office goods. We upholster to order. In upholstered goods we carry a nice assortment of selections do all upholstering in white and give the customer the privilege of choosing his own color, which can be easily placed on the furniture in a short time after the selection is made.

"We adhere strictly to the one price system. We have found this a very important item in building up our trade, and from the outset have carried out the principle of having only one price, whether the purchaser buys $5 or $500 worth, the price is absolutely the same on all lines of goods.

"Two floors in one section of our store are given to the furniture department display, in addition to the upholstering department. We only place one sample of each line in our store, our reserve stock being kept in our large warerooms. The floor space devoted to our furniture department, including upholstering, will come to in the neighborhood of 8,800 feet, in addition to which we have our reserve warerooms."

After several additions to his old store, Mr. T. R. Preston, Glen Ewen, Sask., was compelled by the growth of his business to erect a new building, which he expects to be ready for occupancy about March 1. The new building is double the size of the old and will make possible a much better arrangement of goods.

Edwin Mills, of the Stanley Mills Co., Hamilton, speaking of Christmas trade, stated that it was far in excess of what had been expected, although there was not one big day in which everyone seemed to be out at once. On account of the excellent weather, the trade moved briskly for about two weeks. Although Saturday and Thursday before Christmas were the big days, there were but a few dollars' difference in the record of the sales, showing that the public were buying steadily all the time. A lot of small stuff was bought this year, as indicated by the increase in the amount of business done by the post office. Other Hamilton merchants spoke in the same tone.



"Why not open a

Furniture Department?"

Increase your **Business** with same **Expense!**

"Ask 1909 Catalogue and Prices."

The Victoriaville Furniture Co., Victoriaville, P. Q.

KING'S
Established 1775

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Sole Selling Agent:
SYDNEY MOSS,
Empire Bldg., 58 Wellington St. W.
TORONTO

The first roll of wall paper made in Canada was marked "Staunton." The best is still marked so.

We have a little booklet we would like to send you. It will be forwarded to you free if you will write for it. This little book deals quite frankly with the question of wall paper as a stock to be carried in connection with dry-goods. It tells of profits, costs, etc., etc. You cannot very well afford to be without the information it contains. Send for it, mentioning the Dry Goods Review and we will include a free copy of the interesting wall paper magazine, Gilt and Glimmer.

Stauntons - Limited

941 Yonge Street
TORONTO

The Staunton Diamond Trade Mark on wall paper corresponds with the Sterling mark on silver.

Please mention The Review to Advertisers and their Travelers

Window Shades and Shade Cloths
Curtain Poles, Trimmings

TRADE MARK
QUALITY, SATISFACTION

The lines of Daly & Morin appeal to the buyer of housefurnishings because they combine beauty, durability and satisfaction.

They come in styles to suit every taste. They **look** better, **wear** better and **sell** better than the ordinary kind.

They are profitable to handle. Investigate carefully the merits of these brands, and we'll leave the order question to your own judgment.

SPECIAL ORDER DEPARTMENT

This department is thoroughly organized to fill customers' wants on very short notice. Orders for shades of special size or color will be promptly taken care of. Make use of it.

DALY & MORIN : : : MONTREAL

F Stands for *Fife*—a County of Scotland in which is situated the town of Kirkcaldy. This town is the home of the *Finest Linoleum Manufactured.* Therefore, see that you get *"Fife" Linoleum.*

L of course stands for *Linoleum* and there are many kinds of it. *The* kind, however, is *"Fife"* and without a doubt, you and your customers are always pleased when you sell them *"Fife" Linoleum.*

All Canadian Jobbers Sell "Fife" Linoleum

Notes on Canadian Business Changes

Quebec

W. J. Denis, Quebec, tailor, assigned.
Boisclair Bros., Montreal, shoes, sold.
Mrs. J. Cubert, Quebec, millinery, sold.
Morris Friedman, Montreal, hats, assigned.
Mrs. C. Lefleur, Montreal, millinery, sold.
Trudel & Graham, Montreal, furs, dissolved.
Nicola Bros., Montreal, dry goods, assigned.
Kitchen & Co., Montreal, carpets, assigned.
Miss A. Cloutier, Montreal, millinery, assigned.
Mrs. C. Lafleur, Montreal, millinery, assigned.
L. C. Drolet, Campton, general store, assigned.
Berard & Co., Montreal, dry goods, assets sold.
Lavoie & Chantette, Montreal, tailors, dissolved.
Max Spires, Montreal, furniture, etc., assigned.
Jos. Monargue, Montreal, furniture, assets sold.
J. A. Dessocher & Co., Quebec, tailors, registered.
R. Galeman, Montreal, tailor, burnt out, insured.
The Huron Glove Co., Indian Lorette, registered.
Renaud, Giroux & Co., Montreal, hats, etc., assigned.
Audet & Tremblay, Black Lake, general store, sold.
Alph. Hemond, Mount Louis, general store, assigned.
F. X. Lamontagne, La Tuque, general store, assigned.

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Ontario.

M. E. Lily, Vars, furniture, assigned.
A. V. Lepage, Crysler, tailor, assigned.
F. H. Trumper, Aylmer, tailor, sold out.
Dutrizae & Co., Arnprior, tailors, assigned.
Wm. Trafford, London, furniture, deceased.
English Woolen Mills Co., London, assigned.
The Zuelsdorf Furniture Co., Berlin, assigned.
G. Goulet & Co., Hawkesbury, tailors, assigned.
C. M. Hughes, Newmarket, dry goods, assigned.
Geo. Vickers, Orillia, dry goods, sold to J. Carruthers.
F. E. Seeley, Brigden, general store, succeeds Erastus Duffy.
Hanna Bros., Wingham, house and men's furnishings, assigned.
Brown & Bolton, Toronto, tailors, succeed Brown & Simington.
A. Levin & Co., Toronto, fur manufacturers, S. Shipiro, retired.

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The West.

H. Stafford, Souris, tailor, sold to Chas. Pipe.
Watson & Davis, Brechin, B.C, general store, assigned.
Mrs. J. E. Boyd, Prince Albert, Sask., millinery, burnt out.
P. Dunn, Victoria, B.C., tailor, removed to Cumberland.
Ladywear Co., Vancouver, damaged by fire, fully insured.
J. C. Leach, Valley River, Man., general store, assigned.
Charlton & Carter, Chilliwack, B.C., tailors, dissolved.
East of Amson & Co., Radisson, general store, sold at 65c.
W. J. Moffat, Edrans, Man., general store, sold to Marvin Bros.

Prepare Yourself for the Best Underwear Season You Have Ever Had

The one best way to do this is by stocking Perry "Nevershrink" Underwear. It is the one Underwear that is true to name. It is "Nevershrink" in reality. As a live dry goods merchant you know the value of this as a talking point, and when the goods themselves help you out by living up to their reputation your path is easy. All this applies to Perry's "Nevershrink" Underwear—and to it alone. Samples for Fall will be on the road shortly. You cannot afford not to see them.

G. B. Perry Knitting Co.
Hamilton, Ontario

Plans for Conducting Retail Advertising in 1909

Some Helpful Hints for Special as Well as Ordinary Sales and Openings—Seasonable Buying, Advertising and Selling — Systematic Effort the Only Successful Kind.

Written for the Dry Goods Review by Kenneth S. Fenwick, Advertising Manager, The Paquet Co., Quebec.

Advertising, unaided by common sense and foresight, will do more to injure a business than to help it. If a special offer is made through an ad, it must be backed up by the sales force. It is all very well to say that a bargain attracts a crowd and that good salesmen will, nine times out of ten, sell something that carries a greater profit than the advertised article, but experience proves that each time this is repeated the crowd becomes smaller. Advertised goods should be prominently displayed and pushed. If a customer does not fancy the goods, and decides to buy something else, it should not be the result of any effort on the part of the salesman to make the customer dissatisfied with the goods advertised. When this rule is lived up to, the advertising never fails to pull. And, after all, it's the crowded store which makes the biggest profit, for if people are induced to visit a store for some specific line, they will generally look around for something else they need, and buy it, too. The profits on these subsequent sales are always worth while.

The Buying Problem.

And now let's give our attention to the buying, for wise buying plays a very important part in the success of an advertising campaign. Staple goods should be bought for each month, or season—not for the whole year. Orders should be based upon actual sales for the corresponding period of the previous year, plus a reasonable increase in business, which we will call the "expectation." This eliminates the accumulation of old stock, and prevents the necessity of sacrificing soiled and shop-worn goods at a loss, when fresh goods of the same nature would command full price.

Some Advice on Selling.

The selling end of a business also deserves careful consideration. The practice of putting a premium on unsalable goods ensures their rapid departure, but has a tendency to make dissatisfied customers. A much better plan is to figure out the percentage that each clerk's sales bear to his salary, as shown by the records for last year, and offer to pay this percentage on his sales for this year, giving him a bonus each month when his sales show an increase. The extra cost cannot fail to show an increase in business, as the additional pay is based upon the business done in excess of last year's record.

Systematic Effort Necessary.

With interior conditions favorable to a good business year, a well-planned advertising campaign can scarcely fail to prove successful. But, in order to be sure that it is well planned, it is necessary to know how much money to spend and where to spend it. Every healthy business should show an increase in business yearly. The idea that women buy new gowns, dress goods, etc., only once in two years is all wrong. No woman will be satisfied to make her last season's costume, or hat, do for this year, if you keep her posted regarding changes in styles through your advertising.

The Advertising Appropriation.

A definite appropriation should be set aside for advertising. This appropriation should not exceed four per cent. of the gross sales or may be based upon the "expectation"—that is, last year's sales plus a reasonable increase. In the selection of media, daily newspapers should be given first place by retailers, and catalogues, circulars, street car cards, bill posting, and other recognized forms of advertising may be used to advantage.

The necessity for special sales and openings is pretty generally recognized, although some few stores get along without them. But then some stores get along without advertising at all, and consider it a waste of good money. The object of the special sale is to keep the stocks free from "stickers" and broken lines, as well as to get the money out of goods which have been in stock long enough, and to be prepared to invest in fresh merchandise. There is no doubt that the use of the special sale enables the merchant to turn over his capital more frequently, and to show greater profits at the close of the year. It has been estimated that it costs 20 per cent. to carry goods over from season to season. How much better, then, to take the loss this season and turn over the cash several times, than to lock it up for a year and then add 20 per cent. to the original cost! The profit made on the proportion of any line sold makes the loss on the balance appear insignificant.

The Sequence of Sales.

The January whitewear sale is used to wake up the trade after the holiday shopping is over. This is not strictly a sacrifice sale of regular goods, although it affords a splendid opportunity to clear out the whitewear stocks on hand. For the January whitewear sale it is the custom to buy special lines at special prices, and to sell these away below the usual prices for goods of equal quality. This event is yearly expected, and well patronized, by women who would not be interested in regular goods owing to the reaction which always sets in after the holidays. Two or three weeks of whitewear selling should go a long way towards making a good showing for the month of January.

February is an excellent time for taking the inventory, and this affords material for the annual stocktaking sale. Some stores make the mistake of holding this sale previous to stocktaking, and use the argument that stocks must be reduced in order to lessen the labor of stocktaking. It is much more sensible to wait until the inventory has been taken, and then to hold the stocktaking sale, explaining that the goods advertised have been found to have overstayed their allotted time—worn their welcome out—been discovered while stocktaking.

The month of March is the proper time to clear odd lines in clothing, hats, shoes and other winter goods, generally. A clean sweep sale, the object of which is to make room for the new spring goods, will usually prove effective.

The Opening Event.

The Spring opening gives the ad-man a long-wished-for opportunity to spread himself. People are ready, by the 15th of April, to read all sorts of fashion news, and the more attractively the new millinery, cloaks, suits, dress goods and fancy muslins are described, the greater will be the response to the advertising. This is the best season

of the year for exploiting new goods, and from April 15th, through Easter, to May 15th, the goods sold should carry a very satisfactory profit.

After the middle of May it is generally found necessary to stimulate interest in the store, and the May sale of under muslins will do the trick. For this sale it will be necessary to buy some new lines in whitewear, and the balance of the January whitewear stock may be cleared at extra special prices.

The entire month of June may be devoted to exploiting articles for the June bride's trousseau, and goods sold during this month should bring good prices.

Hot Weather Advertising.

July requires strong bargain advertising to ensure a good showing. The hot weather exerts a demoralizing influence on trade, which must be overcome. An annual midsummer sale, presenting genuine bargains in millinery, dress goods, shoes, hosiery, parasols, wash goods, etc., will fill the store and swell the sales. This sale should last just as long as it continues to pull, and the minute it shows signs of slacking drop it and start another. This may be done with the aid of a special purchase, which can always be secured from a jobber at this time of year. If it is something seasonable, it will take well.

In August it requires a real sensation to arouse the public interest and bring people to the store. Special demonstrations, fairs, band concerts, afternoon tea and other special attractions, should be used freely, but a genuine sensation, such as a balloon ascension from the roof of the store, or some similar scheme, is the only thing that will effectually pierce the public apathy during these sweltering days.

The Fall Campaign.

After the 1st of September, trade will pick up perceptibly, and at the first intimation of activity the Fall opening should be announced. Again the new millinery and dress accessories may be described in the most alluring language. Fall fashions will be the principal topic with lady customers, and the more fashion talk injected into the ads, the more attentively will they be read. The new shades in dress goods may be compared to the tints of the fallen leaves, and this will help to impress the idea in the popular mind that Autumn is really here, and heavier clothing, shoes, etc., must be bought.

A harvest sale, and special Thanksgiving offerings will help the sales in October, and the values will require to be unusually good. The coal man will have made his appearance by this time, and money will be found to be a little tight. This may be mitigated by means of values that make themselves felt and advertising that compels attention.

Christmas Business.

The advent of November is the signal for a great preholiday sale to make room for the Christmas stocks. After the 8th of November it is a good plan to print, at the head of each advertisement, the number of shopping days from now until Christmas. Before that date, when the number is over 40, it hasn't much force, but "39 Shopping Days From Now Until Christmas," printed across the top of an ad, sets people thinking. From this date, right up to Christmas, the introductory talks in all ads should be levelled at the children. Never mind the parents, the children will look after them. Have a message from Santa Claus in every ad, and, if possible, have Santa Claus, himself, in the store to shake hands with the little tots, and to give away souvenirs. The store will be crowded all day long, and every day, while he is there, and the children will bring their parents along to buy Christmas goods. Top prices may be realized on all goods sold, and December should prove the best month in the year, from the standpoint of sales and profits.

Between Christmas and New Year's is the time for the great clearance sale of holiday goods, except in the Province of Quebec, where New Year's is the great event, and Christmas of less importance. In French Canada this sale should be held during the first week in January. Toys and dolls may be cleared at half-price, and other goods, which it may be desirable to clear, should be made to go at whatever they will bring.

No Guess Work.

The merchant, who conducts his advertising campaign for 1909, along these lines, will be surprised with the results. Stocks will be clean and up-to-date, sales will be satisfactory all the year round, profits will be greater and prestige increased. There need be no guesswork about it. A careful study of the sales reports for each day of the previous year—a portion of advertising to each line falling behind on the corresponding days of this year—backing up the advertising with honest goods—will reduce the advertising problem to a certainty that not even the weather can materially affect.

Montreal Woolen Mills Closing.

The Montreal Woolen Mi ls Co. early last month issued the following statement, announcing their decision to go into liquidation after thirty years of operation :

"It is with deep regret that we beg to announce to the trade our decision to liquidate our business of manufacturing woolens. We are compelled to this course of action, by the realization of the fact that we cannot, under the existing conditions, hope to operate our mills profitably.

"We consequently desire to inform you that we will only execute repeat orders for such goods as we may have the raw materials for, up to the 31st inst., when we discontinue advance orders and only deliver stock goods and orders already booked."

The company was formed in 1879, with a capitalization of $200,000. and its mills were established at St. Gabriel Locks. Water power was used to run the machinery, and to manufacture the light.

The plant had been operated as cheaply as any in the business. When working full time the mill employed 200 men, but lately before closing operations, only 60 and 75 men were employed.

The mills were engaged in the manufacture of worsteds, tweeds, overcoatings, blankets, rugs, etc., in fact, all lines carried by a wholesale woolen house. The goods were manufactured in a wide range of quality and prices, from 45 cents to $2 per yard.

The steamer Suveric arrived at Victoria, B.C., from Manila, recently, with 3,000 tons cargo, including 62 tons of raw silk valued at $180,000.

The demand for better class silks is putting firmness into the London market.

Advices from Bradford are that the tendency of wool prices is still upward.

American and continental buying are said to explain present advances obtained in wool.

Taking the cotton market as a whole there is probably a greater demand for yarns.

A general hardening of prices in the linen markets is reported from Belfast

At The Present Time We Have

TWO BUYERS IN PARIS

These gentlemen (Mr. Smith and Mr. Runciman) will remain until the last day possible in order to secure the latest styles and novelties.

As a result of their wide experience, and efforts, you will find in our warehouse for Spring

THE LATEST STYLES
AND
THE BEST VALUES

The Smith-Runciman Co., Ltd.
Toronto Ottawa Hamilton Winnipeg

The Canadian Millinery Review

Importing houses are decidedly optimistic as to the prospect of being busy for the next season.

Though pressed shapes have a strong place, straw braids are increasing in favor. Chips, yeddas and rough straws are prominent.

A varied range of color promises to be an outstanding feature of the Spring trade. A marked originality is evident.

Satins and silks for coverings as well as for trimmings will, it is predicted, be much used in the early Spring. Tinsel gauzes, nets and other metallic fabrics are coming in for a similar demand.

While flowers will be extensively used, it is not expected that they will displace fancy feathers.

Bright Millinery Season.

The Fall season of 1908 has been an unusually long one, and has given the retail trade plenty of time to clear out Fall stock. The season began with bright prospects as millinery had been one of the few lines in the preceding Spring that had anything like a successful record to show for that season. As a fact, it was the trade done in the millinery department that made a balance on the right side possible in many stores. Stocks, therefore, were in good shape for the Fall trade, and the season started in auspiciously with a good placing season—so large, in fact, that it was one of the best on record in many houses. Though unusually fine and warm weather for the time of the year interfered somewhat with the early season, when trade started in it continued in steady volume until the present time. The season is about over in the wholesale houses and all energies are now being devoted to the preparations for the coming Spring. At retail there is still something doing, but only now of a clearing nature.

The trade of the past Fall has been of a steady nature and much along the previously laid down lines. There have been none of those absorbing fads spring up which may and do in millinery, mar a season. Very large hats were indicated and feathers in abundance, both of which styles materialized.

Prospects for the coming Spring are exceedingly satisfactory; two good seasons when other lines have been under a cloud, have given, now that trade prospects are so much brighter, confidence to the millinery buyers. The result is felt in the early trade. Travelers out with staple lines are taking big advance orders and everything points to a highly satisfactory millinery season in the Spring of 1909.

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Advance Notes.

Orders for the placing season are now pretty well in and are of such a nature as to warrant decidedly optimistic ideas on the part of the importing houses as to the volume of business for the new season. The retail trade has had a good Fall and is at the present date tardily engaged in the clearing out of the last remnants of the Fall goods. And these remnants are by no means large or important.

In the importing houses the staff is given over wholly to the advance preparations for the Spring season. As has been before indicated, the advance orders for strictly staple lines are now well in hand. Heads of firms and foreign buyers are now abroad and are busy buying the novelty lines for the coming Spring. There will be little to say as to the novelty end of the trade until their return from Europe.



New Russian Turban—Shown by the D. McCall Co., Toronto.

Though pressed shapes are very much in evidence now, and are in a high position in the Spring line, straw braids are increasing in favor and have been more freely bought for the coming Spring. Chips, yeddas and rough straws are much seen in braid lines and some very coarse braids promise to make their appearance in the Spring. The colors are very varied and there is an extensive range of shades.

This varied range of color promises to be a feature in the trade next Spring. Colors promise to be both



Princesse Gown in Serge; Trimmed Soutache Braid, Square Yoke of Net with Small Buttons. Net Pleatings at Neck and Sleeves.



The House Famed for Millinery

Importations for Spring Season already to hand

Will be ready for buyers at an early date

The House that stands for the best of everything in Millinery

The Best Stock

The Best Assortment

The Best Value

A Cordial Welcome Awaits the Buyer

The D. McCall Co., Limited

TORONTO

Branches at Winnipeg, Montreal, Ottawa, Quebec

The
Silk House
for
Spring Trade
1909

Japan and China Silks

Shantungs	Ottomans
Tussots	Tomalins
Satins	Taffetas
Messalins	Fowlards

etc., etc.

Large Assortment Fancy Silks

We can also give you a choice from the best selected stock of silks for millinery in Canada.

In addition to a wide range to choose from there is the advantage of unequalled values which this house offers you.

The attention of millinery buyers is specially called to our goods.

K. Ishikawa & Co.
Toronto

new and interesting. The most important prediction is that pastel shades promise to be a factor in millinery colors next Spring. In the matter of colorings, a marked originality is being shown and new hues, tones and shades are making their appearance which are decidedly novel. Taupe and catawba shades will be seen, and the olives and russets, together with many other new greens are putting in an appearance. Black promises to be especially good, and there will be many models developed in black and white.

Satins and silks, both for hat coverings as well as for trimmings promise to be much used, particularly in the early Spring. Ottomans, moires, and, possibly, silk crepes will appear on many hats. It is predicted that more ornaments than for some seasons past will be seen on the Spring hats. This will be no surprise to the trade, as they have been gaining ground during the past season.

Another new feature that promises to be distinctive is the use of tinsel gauzes, nets and other metallic fabrics. Gold and silver will enter into many of the novelty materials next Spring.

Flowers will as always, be extensively used, but will, it is expected, by no means displace fancy feathers. The new idea in floral garniture seems to be made roses, etc., of tinsel fabrics. There is little doubt that, much as some milliners dislike the combining of flowers and feathers on the one hat, this combination will be freely used.

A question of some moment is as to whether the very simply trimmed hats that are now featured in the high class trade are going to be the vogue for Spring. Many of these hats have just a draping and a feather, while some have but the feather alone. Though there is so little on the hat all the materials are of the richest type. Should this idea hold for Spring novelty mounts in ostrich will be sold to a great extent.

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The New Toques.

Millinery has undergone quite a remarkable transformation during the past few months. Though many large hats are still seen, and with their amplitude further increased by trimmings of wings, feathers, flowers, etc., the smartest women are now wearing smaller hats. Toques are the latest mode, and already three styles have achieved distinction. First comes the hugh fluffy toque of fur or soft feathers, which is pulled down closely over the hair almost concealing it. This is the Russian or bushy type, and it has already gone to extremes, as in some cases the wearer has to tilt back her head in order to see under the brim. Then there are the draped toques such as the Sioux, of cloth and fur, with quills or wings bristling in all directions. The latest is the Shah turban, of folded silk and velvet, with jewelled broaches and aigrettes of handsome osprey or marabout.

Many of these new turbans are being prepared for early Spring travelers, and The Review is privileged to give a description of some.

One very new turban is formed of softly arranged folds of thick satin. The head sinks deep into it, and the silk folds come close to the face. Dividing the brim from the crown is a ribbon of Oriental coloring showing much gold tinsel. This goes around the crown, and forms a high standing arrangement of stiff loops in front, a little to one side.

A second turban seen was of shot Ottoman silk, from brown to yellow. On one side is a sable body, its head in front, and its tail waving behind. Another was of Ottoman silk, but in this instance in one of the new for-

Parisian Inspiration and American Adaptation in Millinery for Spring



Turban of fancy colored tuscan and horse-hair coronet; high round crown and large headsize; trimming of white ostrich feathers.

Of the two hats shown below, one will be recognized as an empire poke of black Neapolitan with fancy straw brim, ostrich satin ribbon and jet cabachons, while the other is a sage green Yeddah with crown of natural marabout; peacock aigrette and bow of straw braid with straw cones at ends.





est greens, was another of these new folded turbans. In this case the head sunk so deeply into it that, when in position, the folds of silk touched the eyebrows. The trimming for this turban was a large Shah aigrette held in place by a large motif of twisted silk cords. These turbans are almost identical with those worn in 1802.

Hats that are now being prepared by Parisian modistes are of quite moderate size. Compared with what have been worn, the brims are quite narrow and are covered with folds of silk or liberty satin. The crowns are quite large affairs, and there is a new straw, that resembles moss in appearance, that is much used. One hat, of a soft moss tone, was trimmed with shirrings of green mousseline de soie, and had a panache of stiff green feathers at the side. Another of these hats was of pastel blue Ottoman silk with the under-brim lined with black satin. Draped around the crown was fold upon fold of the blue chiffon arranged over silver tissue, through which it gleamed at intervals. On one side of the crown the blue and silver draperies were held in place by a cluster of soft pink roses with grey green foliage. Rising above the flowers was a cluster of soft white plumes. This hat is representative of the new movement in favor of pastel shades.

Another hat, showing the fashion of veiling one fabric with another, had the large full crown of white chiffon veiled with black. The brim was of pleated black satin covered with a flounce of white lace. A wide pale pink satin ribbon encircled the crown, finished by a series of bows with many loops and ends. Each end finished by tinsel tassels.

Mention should be made of the extremely pretty styles in motor hats. These are of the small mushroom and bonnet type, and have a veil attached to match.

One seen was of yellow straw of the mushroom shape, with a four-yard chiffon veil draped over it, and held down with three large pink roses across the front. Motor bonnets of shirred silk straw and chiffon in the granny shape have also made a hit.

Milliners are devising many new ways of arranging ostrich, but though they may be curled in many new ways, nothing is done to interfere with the natural outlines of the graceful plume.

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Fashionable Hair Garnitures.

Many stores are finding a fairly large sale for coiffure ornaments this year. They can be made to help not only to clear some lines of goods, but to contribute to the profits of the season.

The present style of hair-dressing needs for evening wear some kind of garniture as a finish. These are generally of the wreath or filet order to go with the present semi-classic style of dressing the hair.

Tinselled leaves, fruit and flowers are very much en evidence, as a garniture of this kind shows up splendidly in artificial light. Tinsel leaves are combined with flowers, or fruit, and again the flowers, etc., may be of tinsel and the leaves of the natural shades.

Grecian bands are formed of tiny flowers and tinsel leaves, and are most girlish and effective. Tinselled grape leaves with the dark fruit in groups at the sides or piled up coronet-wise in the centre, are a new form. For matrons a combination of flowers often in tinsels and paradise are much worn. A small show case with a few made-up examples often means quite a few sales.

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First Examples of Parisian Millinery Styles for Spring

Several of the New French Hats Photographed for the Review—The Turban in Decided Favor—Shapes not Quite as Large but Every Bit as Unusual as Those of the Spring—Sudden Demand for Jet.

Staff Correspondence.

While the hats completely cover the hair, a small round bandeau is noted on nearly all shapes.

All sorts of jet bands, crowns and pendent jet ornaments are in high favor.

Indications point to a preference for rose, amethyst and their various gradations of shade.

Trimming is again being used at the left side. Peacock feathers, a fad of the hour, have made their appearance.

Rather unusual flowers in evidence are orchids, pond lilies, calla lilies, clover and sweet peas.

Color combinations are again taking the place of monotone effects.

New York, Dec. 28.—The New York wholesale market is beginning to show activity and preparations are well under way for showing and selling Spring goods. The flower and feather houses present quite a Spring-like appearance, and a few French hats have arrived, although they are not as yet on exhibition except to a favored few. To be allowed to photograph them for the Review is a privilege and that its readers are appreciative there is no doubt.

The hats illustrated are from such world renowned designers as Germaine, Marie Louise, and Dalange.

Present indications point to turbans, large and setting very low on the head. The shapes illustrated in Nos. 2 and 6 are very characteristic. While the hats completely cover the hair, yet a small round bandeau is noted in nearly all shapes. Crowns, it will be seen, are still very large and brims still have a way of drooping. Many of the turbans and derby shapes are broader than deep, and on one very lovely sage-green chip the trimming of amethyst satin ribbon made into loops resembling a calla lily, centred with small bunches of violets, was trimmed at the back and on to the crown, the brim, a narrow rolled up affair, being left free. It is extremely difficult to tell which is the front of many of the new shapes and one is usually greatly surprised when the man who knows decides.

If the new hats are not quite as large as those of the Winter they are every bit as unusual and even more difficult to wear. But we will hope for modifications. In the meantime, importers are being kept busy supplying a sudden demand for jet turbans, the latest call in New York and still very much the rage in Paris. Jet ornaments, too, are in great demand, particularly large cabachous. All sorts of jet bands, crowns and pendent jet ornaments are in high favor in Paris, and are being shipped here to supply the demand, for jet is the rage. Jet jewelry has been spoken of in these pages previously. It was but a forecast of the fashion now upon us. Naturally jet cannot be expected to be worn in the Summer to any extent, but for early Spring and immediate wear it is "the thing," particularly in large turban form and the draped variety.

Fancy Bands and Braids.

The vogue of this style of headwear means the return to favor of fancy bands and also of braids. Quite a few hats made of fancy braids are noted; the rough varieties seem to be more in evidence than the finer, plainer braids. Indications point to a preference for rose, amethyst and their various gradations of shades as being in the lead. They are used together, in wistaria, of variegated shades, and in hydrangias, both flowers being well to the fore. Small and large flowers are combined. Carnations, very natural in appearance, adorn some of the hats. Other rather unusual flowers are orchids, pond lilies, calla lilies and clover and sweet peas.

Hothouse rose buds, in shades of rose and reds were arranged at intervals at the base of a crown of tuscan. Each separate bud, on an inch and a half stem, stood upright, about two inches apart, and there were twelve in all, with a tight twist of ribbon at their base. This twisting of ribbon into a rope appears on many hats, a heavy corded silk ribbon being most frequently used for this purpose. Ribbons come into their own again, apparently, for on all of the models with but few exceptions it appears. For facing, silver, bronze and gold tissues of metallic cloth as it is called, in all colors, is employed. Crepe is used for this purpose as well as for drapery, and spangled nets, particularly black with jet sequins, are much in vogue.

Peacock Feathers for Trimming.

Trimming is being used again at the left side, as may be noted in the hats shown, two of which, by the way, are trimmed with peacock feathers, a fad of the hour. Uncurled ostrich and various fancy pasted aigrettes are used with flowers. One flower turban, fresh from the wooden box which means Paris, was a large oval affair with no upstanding trimming. It was composed of large American beauties, double violets and the darker single violet and camillas; foliage being intermingled. There is quite a tendency toward the violet trimming, but rarely are they used without being combined with other bloom. It is the fashion now to wear a huge bunch of violets, into the heart of which has been inserted one or maybe two camillas, and so this idea has been introduced with success in millinery.

Mention must be made of the huge ribbon or fabric rosettes, called rose or by some, cabbage rosettes, the ribbon or folded silk being caught in at intervals in semblance of a petal. This idea is seen on various turbans and is an excellent idea for the mourning hat. A turban such as is shown in No. 6 may have a kilted or shirred band of wide ribbon arranged around the edge, held at top and bottom by a straw band or narrow band of small flowers.

Dress Hats Suggest the Poke.

Hats for dress occasions show the Directoire tendency. Many are strongly suggestive of the poke. A charming poke of mulberry filet net was shirred on to its wire foundation and trimmed at either side of the back with old-fashioned bouquets of rosebuds and forget-me-nots. Heavy pink satin ribbon ties crossed over the

Parisian Inspiration and American Adaptation in Millinery for Spring



Leghorn hat faced with royal blue metallic cloth and trimmed with white and pale mauve wistaria, large pink roses and blue faille ribbon.

The hat shown below on the left is an oval turban of hyacinths in bluish mauve colorings, American beauties and foliage, with peacock feathers. The other is a characteristic shape of grey Milan, with drapery of wide satin ribbon and shirred rosette, catching feather of ostrich and marabout.

coiffure and fell over the shoulder, a knot of flowers being tucked in at the neck. Colored filet and figured nets, by the way, are in demand. Hats fashioned of it, however, can not be called transparent,, as they are usually shirred on to the frame and nearly always faced with silk or metallic cloth and the crown not infrequently is of flowers.

Color Combinations Again.

Monotone effects appear to have had their day and once again we have color combinations to reckon with and to delight the eye. Two-tone or two-colored straws, variegated feathers, flower combinations, all bear out this prophecy, yet the combinations are softly blended. Pink and mauve is one of the newest; blue and mauve, and russet and dull ash rose are among the favorite color schemes, ivis wings being the only touch of really vivid coloring.

Braids, soutaches, drop-cord and braided ornaments and tassels are strong selling lines.

Hair meshes, and sen sen or confeti sports are prominent features in the veiling department. Chiffon, for motor veils, is shown with a particularly soft finish.

The Easter trade and early Spring selling in gloves will favor short lengths to a very great extent. Glove buyers consider that the sleeve question is not by any means settled.

Black satin ribbons promise to have a strong demand owing to the vogue of the Directoire sash.

The new, straight Directoire handle is the feature in umbrellas. The extra length is a convenience with the present style of hat.

The new models in neckwear are neither so fanciful, nor so extreme. Narrower and less fussy ruchings are used at the neck.

We are still a very long way from the wearing of the Spring hat and experience teaches that it is well not to take the December importations too seriously. We speak with the voice of authority on the jet turban and indeed the entire turban situation, for that fad is even now an accepted fashion, and after faithfully describing the present offerings we can only wait and wonder until Paris sends us some more to pass upon.

Notes.

Six years ago on Monday, Dec. 14, J. F. Cairns, Saskatoon, started business in that town. The anniversary was celebrated by the greatest sale ever held in the Province, to use the phraseology of the ad. Cairns states that in five years he has been forced by the volume of business to enlarge his building five times.

By the recent enlargement of their store, the N. D. McKinnon Co., Weyburn, Sask., have doubled their floor space and display front. The building is now of three storeys, the dimensions being 70x70. Mr. McKinnon has conducted a general store in Weyburn for the past six years, and having a large territory from which to draw trade his business has rapidly increased. The opening of the enlarged store occurred on Dec. 14, and was followed by a special sale, continuing during the week.

On January 2nd the stock will be divided and the business placed on a department basis. This modern department store in a town of but 1,700 population is an example of success under a strictly cash system.

W. R. Peacock, European buyer for Robinson & Co., Winnipeg, returned recently from his semi-annual two months' trip to the Old Country. In an interview Mr. Peacock stated that while abroad he had noticed a tendency to advance in prices. Silks had already gone up. Old Country merchants and the people generally were looking for very good times in the Spring.



Millinery Department, Store of Northway Co., Chatham.

Picturesque Vestments to Satisfy the Parisian Craving

The Cassock, the Chasuble and the Gabardine Among the Latest Inventions of the Costumers —The Bolero Regarded With Favor—Fur and Feathers Much in Evidence in Toque Styles.

Staff Correspondence.

Paris, Dec. 28.—In spite of the exaggerations that have marred some gowns brought out in this style, many charming and becoming models have been worn which were carried out in modified Directoire effects. Directoire styles have become common property, and already the class that is constantly craving for novelty in dress is forcing the great Parisian costumers to bring out something new.

Some of them are favoring the fashion of the Medici period and are showing pointed waists, and tunics opening over an under-petticoat, puffed sleeves and toques a la Henri deux, as well as ruffs a la Valois.

Others are taking Florentine dress of the cinque cent period, and are producing vestments reminiscent of that picturesque time. They are showing flowing robes over a fitting under-dress, cut square at the neck and framed with embroidery such as are found in fifteenth century paintings.

As evidences of these changes the latest inventions of the Parisian costumers are the cassock, and the chasuble gowns, the gabardine, etc. This latter gown is also known as la tunic Juive, and is as its name indicates, a long, straight robe.

Rich Damask Silks.

These fashions promise to bring fabrics having more consistency and body to the front in the near future, instead of the soft draperies now worn. Lyons is already producing rich damask silks in supple weaves for this purpose, and raised velvets are another prospective novelty.



Street Suit in Vert de Russe Cloth; Long Plain Skirt, Directoire Collar, Revers, Cuffs and Buttons of Black Satin.

Meanwhile drap chevronne and faced cloths are much worn for street suits. For example, a long, narrow dress of this fabric in dark blue was worn with a long red-ingote of the same over it. The skirt was trimmed with a full draping of velvet of a darker shade. The most notable feature of the red-ingote was the lapels. There was a narrow border of old silver embroidery outlining the collar and the first lapel. The second was of black satin, and the third of soft pearl-grey silk, with black satin spots. The cuffs were simply turned back with black satin to within an inch of the edge. Big black satin buttons close the coat in front over a narrow waist-coat of dotted silk. The hat worn with this dress was of the old-time violine or prunelle shade, trimmed with a full draping of velvet and with just one big bunch of Russian violets and leaves at the side. Silver fox furs and a huge flat bag muff complete this costume.

Another smart gown was of corinthe, that is, mulberry-red face cloth. This was in walking length and was bordered around the hem by a band of skunk. The gown was sheath-fitting and cut in princess style. The tightly-fitting sleeves buttoned from shoulder to wrist on the outside, where they formed a rounded point reaching the knuckles of the hand. The very narrow yoke of net was framed by a band of Bulgarian embroidery in tones of dark blue, green, grenat and gold. A dainty throatlet of skunk, velvet, and pleating of mousseline de soie, was worn tied at the back with a big bow of satin, while a Circassian toque of the same fur, having a quaint aigrette of uncurled feathers standing bolt upright in front, was worn with this dress.

Bolero Returning to Favor.

A new feature that promises to have some effect upon Spring styles is the return of the bolero to favor. They are cut square in front and are elaborately trimmed either with embroidered bands or soutache. When soutache is used, they are frequently braided all over. Coats are covered with a pattern in soutache, or all the seams are touched with it. Quite as popular are long rows of covered buttons and loops. For the making of these loops heavy silk or satin cords made of the fabric over a heavy piping cord, is one of the latest fancies.



Gown of Deep Wine-Red Cashmere, Sleeveless Bolero, Trimmed with Chiffon to Match, Embroidered in Black and Red, Sleeves to Match, Guimpe of Black Net.

As far as fabrics go, the verdict is in favor of plain goods, though many narrow, subdued, two-tone effects in stripes are being prepared for the new season. At present nothing but rich, dark colors are worn, but already a change is making itself felt. As the Spring arrives brighter and lighter colors are promised, and already there is some demand for pastel shades. These are chiefly used at present for evening wraps. Tanny orange shades and soft bois rose, ceil and nile are included in this list. Silver and pale smoke, lime-blos-

som greens, raspberry, lake blue, fawn and maize, are features of the new shade card. Black promises to play a big part in the early months of the new year.

Quaint Styles in Toques.

Millinery novelties continue to arrive, and at this date of the season are particularly interesting. By far the most important models are the many new toques that are shown. For the most part these are of long haired furs, such as fox, lynx, skunk, etc., but many are also of marabout and swansdown. These new toques are quaint and barbarous looking, the latter quality being heightened by aigrettes of uncurled and fancy feathers. Many are of the busby and mushroom type, while many are decidedly Oriental in appearance.

A feature of these toques is the way in which they come down over the head—indeed, in some cases where



New Cabriolet Hat; Peacock Blue Satin, Mole and Blue Feathers.

grey-brown marabout is chosen, and where the brim comes right over the forehead and ears it is hard to decide just where the hair begins and the hat ends.

Not only are these toques most popular in fur and feathers, but they are beginning to be shown in draped effects, in velvet and in satin, or both combined. One of these two fabrics was draped around the head in a decidedly Oriental fashion. The shape of the turban was perfectly round and the folds of velvet fell right over the hair. It was raised slightly on the left side by a



Street Costume in Trotteur Style of Blue Serge, Black Satin Sash, Buttons and Loops for Trimmings.

wreath of berries. Toques of this class are showing with clusters of violets for the early season.

There are also many really large hats still in the field, and for their trimming nothing is so popular as handsome plumes.

Calvert & Dwyer, Toronto, wool and yarns, J. L. Morrison, president, deceased.

George Midgeley's large clothing establishment, St. Thomas, was damaged to the extent of about $10,000, Dec. 17th. The loss is covered by insurance. The fire started in lodge rooms above the store.

Telegrams—"Merryfield," London.

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Style Facts From Well Known Buyers and Sellers

Forecasts Confirmed by Subsequent Developments—Values of All Lines of Dry Goods Advancing —Embroideries and Silks Require Careful Watching—Stocks Cleaner Than in Many Years.

That The Review may be fully equipped as an accurate help to its readers, the system of deriving detailed information of the coming style life of the season has been considerably strengthened. It is thus possible to give style forecasts nearly nine months ahead; back it up six months later, in the middle of the buying season, and round the whole information with an array of interesting style facts from our foreign correspondent.

In order to point as directly and plainly as possible an endeavor will be made in this article to be descriptive in terms as generally understood.

Colors for Spring may be classified as follows:—Greens, resedas, olives, emeralds and myrtles; fawns, champagne, biscuit, maise, straw and linen; grays, navy, sky, pink, peacock, elephant or London smoke grey, wedgewood, reds, pearl grey and mauve. Colors are arranged in accordance with their prominence.

Shades are very often given positions based on talk, not on sale. For instance, cherry reds are affording food for some conversation at the moment and may enter as a minor factor in the color requirements of the millinery trade but certainly will not prove wide sellers for Spring and Summer in the general dry goods store. For this reason it is placed almost last on the list.

About Dress Goods.

As decreed in the Midsummer letter, satin faced or brightly finished dress goods, light to medium weights, will hold a commanding position. To be more explicit, satin cloths, satin finished light weight broadcloths, satin faced cashmeres, and satin faced silk back double fold directoire cloths will be counted good property.

Goods of the rougher texture have been pretty generally forgotten in the preparation for Spring's requirements. All indications point to fine, closely woven textures of the purely lady-like variety.

Fine worsted suitings have been ordered extensively by Canadians and Americans, in qualities to retail from 75c to $2.50 a yard. A noticeable characteristic in the colorings of these worsted cloths is the subdued, the harmonious, the beautiful effects produced. It has been many years since the trade has had the privilege of making selections of worsteds from lines at all approaching the beauty and variety of present day ranges.

In pattern goods both checks and stripes have been ordered freely. The departure from last season's favorites comes in a greater call for checks and a prevailing preference for more modest patterns.

Pattern goods have made their appearance at a somewhat improper time. On the one hand is the influence of the long, gracefully-draped directoire lines, founded on plain materials, aiming at artistic simplicity. On the other is an unreasonable call for bold pattern goods, somewhat curtailed as a Spring preference, but nevertheless largely in evidence when the length of time such class of materials has been uppermost in the public mind is considered.

Silks and Where they Lead.

Duchesse satins, single and double fold, have been well purchased for Spring. Pailettes in plains and in figures have met with ready reception both for dress and for lining purposes. Tamalines have been and will be moved to popular call for Spring purposes, taking the place to quite an extent of the time honored taffeta.

Taffeta silks should be pretty well confined to the chiffon variety. It must be remembered that the prevailing idea is in favor of long, narrow, close-fitting lines and that ordinary taffetas or any other silk of the starchy, noisy order is hardly in keeping with that idea. Many merchants find taffeta silks strikingly in evidence in stock to-day. There will be even less use for taffetas in the Spring. Raw silks will again command a good deal of attention. Many very pretty patterns and color effects are shown for Spring. Stripes and checks in two or three-tone combinations have been well purchased. There is sure to be an unusually large command for natural raw silks or shantung, due to two causes, the fashionable use of raw silks and the prevalence of linen colors. Soft finished Japanese silks, particularly in ivory and in black, should find a greater market for Spring and Summer, 1909.

In short, all soft, drapy makes of silks will be sure sellers.

Wash Goods for Summer.

In a letter from our foreign correspondent, dated Paris, France, June 27th, 1908, and published in the July number of this magazine it was the coming use of linen suitings that was emphasized. The following is an extract: "Linen suitings, which by the way have been rather tardy in coming to prominence in this country, are sure to be sold freely this coming Spring. The people are only just awakening to the style and comfort of a linen wash suit. Be ready for the call for linen suitings in Spring, 1909."

We recall this advice that we may have the privilege of reminding our readers that, although it is not difficult to tell to-day that the sale of linen suitings will be tremendous for Spring and Summer trade, it does require more than ordinary knowledge to be emphatic about a style call nine months ahead of the sale. We venture the assertion that nearly three-quarters of the Summer wash materials will be of the heavy order. Fancy muslins seem to have run their day for the time being. An item of lesser interest in wash goods is the demand for fine, soft, silk-finished fabrics. Some fair trade may be expected on such lines. We are sure to find some very marked differences in the preferences of wash goods customers, this Spring. The man who hits it right will be he who is prepared to mould his ideas and buy his merchandise to entirely new proportions—proportions as suggested in our July letter, "What to expect in fabrics and styles for Spring, 1909," and again made plain in this writing to-day. American Indian heads in plains and fancies have been well sold through this country. All pretty weaves in heavier weight wash goods have been accepted without a dissenting voice.

Millinery Movements.

May we again establish our opinions by referring to our July letter? Our correspondent wtote, "Hats will be large. Hats will be small. The large hat will be the popular feature. The small hat only amongst the better

class of trade. Plain ribbons, not fancies, will be used. The popular shape has a wide brim and a broad, medium height crown." That is not far from the mark?

Ribbons as hat trimmings, as sashes and as dress trimmings, are likely to see use not equalled in the past ten years. Sellers should see the largest ribbon season in the history of the business.

Some important features to provide are, an abundance of Duchesse ribbons in all widths; a splendid stock of plain colored ribbons. Fancy ribbons will meet with but meagre patronage. Ribbons will hold a most important place in the wants of the people this coming season. An almost unequalled demand for wings this Fall and Winter has led some to imagine the need of large and well assorted stocks for Spring. We believe this to be a mistaken idea.

Already the better class of trade is turning from what has been paraded to such an overwhelming extent and are using an abundance of flowers. A few large wings and large wings only will find good sale for Spring. There will surely be some customers who, not being satisfied with the supply this season, will wish to imitate some, or one of the smart hats they have seen. Here is where the large wing will find its place. We believe that at this point wings live and die, in the coming season's demands.

About Flowers.

It is impossible at this time of writing to predict any particular use of novelty flowers. Oddities usually occur at the last moment. Such information will be given in a later letter from our foreign correspondent. We are sure that large flowers still hold good. The largest roses we have seen have been shown for Spring. The hats advocated so far do not lack for flowers. Abundance seems to be the ruling idea in decoration. Simplicity is an almost forgotten quality.

Everywhere the tremendous hat with its tremendous trimming is the talk and show of the trade.

Embroideries. Laces and Nets.

Embroideries in their various branches point to several changes in popularity, in that the sale of muslin dresses will not be so great as in former seasons. A drop in the use of dress embroideries may be expected—embroideries as sold last season for trimming dresses. Fronting embroideries, 24 to 27 inches wide, for waist purposes, will be even more popular than last season. The drop in price makes it most probable that there will be a more general use of frontings for the entire waist rather than merely for fronts. Underwear embroideries of all kinds grow in sale as we expand our business. Colored embroideries—color on white and color on color—are being offered rather extensively, in an endeavor to establish some interest in this character of work. The great difficulty in arranging for any large sale of colored embroideries lies in the narrow use which may be made of this class of temptation.

As waistings they are good form. As trimmings they can hardly be classed in a similar way. It would be difficult to find a first-class dressmaker who would use a colored embroidery—color on white—to trim a white dress. Of course, self colors to match make a very fair order of dress improvement, but the sale of plain colored muslins suitable for this class of decoration is rather limited. Particularly will this be so in our coming Spring and Summer trade. Colored embroideries have been and will prove this Spring season a much better merchandise to talk about than to sell. A little showing may be good. A stock is a dangerous quantity. Lace ideas in America centre around Oriental or net lace varieties. Ecrus are particularly good. Tucked net laces, round and square mesh, have been purchased without hesitation, in laces, insertions and allovers.

Nets of all kinds are particularly good for yokes, sleeves and waists.

A great deal of lace work has been shown on the square mesh in patterns, imitating embroidery work. We do not refer to colored silk and mercerised cotton, embroidered laces as shown for the past three seasons, but are on the subject of net laces as the term applies in the Oriental variety, in either Plowen or Swiss machine-made qualities. Pearly point laces have again revived some little interest. Laces in the undressed, lighter, daintier effects and weights, are what will be asked for in the Spring.

The Price Situation.

Values of all lines of dry goods are advancing. The items which have suffered the most extensive declines will recover most quickly. Embroideries and silks should be watched in this respect. We see no reason for an immediate advance in flax, cotton or wool, but the raw material is not the only factor which influences price. Stocks are clean, cleaner than they have been in many years. Very few risks are being taken by manufacturer, wholesaler or retailer. All are working on the principle of "Show me,"—they insist on seeing orders before providing the goods. The improved trade conditions which are gradually being brought about will, under these circumstances, surely bring a scarcity of goods and a hardening of prices. Some wise heads have taken advantage of circumstances to cover their future wants at lowest, necessity-made, prices. Some astonishing bargains have been the result of the desire on the part of the manufacturers to keep their looms in operation. A heavy stock is a loadstone round the neck of the profit maker, but a contract price good for a year, or longer if possible, bids fair to prove a profitable and pleasant investment. Our letter on freaks, fancies and popular styles for Spring, and hints on Fall merchandise will be published at a later date.

Business Changes

Ray's Bazaar Co., Montreal, millinery, dissolved.

Mary A. Traynor, Port Arthur, millinery, assigned.

Jobin & Chevrier, Montreal, millinery, registered.

Mrs. A. Maynard, Ottawa, millinery, stock sold at 37c.

Mrs. Chas. Vezina, Montreal, millinery, dissolved, Eva Granger, registered.

Flowing robes over a fitting under-dress, cut square at the neck is a type of gown illustrative of the novelty tendency in Paris.

Latest inventions of the Parisian costumers are the cassock and the chasuble gowns.

The fashions promise to bring to the front fabrics having more consistency and body. Faced cloths are much worn for street suits.

The bolero promises to have a strong showing in Spring styles. The very short and sleeveless type, elaborately trimmed, are being favorably spoken of.

The new toques now being shown are a decidedly interesting development of the season. Fur and feathers share popularity with draped effects in velvet and satin.

Spring Fashions as Indicated by New York Productions

Early Samples Completed and in Hands of Local Retailers — Prospects for Spring Never Better—Long Sleeves for Early Spring — The Newest Creations.

Staff Correspondence.

Leading fashion ideas for Spring epitomized: Braids and buttons, gilt and tinsel effects in trimmings—hand-embroideries for garments and costumes—three-piece suits take precedence over all other styles—one-piece dresses in hipless effects—separate skirts in scantier effects—long sleeves in waists, costumes and coats especially for the early season—satin and soft-finished taffetas in petticoats—petticoats to be shaped—misses' and juniors' three-piece suits, princess dresses.

Children's coats and dresses simulating those of women—pique dresses and suits for children—princess combinations in lingerie—knickerbocker drawers—novelty under-garments—shoes in matching color with suits—slippers, for costumes—veils in self-colors with hats—ruches in novelty styles in white and colors—short gloves for street, long for dressy occasions.

New York, Dec. 29.—Considerable progress has been made by local garment and costume manufacturers on their Spring models. Many of the lines are already completed and advance orders taken and delivered. Most noticeable is the interest shown in three-piece suits for women. The suit question has caused manufacturers considerable worry. Buyers now, however, consider that three-piece suits will be a bigger feature next Spring than they were for fall. Practically every manufacturer is showing them.

There are several styles in three-piece suits that bid fair to become great favorites. One is the jumper with coat, necessitating the accompaniment of a guimpe. Another consists of a complete dress, with coat of self-material. For high-class trade combinations of materials will be employed to some extent. For instance, a dress of checked cloth with coat of plain fabric, either cloth or Ottoman silk.

Reports from Paris indicate straighter lines in coats and costumes. The hipless and close-fitted effects are expected to extend their vogue in all costumes, at least throughout the Spring.

In women's suits, the strictly tailored coats in cutaway effects and circular gored high-waisted skirts give promise of becoming popular in high-class trade. The medium classes will continue to take pleated skirts, and the coats in styles similar to those favored in the fall. Shadow Stripes on Satin-faced Weaves.

As regards fabrics for women's suits, stripes will again occupy first position, for the third consecutive season. The new stripes do not differ radically from those shown during the last two months. Very few really conspicuous stripes are shown. While serges are much in evidence, a much larger proportion of shadow stripes on satin-faced weaves will be seen than heretofore. Checked dress goods will occupy a very prominent position. Serge checks, in two-tones, a little more pronounced in design than shadow effects, are meeting with favor. The new shadow stripes and checks are seen among the best mohair fabrics. They are soft and brilliant—two qualities that recommend them for practical service. A number of new corded weaves in wool goods will be introduced in Spring suits. While plain and fancy materials will be used, it is a safe prediction to make that wool goods having a satin face will be one of the leading features.

In colors, pastel shades will have increased representation. The blue series, including both staple and novelties, hold first place. The newest shade is "pine green." It has the dark and somewhat bluish tint of the little pointed leaves or needles of the pine trees. Grays, in smoke, silver, stone and taupe, will be good. Greens and browns will also find much favor. Many other novelty shades will be taken, such as wistaria, amethyst, green blues, etc.

Satin is not expected to be as popular in high-grade costumes as it was in the fall. Manufacturers are showing a few satins and messalines in their lines, but taffetas, Ottomans, cashmere, French serges, mohairs and chiffons have the preference.

Directoire and classic effects will continue in good demand in costumes, although the styles are not so severe and are on straighter lines than those previously in vogue.

Women's wash dresses and suits for Spring and Summer are receiving some attention. They are already being displayed in the salesrooms and retail departments, being intended for southern tourists. All the popular colors in dress goods will be found in these wash dresses and suits.

Buttons and braids are being more extensively employed in trimming suits and dresses for Spring than was the case last Fall. Satin trimmings are being replaced to a certain extent by tinsel effects, in braids and ornaments.

The skirts of suits intended for dressy wear are in sweeping lengths, while those for street use are in walking length. The sleeves of all suits and street costumes are long and close fitting. In evening costumes, they consist of a little puff at the top. With such sleeves, twenty-button gloves are worn.

The separate skirt for Spring is scanty and fits snugly about the hips. Some of the models are made with habit backs; others simulate this mode. Many of the skirts have fewer gores; others are scant at the top and arranged in fan-pleats at the foot, thus permitting a generous flare.

Three-Piece Suits for Misses and Juniors.

For misses' and juniors' three-piece suits will be high style for Spring. These are in mannish tailored effects, with smaller revers and tailored collars. The skirts are circular gored, with the high-waist line, and inside belt to hold the skirt in proper place. The blouses of three-piece suits are in jumper effects, or else a complete dress and coat are shown, similar to those worn by women. The coats are long, the average sizes for misses' and juniors' being 36 to 38 inches. Self-colored linings are a feature. Braids and buttons are extensively employed.

Mohairs, light-weight broadcloths, and mannish mixtures, in plain or shadow stripe effects, are the materials

employed. In fact stripes are expected to be better than ever and as the season advances, stripes will become broader.

Separate coats and reefers, developed in light-weight, plain and fancy materials, suitable for girls of six to sixteen years, are made in regulation coat styles, and in fancy effects. The cutaway coat is the newest style and is expected to be the most popular for Spring. One-piece dresses in jumper or princess effects are shown, made of mohairs, cashmere, serge and washable materials, such as ginghams, lawn, chambray and batiste. The kimono style dress is the most appreciated among such dresses.

In children's wear, simplicity of line and design is the keynote. In the new season's productions, models simulating styles worn by women are more in evidence than ever. Wherever it is possible to carry out the long lines, they are shown. For the child of four years up to about ten, the coats are developed in plain, checked and striped broadcloths, serge and mixed fabrics. The cutaway, kimono and Directoire styles are all strongly represented. Braids and buttons also are employed as trimmings in these coats. Dresses with panel effects in front giving a continuous line from the yoke to the bottom of the skirt, convey the same idea as dresses shown for women.

Tub Dress in Pleasing Styles.

Long sleeves in children's dresses are another feature for early Spring, but it is expected that as the season advances, the shorter sleeve will be in greater demand. Tub dresses made of pique, rep, gingham, chambray, lawn, batiste and other sheer fabrics are shown in many pleasing styles. Straw bonnets, in all the fancy shapes possible to get up for children, will be popular. These will be extensively trimmed with ribbons.

The new separate waists are not only attractive, but show many variations in styles from those of last season. They are divided into three classes—the simple tailor-made, semi-tailored, and dressy. The simple tailored models are developed in linen and Madras, and have stiffened collars and cuffs. Colored embroidery on cuffs and fronts of semi-tailored waists, in floral or conventional patterns, will be a feature In the semi-tailored effects, more latitude is allowed. These models have just a little trimming to relieve their plainness. For example, frills down the front, and trimmed cuffs or else an embroidered bosom pleat, or hand-embroidered fronts.

Many attractive styles are seen in dressy waists. One of the characteristic features of the new dressy waist is the straight up and down effect, giving the long lines which are so fashionable. Hand-embroidery and beautiful hand-made laces are being employed extensively on these models; machine imitations have also been brought out successfully.

Looks Like Long Sleeve Season.

Practically all the wash waists for the new season are shown with long, close, tight-fitting sleeves. Many merchants are of the opinion that when summer comes, long sleeves will be abandoned for the shorter ones. Thus far, there has been little or no demand for the short sleeved waist, and from all appearances it looks like a long-sleeve season.

A few novelties in colored waists are in the new lines. These include white shirtings and sheer fabrics, with colored markings in the form of stripes and checks. Dyed nets in matching shades with suits are the prevailing style at the moment. They are also expected to be good for early Spring.

The new season's petticoats show a marked tendency toward close fit over the hips and waistline, with fullness at the foot. In the better grade garments the natural-finished taffetas or satin-surfaced materials are employed. For the medium grade, the rustling taffetas are favored.

The Directoire vogue still has its influence on styles of silk petticoats, and designers are adhering to such ideas in cut and trimmings, making their models in shaped effects, with simplicity in trimming. The new models show little or no change from those popular during the Fall. Many new trimming ideas have developed; otherwise little change is noted. Light colors are expected to be good, as is usual during warm weather. Grays are popular, running from the very light shades to the very dark. Taupe, wistaria, catawba, greens blues, changeables, browns and striped effects will all be good in silk petticoats.

The tailored models will have a larger vogue for Spring than they had in the Fall. These are in ankle lengths. The cotton petticoats are also in shaped effects and as much care is given to their cut and fit as the silk garments. Models made of materials imitating silk, and machine embroidered, are the most attractive. These come in all colors, as well as black.

Washable fabrics, such as seer-suckers, sateen, percale, gingham and chambray, will all be good this season. These are shown in plain solid colorings, in stripes, checks and fancy effects.

Knickerbockers will continue to be good. While these are not expected to take so well next Spring as they did in the Fall, manufacturers are including a number of attractive new models in their lines.

Styles Vie with Each Other.

Dainty undergarments which accentuate the long hipless figure are most extensively featured in the new Spring lines. Combinations, consisting of two and three garments in one are unquestionably very popular at the moment. It is expected that such models will continue even more popular throughout the Spring and Summer. There are many styles that vie with each other for favor. The princess effects, with the gores joined by narrow beading, are proving better sellers every day.

The combination boned corset body and knicker-bocker are freely taken especially those developed in good quality wash materials. A number of novelties are included in the lines. Among these is the knicker-bocker drawers, which is drawn tightly about the knee, ribbon threaded beading being supplied for such purposes. Another novelty is the combination modesty petticoat and knickerbocker drawer. The circular closed drawer is another new garment that is selling well for Spring. There is a gradual falling off in the demand for chemise, these being replaced by the combinations.

Ruchings in medium widths are expected to continue the vogue throughout the Spring. The shaped stock collar well fitted to the neck and without points is the newest idea developed in neckwear for Spring and Summer selling. Broad Irish collars will be better than they have been. Lingerie effects will be seen to a considerable extent, as well as tailored neckwear, such as stocks, jabots, etc.

The Spring lines of laces do not show much variation from what has been prevalent throughout the past season. A change is not unlooked for, however, and more voluminous styles are expected in the new lines that will soon be placed in the market. Nets have a wide representation. Sets will again be strongly featured, especially in the band trimmings All-overs will continue good. Tucked net all-overs will be good. Vals, torchons, point-de-Paris, are all to be found. When the importers return more definite reports can be given out.

Relation of Efficient Organization to Business Success

There is no Royal Road—Integrity the First Essential—Comparison of Sales and Purchases Should Constantly be Made—Slackness in the Office has Wrecked Many a Business.

By Andrew H. Pettigrew, Managing Director of Stewart & McDonald.

Whatever makes towards success must be a matter of supreme interest to everyone in business, and everything pertaining to it may be included in the term "Management." One thing is certain—that there is no royal road to it, but it is equally certain that, given a location and conditions where success is possible, there is a sure road to at least satisfactory results. Success, after all, is but a comparative term.

Happiness rather should be the aim and goal of all human strivings, but it must be readily admitted that at least a fair measure of success, in whatever position of life we may be placed, is necessary to it. Most young men beginning business are filled with an ambition of a sort, and picture a future for the business on a more or less great scale, and as most businesses have had their origin in small beginnings, it must be evident that the secret of their success lies in having the foundations well laid.

In new countries or in rapidly developing communities it may be possible for a progressive and a profitable business to grow up on haphazard lines, but in "the Old Country," where trade is congested and competition is keen, and in the present day particularly, when education is widespread and intelligence more on a level, it is absolutely necessary for the beginner to seek to discover the essential qualifications that will contribute towards his growth and success. The choice of location which offers possibility of extension, in point of both volume of business and premises, is so obvious a necessity that it need scarcely be remarked on. The necessary capital also, in order to enable the beginner to buy in an open market without obligation or restraint, is also a sine qua non (although too much capital involves a danger of its own), but given these two conditions, there are others which are as important, and which the beginner can contribute himself out of his mind and purpose, and the lack of which will undoubtedly mar his progress.

First on this list I would place integrity—that is, honest dealing with his customer and honest dealing with himself. These are both vital principles, and the foundations of a business cannot be well and truly laid without them, nor can the fabric of a business, however large it may grow, be safe and secure when they are absent. Just as the consciousness of rectitude makes a man strong in his private life, so does it make him strong in business and gains for him the respect of all with whom he deals; from those he buys from, on the one hand, and to those he sells to, on the other, and also from his employes, when he comes to have any.

Honesty with Customers.

With reference to being honest with customers, the wisdom of this is so obvious that it need not be dwelt upon here. I am more concerned to press home the necessity of being honest with oneself. The counting-house or the office is the instrument for applying this honesty. Many a promising business has been wrecked through slackness in the office, and it, above all, is a section or department on which expense should not be spared. I would place efficiency in the counting-house as being the most helpful thing in a business that is destined to grow. The purpose of the counting-house should be to keep the exact position of the business before the eyes of its owner. Comparison of sales and purchases should constantly be made, abstracts of accounts should be produced at least monthly, and stock should be taken twice a year.

The books ought to be balanced and the accounts audited at least every twelve months by a paid auditor dealing with the business as an outside party, and presenting to the owner a true result made up independently by himself. If one is progressing, the knowledge unmistakable and clear that he is making headway, will give him greater courage and more enterprise, and if one is going back the sooner he knows his true position the better, so that it may be remedied.

Concerning Extensions and Changes.

Given a small business well started, and money beginning to be made and capital grow, the first question is, "extension." In these remarks I have, of course, a retail business mainly in view. A good and safe principle on which to proceed in this matter of extension, is to consider whether taking into account the extra working cost involved, the business could continue to be carried on supposing no extra trade was done; in other words, making sure that no disaster would follow any disappointment in the expansion of trade, and also making sure that in the enlarged business no sudden and radical change is made in the principle and style in which the business has formerly been conducted.

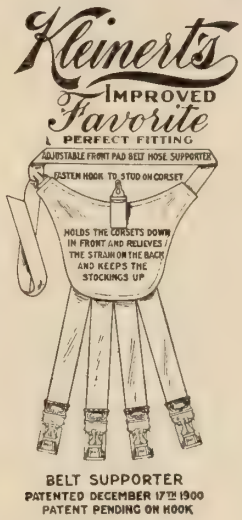
If a change to a better class of business is desired let it come gradually, for the law of average which works so wonderfully in all human affairs can be safely depended on if the conditions are not suddenly and radically changed, thus making it certain that from an extension as is described above, a paying increase would result. Above all, in a young business capital should not be tied up in costly alterations and fittings; that may come with great profit later, when the danger post is past. With one or two extensions made on this principle the place may assume the size of a warehouse, departmentalized and with buyers over each section. It is here where organization steps in and where a still firmer grip must be kept on the business in all its operations. Organization in a warehouse means efficiency, and efficiency, with certain moral qualities added, means success. Every business develops on its own peculiar lines, and no two can be organized alike. The most perfect organization is the outcome of the needs of the particular business to which it belongs, extended and perfected almost from day to day as the weak places are discovered.

(To be continued in the February Number).

The staff of A. W. Cressman's, Peterborough, have organized a hockey team, with the following officers:—Hon. Pres., A. W. Cressman; president, A. Temple; secretary-treasurer, Russel Patterson; manager, John Titterson; captain, J. Duffie.

Kleinert's

Newest Clasp for Supporters
(Shur-on)



BELT SUPPORTER
PATENTED DECEMBER 17TH 1900
PATENT PENDING ON HOOK

Will not tear the stockings, holds like a vise, easily adjusted.

Small and neat, highly finished.

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All the leading jobbers, if not obtainable from them write us direct.



I. B. Kleinert Rubber Co., Toronto,

Exclusive Manufacturers.

St. George Brand

Underwear for Men



made in various weights and textures

WOOLNAP

(For extra warmth)

Also bears the St. George Trademark for your protection and ours.

It May Seem a Simple Thing

to sell underwear, but, like many apparently simple things, it is one that requires careful attention from the retail men's wear merchant.

You won't get what's coming to you from your underwear business unless you centre your efforts upon pleasing customers, so that they will come back from season to season.

To ensure this, sell ELLIS SPRING NEEDLE RIBBED UNDERWEAR —the kind that *fits*, because it's so thoroughly elastic.

The Ellis Mfg. Co., Ltd.

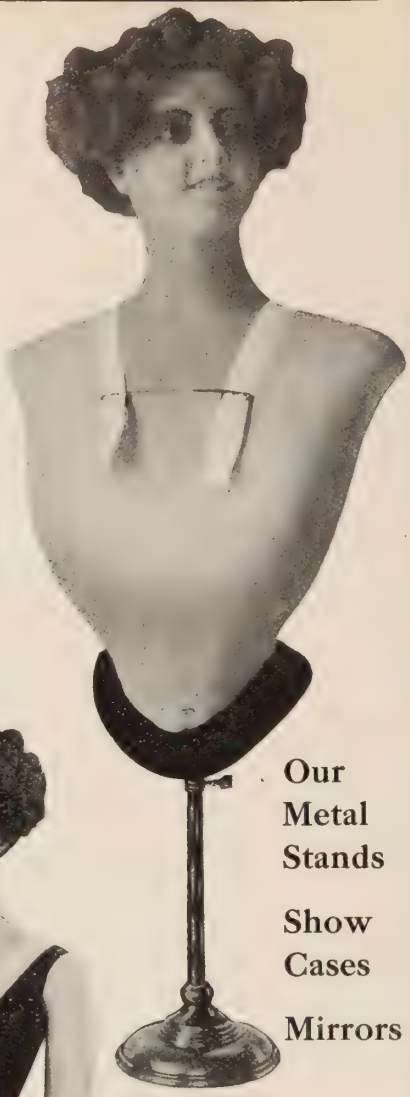
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Moneypenny Bros. & Co., Toronto, Selling Agents

Our Wax Figures and Forms

are the finest on the market.

IF YOU want latest styles and best quality in display **FIXTURES** of every description write for our new catalogue.





Our Metal Stands

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FIXTURES

takes **First Place** in every **Respect**—The appreciation of our customers has been expressed by an enormous increase of trade—which demands **larger premises. Announcement later.**

In the meantime write for copy of our New Catalogue.

CLATWORTHY & SON

38-40 Adelaide Street W., TORONTO

Reputation is a good Asset

—if it's a good reputation—but we do not depend on reputation to sell our goods. Their excellent value is so apparent you can see in the goods themselves their worth.

That's the Reason

for our splendid business in Cloaks and Suits. The shrewder the merchant the easier it is to sell him MACKINNON Garments, because he readily recognizes their strong points—QUALITY and STYLE.

The same Reason

is applicable to your Cloak and Suit trade. The points of superiority which make Mackinnon Garments appeal to you will also make them easier to sell to YOUR customers.

THE

MACKINNON CLOAK CO.

LIMITED

MANUFACTURERS OF

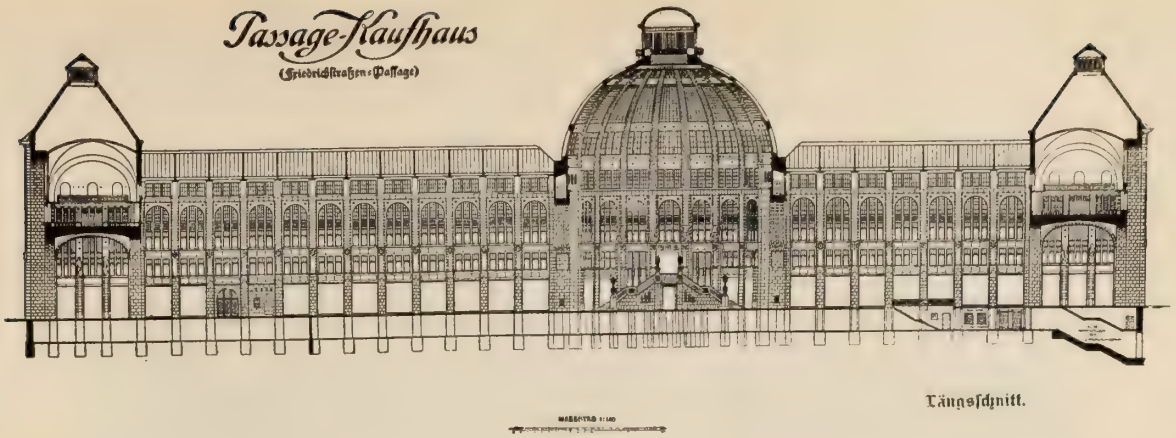
COATS AND SUITS

285 and 287 Queen Street West

TORONTO

ANGUS L. MACKINNON, President. LOUIS KORN, Vice-President

WALTER W. ARNOLD, Sec.-Treas.



Sectional Elevation of the Passage Kaufhaus. The Entire Building to the Smallest Detail is Treated in an Artistic Style. The Total Cost was Over $5,000,000.

Sixty Retail Stores Centralized in One Large Building

Passage Kaufhaus in Berlin, Germany, Consists of Independent Stores with Details of Management in Hands of Central Office — Artistic Ideas in Architecture — Cost Over Four Millions.

The time when the German offices and shops used primitive methods of advertising, buying, selling and delivering goods is now over and it is astonishing how quickly the German business man has adopted systems that were familiar to the modern American or Englishman years ago. But it is true that if a German does anything especially new he does it with characteristic thoroughness. An example of this fact is the Passage Kaue-Haus which was opened a few weeks ago in Berlin.

The new institution is not a dry goods store but a combination of retail shops (at present about sixty, with as many different branches) arranged under one roof. The shopkeepers who have joined the Passage are independent and their profit depends on the sales they make in their own department, yet they derive considerable advantages from joining the central institution. Among these are the following:—Shipment of goods at reduced rates in large quantities from any distance to the Passage store; delivery of sold articles to the customer in Berlin as well as other cities by the teams and motor cars of the central office, saving the employment of a cashier and bookkeeper as this business is done by the central office for all participants; cutting down the costs for advertising, which is done by a special trained staff who make the ads. far more effective, and besides, secure cheaper rates, as the advertisements are issued by the central office for the whole institution; and last, being represented in a big catalogue chiefly intended for outside customers. The public, on the other hand, has the advantage of buying in sixty special shops where the variety of articles is much greater than in a separate store and yet finds comfort and easy shopping just the same as in the latter, because these numerous branches are located in one spot, under one roof.

There are no doors between the various shops, and 24 elevators, besides wonderful stairways, communicate between the floors. The goods are also delivered by a number of teams and motor cars to any part of Berlin, four times a day, and also to suburbs and other places. From all this it is clear that the new organization offers to the shopkeepers as well as the public the combined advantages of the big store and the retail shop without their drawbacks.

Skilled Staff of Advertising Men.

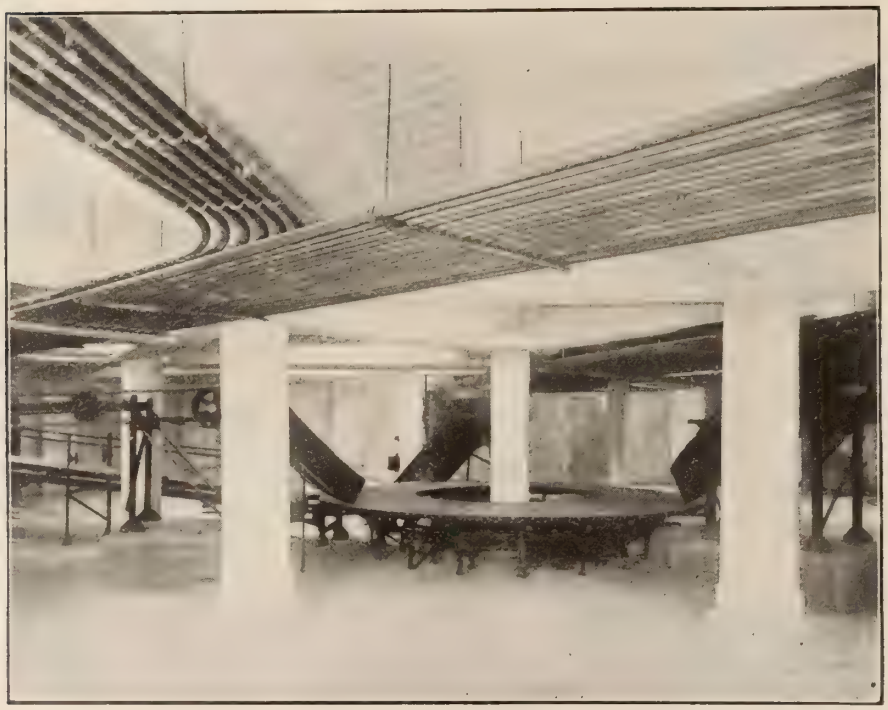
It is known that every modern business man spends a rather considerable sum for advertising. This is true even of Germany, where the value of it has not been recognized until comparatively recently. If an ad. is to bring good results it must be made up in an attractive manner, but only large firms are enabled to employ specially trained people. Now the Passage Company with a capital of several millions can of course stand the expense, and a skilled staff of illustrators and advertising men are kept employed, who make the ads. for the newspapers and magazines, and also prepare catalogues. As sixty retailers have joined the Passage organization, it is clear that each has to spend only the sixtieth part of the whole advertising cost and yet they are given such an excellent service that even the largest stores cannot compete with it. The central office makes large contracts with the numerous papers and considerable sums are saved thereby. Large placards and electric signs are also to be found in various parts of Berlin, in addition to posters on the many typical poster columns, the railway cars, stations, etc. Contrary to American and British practice this advertising is done in an artistic manner with really pretty and effective designs, not disfiguring the streets and surroundings of a city in the offensive American way where the esthetic side is so often neglected. In some ads. only certain branches are mentioned, the expenses of which are to be paid by those particular retailers, while other ads. simply draw the public attention to the Passage store generally as a good place to buy at. For these every retailer has to pay an amount, depending upon the quantity of goods he sells per month.

Certain businesses have to spend excessive money for advertising compared with their sales, for instance, soap factories, food manufacturers, mail order houses, etc. Others go to large expense when they wish to extend their business or add a new department. These expenses become smaller only if a firm exist for a long time and

build up a large business which becomes itself an advertisement. When the Passage was founded the question was considered how to cut down the advertising expenses. The management first took into consideration the fact that each of the sixty shopkeepers embracing the Passage is a novel institution which has no counterpart in the world and is attracting every cultured person by its wonderful architecture, its fine parlors, reading, writing, music and refreshment rooms, all of which were advertisements themselves. Other ads. cost-



View of One of the Main Entrances and Front Section of Passage Kaufhaus.



Rotating Table Receiving Parcels from Four Chutes and Belts. On the Ceiling Pneumatic Cash Tubes.

the Passage organization had a number of old customers and acquaintances who would continue to buy from him; he would draw them to the new store and thus to the other departments where they would always find goods to interest them. Another feature considered was that ing money were cut down as much as possible and the sum each shopkeeper represented has to pay is rather trifling. He thus becomes known and makes good sales while otherwise in his former little shop his firm would be rather obscure. Because these and the general run-

ning expenses are cut down to a large extent the articles can be sold cheaper and the public profits by it. It is the purpose of the Passage to bring the producer into direct contact with the consumer, thus saving intermediate expenses. In large dry goods stores the store is always intermediate while here in many cases the manufacturer has a salesroom in the Passage where his goods go directly to the public.



Central Court of the Arcade Under the Cupola.

Branches Represented in One Catalogue.

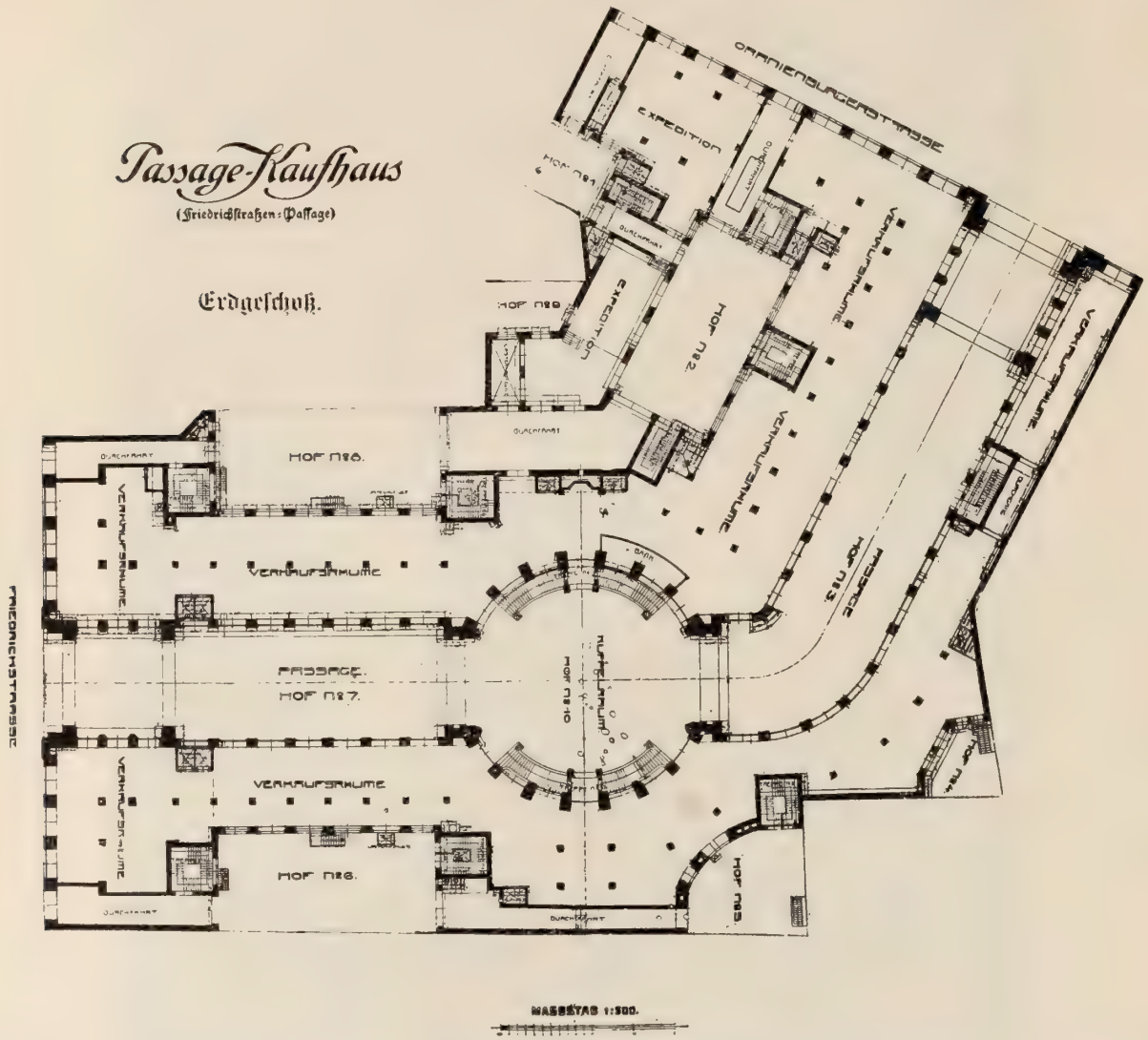
Another department where almost revolutionizing methods are applied is the mail order business. A glance at the map will show that Berlin is excellently located as a centre not only of Germany, but of the whole of Europe and is well adapted for a business centre. Railways, telegraphs, mail connections, canals, etc., are abundant and in excellent condition. The reason for the slow development of the mail order business is probably due to the fact that catalogues contained too few different articles and that these were not clearly brought to the attention of the customer. The Passage organization has now issued one big catalogue where all the different branches are represented and each article is very clearly pictured and described as regards weight, size, quality, character, etc. It is clear that every reader will find in such a general catalogue at least something which he needs, while he would probably throw away a prospectus dealing with one subject only. This catalogue is made up by the trained staff of the central office and has no counterpart in any retail shop or big store. Yet the cost to each of the sixty shopkeepers of the Passage is low and much less than if he prepared a special catalogue for himself. Each retailer is entitled to sev-

eral pages and his space forms the basis for the amount he has to pay. Finding out the addresses to whom such a catalogue is to be sent, the work of mailing it and the future transaction of business with the outside customer is taken up largely by the skilled staff of the central office which saves the retailer much trouble and expense and gives him a service of greater perfection than he could find elsewhere. The whole forms a new era in the mail order business in Germany.

When goods are shipped to other places, all that has been ordered among the sixty branches is collected in the freight department of the central office and shipped in one parcel by freight or by parcel post. This shows at once how much is saved by this economical delivery. Furthermore, in larger towns agencies are being established which help to make the Berlin house better known and to cheapen the transaction of business. As with insurance companies there will be general and sub-agencies. Only the most modern and efficient methods for delivering the goods to the home customers and those outside are applied. Pushcarts take the articles to special elevators which go down directly to the wagons and automobiles, while for smaller articles chutes are installed. For transporting goods to be sold there are special lifts distributing them to the various storeys, and anything can be carried upstairs from a pin to a large billiard table, piano, heavy safe or automobile. From time to time special trains will be run from the Provinces to the capital with single fares to allow a large percentage of the population to visit this unique store.

Expenses Divided Among Stores.

As with the advertising and delivering of the goods so in a similar manner the expenses are divided among the sixty shopkeepers for other privileges. Among these may be mentioned the rentals, the show windows, the heating and lighting, the cleaning and repairs, fire insurance and guarding, telephones, elevator service, postage, taxes, lawyers and music. The latter is also a novel feature, as a band is playing every day from four until eight, when the store is closed. Books could be written about other interesting features but only a brief review can be given here. Not only can any description of article be bought, but also tickets procured for theatres, music halls, concerts, museums, regattas, races; in another department articles can be hired on reasonable terms, such as costumes, china, tables, chairs, carriages, linen, etc., which will be welcomed by the housewife receiving unexpected visits. The central office will also provide for small fees, banquets, wedding parties, dinners, etc. The trouble of finding reliable servants,



Ground Floor Plan of the Passage Kaufhaus. The Great Department Store Recently Completed in Berlin, Germany, where 60 Independent Stores are Centralized. The Building Fronts on two Main Streets, and through the Centre runs a "Passage" or Arcade, the Stores Being on Either Side. There is an Immense Cupola in the Centre. The Building has Six Floors.

about which the housewives of all cultured countries are now complaining will be largely overcome by the employment department. Here a customer will find good male and female servants, waiters, butlers, cooks, tutors, workmen provided, such as plumbers, joiners, clockmakers, tailors, locksmiths, shoemakers, etc. Material of any kind, such as coal, wood, ice, can be ordered here. The stranger and foreigner passing through Berlin will



View of the Corridors, Showing Elaborate Architecture of the Building.



The Yellow Salon Where Jewelry is Sold.

gouvernants, etc. Clothes and linen can be cleaned here chemically and by ordinary washing, carpets beaten and cleaned by vacuum apparatus, repairs made and reliable be taken care of. The Passage makes up a plan how he can spend his time in a nice way without much expense and without missing the sights; the tourist office pro-

Resolved

That I will sell more clothing in 1909.

That I will carry Campbell Clothing.

That I will feature Campbell Special Order Clothing.

That I promise to do these things for the good of my business, and the satisfaction of my customers.

That I will send to-day for their attractive proposition.

THE

CAMPBELL MFG. Co.
Limited

23 Cote Street, - Montreal

vides him with tickets for railways, steamers, amusements, etc. He is also informed about hotels and boarding places, and provided with interpreters.

Sections Connected by Arcade.

While this description has shown the wonderful and novel organization of the Passage store it is also a remarkable building from the architectural standpoint. The immense structure has two long fronts on two streets. These latter are connected by the arcade from which the whole has its name (arcade means in German, passage). This is a curved walk covered by a glass roof and in the centre is an immense cupola with a diameter of 30 meters, and a height of 45 meters. The walk is traversed by many bridges on the various floors and one is modeled after the famous Rialto bridge in Venice. Here high up in the air a band is playing under the cupola, furnishing grand music. As is customary in Germany, the whole building to the smallest detail is treated with exquisite taste in an artistic style and made fireproof and safe. Several houses had to be pulled down to make room for it and the store occupies a space of 8,700 square meters, which cost alone 8,000,000 marks, while the store itself cost 8,500,000 marks.

Business Notes.

G. Goulet & Co., Hawkesbury, tailors, assigned.
T. H. Jacques, Edwards, general store, assigned.
N. Wartelsky, Colebrook, general store, assigned.
T. H. Jacques, Edwards, general store, assigned.
Dominion Fancy Vest Co., Toronto, discontinued.
Howden & Young, Caledonia, furniture, dissolved.
J. H. Deeks, Williamsburg, general store, assigned.
Ontario Cloak Co., Toronto, Moses Brody, retired.
United Costume & Jobbing Co., Montreal, assets sold.
J. A. Thibert, Montreal, men's furnishings, assigned.
J. H. Jones, Dexter, general store, sold to C. D. Parker.
W. T. Beatty, Horning's Mills, general store, assigned.
I. H. Jones, Dexter, general store, sold to C. D. Parker.

MacDonald & Douglas, St. Thomas, clothing and men's furnishings, dissolved, Douglas continuing.

Robinson & Wylie, Strathroy, dry goods and carpets, dissolved, T. F. Robinson continuing.

G. W. Midgley, St. Thomas, clothing and men's furnisher, loss by fire, partially insured.

Smith, Clarke & Co., London, jobbers, boots and shoes, dissolved, Mrs. Fred. Smith continuing.

The Dominion Home Furniture Co., Toronto, dissolved, succeeded by Dominion Home Furnishing Co. and I. Shessel & Co.

Berkinshaw & Gain, Toronto, tailors, dissolved, succeeded by E. T. Berkinshaw.

L. HIRSHSON & CO.
MONTREAL

The House for General Dry Goods, Fancy Goods, Woollens and Tailor's Trimmings.

Tel. Main 2715. **248 Notre Dame St. West**

Wishing the Trade A Prosperous New Year.

Opening Five Thousand Credit Accounts in One Month

How D. Morrison Makes Credit Amenable to Profitable System — Puts his Individuality Into Ads.— Business Developed in Proportion as Advertising Space Increased—Books Open to Customers' Scrutiny.

After nine years in business, D. Morrison, Toronto, proclaimed by broad billboards and bold-type ads as "the credit clothier," declares that a large proportion of the shopping public in that city must buy their clothes on the instalment plan.

The proof that he is willing to assume the responsibility involved in that assertion was contained in a statement made over his own name in a recent ad. It read thus : 'My experience during the past twelve months proves that I can safely trust $60,000 worth of clothing and furs with good reliable, well-meaning persons on weekly payments of $1, $2, or $3 a week without any money down. That's real credit." He further stated that the sale would mean the opening of 5,000 new credit accounts in December.

Credit as a Specialty.

Credit is not a matter of enforced toleration with D. Morrison. He is one of those with whom it is a specialty. While some merchants have been shaping their plans with the object of cutting that problem from



A Typical Advertisement of D. Morrison, the Credit Clothier.

their business, he has worked in another direction, his idea being to make credit amenable to system and in that way to eliminate the abuses and develop the profitable to the greatest degree possible. He has been successful.

Much has been said about the cash system in business. No one will dispute that it is a desirable thing. This has been proved wherever successful application has been made of it. To the man of family, however, with a demand continually emphasizing the deficiency of salary, the rigid enforcement of a cash system does not, according to Morrison, admit of the elasticity necessary in making both ends meet. Apart from that point of view, there are numerous other causes and conditions which, he states, will always make the call for credit persistent. Economists, of course, will ever moralize on the justification of demand in relation to available wherewithal, but in the meantime "the credit clothier" is delivering the goods.

No man pays closer attention to every detail of business than he. On hand from the moment the store opens, he is always approachable on matters requiring consultation. His advertisements reflect his individuality. They are bright, practical, effective talks. The direct personal appeal he believes to be the best. Being a specialist, he knows what he has to say, and what he says never admits of a double meaning. The store confirms the newspapers. The ads are changed daily. Their present dimensions are many sizes larger than those through which Mr. Morrison first went after publicity. Formerly described in inches, they are now measured by the column. He states that his business has grown in similar proportion. He believes in the power of his ads to bring results. He has, moreover, spent much money in permanent sign boards—those that attract attention by their design and which press home points relating to the store.

Straight Talks in Advertising.

There are very few pieces of advertising landscape in the city which have not been used as the setting for Morrison's photo and "credit" facts, while newspaper space is kept bristling with details. It is always possible to tell a Morrison ad at first sight. From the time he first began to make advertising history for his store his own picture gave the space a distinct identity, and his straight talks to the public never lacked in news calculated to focus attention. No opportunity is lost to emphasize the importance of quality and style in garments. The standards established in the connection back up the scope of the advertising, the appeal having forceful application to the most high-class requirement. In that way Morrison has discouraged the impression that credit is confined chiefly to the poorer and less particular class of trade. His experience, he declares, has proved the opposite to be the case where business development has been directed along proper channels.

His Business Point of View.

"We have no extraordinary system," said Mr. Morrison to The Review. "We make our collections regularly—weekly, fortnightly or monthly, as the case may be—and in that way keep in touch with our people. When a man buys an article, he is given a bill which he can fold up and put in his pocket. If he arranges to call at the store and make his payments well and good; if not, our collector attends to it. Of course, it is absolutely necessary for us to know something about the people who deal with us. We have no great faith in credentials; sometimes a man with the best of these turns out to be the worst. On the whole, however, we have very little to complain of in the matter of payments. Seldom do we find a man abusing one's confidence. We have studied the credit system out carefully and have proved that it can be successfully applied in this city. Somebody has to do business on that basis. Large stores

in American cities have it down to a science. Why can it not be done here? There are those who describe the request for credit as the result of a disease. In some respects that may seem to be the case, but I prefer to regard it as a necessity. That is my business point of view."

Customers May Examine Books.

The store of "the credit clothier" has a frontage of thirty feet and a depth of one hundred and thirty-five. The stock consists of ready-to-wear clothing for men, boys, women and children; furs, and boots and shoes. There is a custom tailoring department. The garments are neatly arranged on tables or on racks. Figures are freely used for window and interior display purposes. The store is well lighted, beyond the range of light from the front windows a series of roof wells serve that purpose. The accountant's and cashier's desks occupy a prominent position in the centre of one side of the store. The men in charge of these sections are within easy consulting distance. The books are there within plain view of the customer. If he wishes he may scrutinize every entry in his own account and inspect it from time to time if he may so desire.

Some Seasonable Hints to Buyers

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

APPOINTED CANADIAN AGENTS.

John Dearden & Co., of Bolton and Manchester, manufacturers of satin quilts, have appointed R. H. Cosbie their selling agent for Canada. This firm has hitherto sold through the jobbing houses, but, after mature consideration, and after a member of the firm has made a close study of the conditions in Canada, they have decided to change their selling policy and go direct to the retail trade.

This firm has also introduced a most convenient method of showing patterns, and one that is as useful for the buyer as the seller, as it saves a great amount of time. The patterns come in book form, printed upon a heavy coated paper. The ground of the quilt is colored blue, to show up the design, which is thrown up in white and heavily embossed upon the blue ground. The great advantage gained is the clear and distinct manner in which the patterns are presented, taking only a few seconds to run through the line. Among the many attractive designs shown, mention might be made of the nursery patterns, showing all the popular nursery rhymes.

A "ROYAL COLLECTION."

Throughout the civilized world, wherever Christmas is celebrated, Raphael Tuck & Sons Co.'s holiday cards, booklets, toy books and calendars are seen, sold and appreciated. To see the name of Raphael Tuck on a card or booklet of particularly meritorious design or coloring, creates no surprise; indeed, one would be surprised if Tucks' name did not appear. For the present season a more than usually artistic line of publications have been issued by this firm. Attention might be called to the high-class color printing employed in all the Tuck publications, the illustrations of meritorious design and the interesting and appropriate character of the text. This applies to the lower priced lines as well as the most costly, on all of which are seen evidences of the same unremitting care instanced. A "Royal Collection" is a term which has been aptly applied to the splendid range of post cards which this firm has added this season to the already marvelous collection. Mindful of the gracious interest so recently evinced by Her Majesty the Queen, Her Royal Highness the Princess of Wales, and other members of the Royal Family, in the post cards emanating from Raphael House, they have endeavored this year to make Tuck's post cards more than ever deserving of both the "Royal" and the "Public" patronage which they are fortunate enough to enjoy in so large a measure.

A HANDSOME CALENDAR.

The Canadian Underwear Co., Montreal, has issued a very handsome calendar for 1909. It is a piece of work which for its artistic merit alone will be appreciated by its fortunate recipients. It is a reproduction in four colors of the painting, "Guilty or Not Guilty?" a picture that is familiar to most lovers of art. There is a quiet dignity about this calendar which will make it highly prized and will ensure it a prominent place in the office of every merchant who receives a copy.

OUTLOOK FOR STORE EQUIPMENT.

New York, Dec. 28.—Mr. E. T. Palmenberg, of J. R. Palmenberg's Sons, spoke recently at length to a representative of this journal about commercial conditions. He is equally familiar with the manufacturing and selling ends of his business; so that he can feel the pulse of primary markets and that of the general trade. with considerable certainty. Mr. Palmenberg is conservative, and, therefore, when he told the writer that the Palmenberg factories had been run throughout this year, with the exception of a short interval, on full time, it was quite evident that the firm had not suffered materially from lack of enterprise.

"I feel," said Mr. Palmenberg, "that the mercantile interests of this country are too vast and too energetic to lie idle for more than a brief period; no matter what the climatic or economic conditions may be. We cannot tell what the trade will be in comparison with 1906 and 1907, which were, by the by, phenomenal seasons, but we, like others, are anticipating an active spring trade. We have kept our full factory organization busy on stock and have designed and made up the most extensive line of novelties ever produced in the history of this institution. Mercantile concerns are multiplying all over the country. new trading centres are developing in every section; the demand is for the best in store equipments, and we are preparing ourselves accordingly.

"So far as the present is concerned," concluded Mr. Palmenberg, "we are unusually busy for this time of the year. Collections are very satisfactory and requests for extensions are scarcely noticeable. In short, business in general, as I see it, is looking up and 1909 should be a distinct success."

SHAER & ELIASOPH.

Shaer & Eliasoph, 40 St. Antoine Street, Montreal, though established only in the Spring of 1908, have already made their mark in ready-to-wear garment industry. They have succeeded in opening accounts among many important stores on account of their good values and prompt attention to every detail of business.

Their collection for the Spring of 1909 is a range of high-class garments at popular prices, adapted for the Canadian trade.

Their suits start as low as $8, and run up to $25. Their showing of semi and tight-fitting suits in Em-

pire, Directoire and Princess effects is particularly desirable.

They are making a big bid for trade with their satin coats in semi-Directoire styles, in 36, 46 and 48-inch lengths. Their silk coats are also represented. Short covert jackets will be good sellers and they show the latest ideas in herringbone and striped effects. Their range of skirts is described as high-class.

Their Ontario representative is Mr. Dorman, Quebec and the Maritime Provinces, A. Tencer.

WARWICK OVERALL COMPANY.

The Warwick Overall Company, Warwick, Que., manufacturers of "Quick Sales" overalls, are an example of the growth of Canadian manufactures. This firm was established in 1902, and has made steady progress, in spite of a setback in the Fall of 1903, when their factory was destroyed by fire. Their factory is now of large capacity, equipped with the latest machines, and they turn out first-class goods. Their lines comprise all kinds of overalls and specialties for railroad men, engineers, miners, etc. They make a specialty of supplying goods by mail, and samples will gladly be sent to interested merchants.

BROCK & PATERSON'S OPENING.

Messrs. Brock & Paterson, Ltd., of St. John and Halifax, are particularly well placed, as regards situation and stock carried, for attending to the wants of the milliners in Nova Scotia, New Brunswick and Prince Edward Island.

In their St. John store, they have 35,000 square feet of floor space, and are about adding four additional rooms in the adjoining building. In Halifax, their premises consist of a four-storey building and basement.

Their Spring opening in St. John takes place on March 17th and 18th, and Messrs. Brock & Paterson are preparing to make their opening the last word in style forecast for the coming season.

In conjunction with their business, they operate a large department for the manufacture of trimmed and ready-to-wear hats, which are very popular with the general and department stores trade of their district.

Their business has been rapidly growing, last year, for instance, notwithstanding the trade depression, being the largest in the history of the firm. This is probably explained by the manner in which they have concentrated their business, catering only to the trade of the three Provinces mentioned. In this way, they hold their growing trade in hand, increasing with their older customers, and assuring the many successes achieved by those who have begun in the millinery business under Messrs. Brock & Paterson's advice.

HOFMAN WARDROBES AID SALESMANSHIP.

A complete Hoffman Wardrobe equipment has been installed by the W. A. Murray Co., Toronto, in connection with their men's clothing and furnishing department. The wardrobes, of which there are fourteen, not only have a very neat appearance, but are a constant demonstration of their value as an aid to salesmanship. The strong point about the Hofman Wardrobe, which is made by the Walker Bin & Store Fixture Co., Berlin, Ont., is the ease with which a line of women's or men's clothing may be adjusted so as to admit of inspection by the customer or of definite selection by the salesman. To the sliding fixture there is attached a hanger-bar which when the apparatus is extended may be turned about so as to be parallel with the front of the wardrobe. From this bar the clothing is suspended. It is equal to any strain that may be put upon it in connection with its purpose and is never out of balance. The goods may be shown to the best possible light and no part of a line of garments is subject to disadvantage. The Murray people state that the equipment is giving an exceedingly satisfactory service.



Hofman Clothing Wardrobes Installed in Store of W. A. Murray & Co., Toronto, by Walker Bin and Store Fixture Co., Berlin.

STEADY GROWTH OF GEO. GALE & SONS.

Geo. Gale & Sons, Waterville, Que., manufacturers of brass and iron bedsteads, with warerooms in Montreal, Toronto and Winnipeg, were established away back in 1877, and have made steady growth.

Their bedsteads are types of perfection in bedstead art, and they are the only Canadian firm using English lacquer, which is the only known method of preserving brass surfaces. Their range of iron and brass bedsteads is easily the largest of any firm in Canada.

Other lines manufactured by this firm are "Dominion" Wire Mattresses, "Cuban" Woven Wire Mattresses, and "New Dominion" Wire Mattresses. They also manufacture combination springs, cribs, and a complete line of mattresses, and pillows. They issue a handsome catalogue, which will be sent free upon application to retailers.

SCOTTISH RUBBER CO.

Their preparations for the Spring season are described as the best in the history of this successful concern. Their early orders have been satisfactory particularly, from Western ground. Their sample range consists of a wide and exclusive variety of ladies' suits, ladies' short jackets, rain coats and silk and satin rubberized garments, besides the usual strong showing of men's rain coats.

The following representatives will be on their territories this month: T. A. Beauchamp, Ottawa Valley and Eastern Ontario; O. H. Falls, Western Ontario; Fred. Secord, New Brunswick; R. D. Adams, Nova Scotia, and Prince Edward Island; Ernest Hamel, Quebec Province, and A. E. McNaughton, British Columbia.

VALUABLE COMMERCIAL MAP.

A valuable may of Western Canada has been issued by the Stovel Company, of Winnipeg. It is 25x80 inches in size and on it are mapped

out all the railways traversing Western Canada from Port Arthur to Edmonton and Calgary, with the name of every station in its proper position. With the exception of the railway lines in colors and the names of the stations printed plainly in black letters, the whole map is a blank. In this way the commercial routes of the West are most clearly displayed.

The value of this map to Eastern business men doing business in the West is very great, and no business house should be without a copy.

IMPERIAL GLOVE COMPANY.

A combination of strength, fit, wear and style is what the Imperial Glove Company, Dundas, offer in the splendid line of goods now being shown to the trade. Nothing but the best material and most conscientious work are put into the gloves and mittens made by this firm, and as a proof of



Excellent Driving Glove — 229 Brown Napa, medium weight unlined glove with band wrist; continuous thumb; outseam; no seams on back of hand or in front of fingers; wide extension welt; string fastener on back.

their belief in their own goods this company will guarantee them. Made in a factory equipped with the most modern machinery, the Imperial Glove Company's goods are of a uniform quality and may be sold with the assurance that they will give every satisfaction.

THE MARITIME HAT & CAP COMPANY.

The Maritime Hat & Cap Co., Truro, N.S., are well pleased with the volume of their business for 1908, which exceeded any previous year. They state that nobby patterns, made in the newest and most popular shapes, have greatly increased their business. Their factory is thoroughly modern, and equipped with the latest labor-saving devices. New machines have been installed which enable them to turn out better work at less cost, permitting a better quality of material to be used.

SANITARY CARPET CLEANER.

The "Duskot" Sanitary Carpet Cleaner applies the pneumatic principle to the cleaning of carpets and rugs by hand. This cleaner sucks the dirt out of the carpet and removes the finer particles of dirt and dust (the germ laden matter) from the fabric and raises the pile of the carpet or rug.

The "Duskot" Sanitary Carpet Cleaner is the best and cheapest de-



vice that will absolutely remove all dirt from carpets and rugs while floor coverings are on the floor and in use. It restores the fabric to its original color by removing all foreign matter, lengthens the term of use and is absolutely dustless.

The "Duskot" Sanitary Carpet Cleaner gathers by suction and holds the dirt that has become imbedded in the floor covering, the dirt that cannot be reached by the ordinary carpet sweeper or broom.

It is manufactured by the Sanitary Carpet Cleaner Co, 210 Stair Bldg., Toronto.

HOTEL FOR CANADIANS.

There is a splendid New York hotel catering specially to Canadian visitors, who are made to feel at home and to whom particular attention is paid. Canadian merchants who go to New York and who are looking for a pleasant and conveniently located hotel, should arrange to make their headquarters at the Hotel Alabama and the Van Renaselaer, 13-19 East 11th Street, near Fifth Avenue. The rates in this hotel are moderate and tipping is not permitted. The employes are well paid, and guests are assured of the best service without the necessity of paying extra for it.

HAVE NEW MONTREAL OFFICE.

Wm. P. King & Son, manufacturers' agents, have opened a new office in Montreal, at 511 Coristine Building, and from that branch they will be able with more facility and greater satisfaction to handle the increasing business in the Eastern portion of Canada. This firm has the agencies of a number of leaders in their respective lines, and the rapidly growing business which they are doing is evidence alike of the excellence of the goods sold and the progressive methods of the firm selling them. Wm. P. King & Son now represent in Eastern Ontario, Quebec and the Maritime Provinces, the C. Turnbull Co., of Galt, manufacturers of "Ceetee" and "Perfect Fitting" underwear, and the Clinton Knitting Co., making "Wearwell" hosiery. They have as well the Dominion agency for "Litholin" waterproof collars, Corliss coon collars and Billiken. The Toronto address of the firm is 74 York Street.

A RUST REMOVER.

M. Markus & Co., 215 Notre Dame Street West, Montreal, are agents for the Globe Rust Remover, a discovery which removes iron mold stains without causing the slightest injury to the linen. It is in crayon form, and has to be simply moistened and rubbed on the stain which must also be moistened. Particulars will be gladly given.

XYLONITE LINEN COLLARS.

Xylonite linen collars possess some decidedly attractive features which make them easy to sell; easy the first time and easier still after that. The British Xylonite Company has been manufacturing these goods for nearly a quarter of a century. This firm also manufactures the product from which these collars are made. This insures uniformity of quality, and this constitutes one of the character-





istics of Xylonite collars. They have reinforced button holes, and they are waterproof and washable. They do not wilt on a hot day. All the fashionable shapes are represented, and a large stock is held at Toronto from which orders will be promptly filled. All the leading wholesale houses will show you samples of Xylonite collars. Geo. Ridout & Co., 77 York Street, Toronto, are the Canadian agents for the manufacturers.

LAURENTIAN WHITEWEAR CO.

This company was organized and started doing business in the Fall of 1906, manufacturing ladies' white underwear, blouses and ready-made sheets and pillow slips, with a plant of very moderate size, their goods

being put on the market under a registered trade-mark known as the



So rapid has the growth of this concern been, that several additions have already been made to their plant and to keep pace with its ever-increasing volume of business, further enlargements are now being contemplated.

These facts, combined with high-class workmanship, an energetic factory and sales staff, are responsible for the "Laurentian" success.

HARVEY QUILTING CO. DOUBLES CAPACITY.

The Harvey Quilting Co., 35 Pearl Street, Toronto, have purchased the comforter and cushion business of the Alaska Feather & Down Co., Montreal, and the machinery is now being installed in the Toronto factory. With a doubled capacity and a plant that is up-to-date in every particular, the company are well equipped to manufacture pure down, wool and cotton comforters, pillows, cushions and muff beds. Samples for 1909 are now ready.

GALT KNITTING CO.

The Galt Knitting Co., Limited, makers of the well-known "Tiger Brand" Underwear and Eiderdown Garments, are now on the market for the Fall of 1909, with a very large and comprehensive range of all lines of underwear required by any retailer. This company have added in addition to their heavy lines, medium and light weight goods for the Spring and Fall trade. With the most modern mill for the manufacture of underwear in Canada, their lines should continue in the popularity which they so well deserve.

CHANGE IN LOCATION.

The Doherty Waist & Suit Manufacturing Co., Toronto, have removed from College Street to the corner of Spadina and King.

STANDARD UMBRELLA MFG. CO.

The Standard Umbrella Mfg. Co., 215 Notre Dame Street West, Montreal are showing an extensive Spring line of umbrellas for every possible want. They do not cater to the cheap self-opener trade, but look for trade in the better lines. Their range of handles for ladies' umbrellas is very large, including gold and pearl combinations as well as gun-metal effects, etc.

NATIONAL RUBBER COMPANY OF CANADA.

The National Rubber Company of Canada, Montreal, desire to express their thanks and appreciation to their many friends for the kind support they have given them during the year just ended. They also wish to tender to them their best wishes for a happy and prosperous 1909.

AN UNIQUE CALENDAR.

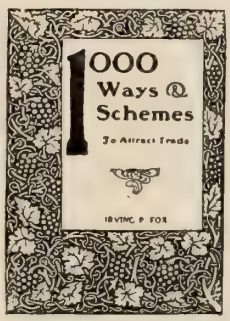
The Review is in receipt of an unique and artistic calendar from the Dr. Jaeger Sanitary Woollen System Co., of Montreal. The front of the calendar shows an artistic Dutch scene, and the calendar is so arranged as to serve for the years 1909 to 1925, inclusive, by adjusting it according to a diagram given on the back.

A NEW CATALOGUE.

The new catalogue being issued this month by Delfosse & Co., Montreal (size 5½x8½ in.), contains nearly 200 pages and over 600 cuts of all the latest fixtures for displaying all lines of fancy goods, dry goods, millinery, etc. One of the features of the catalogue is a cut of a new hat stand which holds the hat firmly allowing it to be shown without removing from the fixture.

Forms for the display of ladies' and men's garments, and a fine range of wax figures are illustrated in the catalogue.

A SALES HELP.



"One Thousand Ways and Schemes to Attract Trade" is the name of a very useful book for retailers, by Irving P. Fox, issued by the Spatula Publishing Company, of Boston, Mass., intended, as the name implies, to be of real use to the trade in doing business. The suggestions contained in the book are not mere theories, but are descriptions of schemes which have been tried by merchants and proved valuable. The ideas given are such that might be adapted to almost any condition, and are also valuable in suggesting other ideas to a merchant.

The book is handsomely illustrated with half-tone and line engravings in a variety of subjects, and without doubt is a book which will prove invaluable to the retail merchant.

MAKING FEATHER DUSTERS.

H. W. Nelson & Co., 92 Adelaide Street West, Toronto, have added to their broom factory, a modern plant for the manufacture of feather dusters. They have arranged for the necessary supply of high-grade turkey feathers and goods will be ready for delivery by Feb. 1st.

TEXTILE BOOKS.

WOOLEN AND WORSTED SPINNING. By Miles Collins, Superintendent of Abbott Worsted Company, Graniteville, Mass. 372 pp., 200 illus. Half Morocco binding. A comprehensive reference work and practical working guide to the manufacture of woolen and worsted yarns. Written by a mill expert of wide experience and recognized as an authority on the subject. Embodying the approved practice in American mills, and based on a careful study of the latest and best types of modern textile machinery. After treating of the natural characteristics of the wool and hair-producing animals that constitute the sources of supply, it takes up the grading and sorting of wool; the processes of cleansing, woolen and worsted carding, preparing and back-washing, worsted drawing and spinning, woolen spinning, doubling and twisting, and the manufacture of felt. Price, $3. MacLean Publishing Co., Technical Book Dept., 10 Front Street East, Toronto.

WOOLEN AND WORSTED FINISHING. By John F. Timmermann, Textile Expert and Writer. 332 pp., 100 illus. Half Morocco binding. A practical working handbook, explaining the methods and machinery used in finishing woolen and worsted goods in general, and the processes involved in the special treatment of all types of standard fabrics. Covers such details as:—Wet finishing; washing; singeing; stretching and rolling; extracting and squeezing; gigging and napping; lustering; carbonization; dry beating; brushing; shearing; dampening; pressing; measuring, rolling and packing; etc.; special finishing of cassimeres, cheviots, kerseys, meltons, beavers, chinchillas, outing flannels, doeskins and face goods, double cloths and reversibles, Thibets, satinets, blankets, serges, dress goods, poplins, etc.; sulphur bleaching; troubles and their avoidance; effects of humidity on yarn, etc. Price $3. MacLean Publishing Co., Technical Book Dept., 10 Front Street East, Toronto.

TEXTILE DESIGN. By Fenwick Umpleby, Head of Department of Textile Design, Lowell Textile School. 378 pp., 400 illus. Half Morocco binding. A practical guide to the art of designing all kinds of textile fabrics. Prepared especially for home study, and perfectly adapted not only to meet the needs of the beginner, but also to serve as a valuable reference work for experienced textile designer. The use of mechanical aids, such as design paper, is fully described; also the fundamental principles of drafting and reduction and of the effects of colors and their combinations; the design of the various kinds of fabrics—cloths backed with filling and warp; double and three-ply cloths, plain and pattern weaves, spot weaves, pile or plush fabrics, Jacquard and gauze or Leno designing, etc. The practical applications of the principles of textile coloring are shown, and systematic and business-like methods of cost finding are described. Price, $3. MacLean Publishing Co., Technical Book Dept., 10 Front Street East, Toronto.

To the Canadian Dry Goods Trade

Mr. A. Roy MacDougall, 42 Adelaide Street W., Toronto, Manufacturers' Agent, has just returned from England, where he has secured the exclusive Canadian Agency for several very strong-selling lines of leather goods. These will be carried in conjunction with the representative American lines he has been carrying for the past three years. Mr. MacDougall is able to offer the dry goods trade some very strong values in lines that have become popularized wherever shown.

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February, 1909

Vol. XX. No. 2

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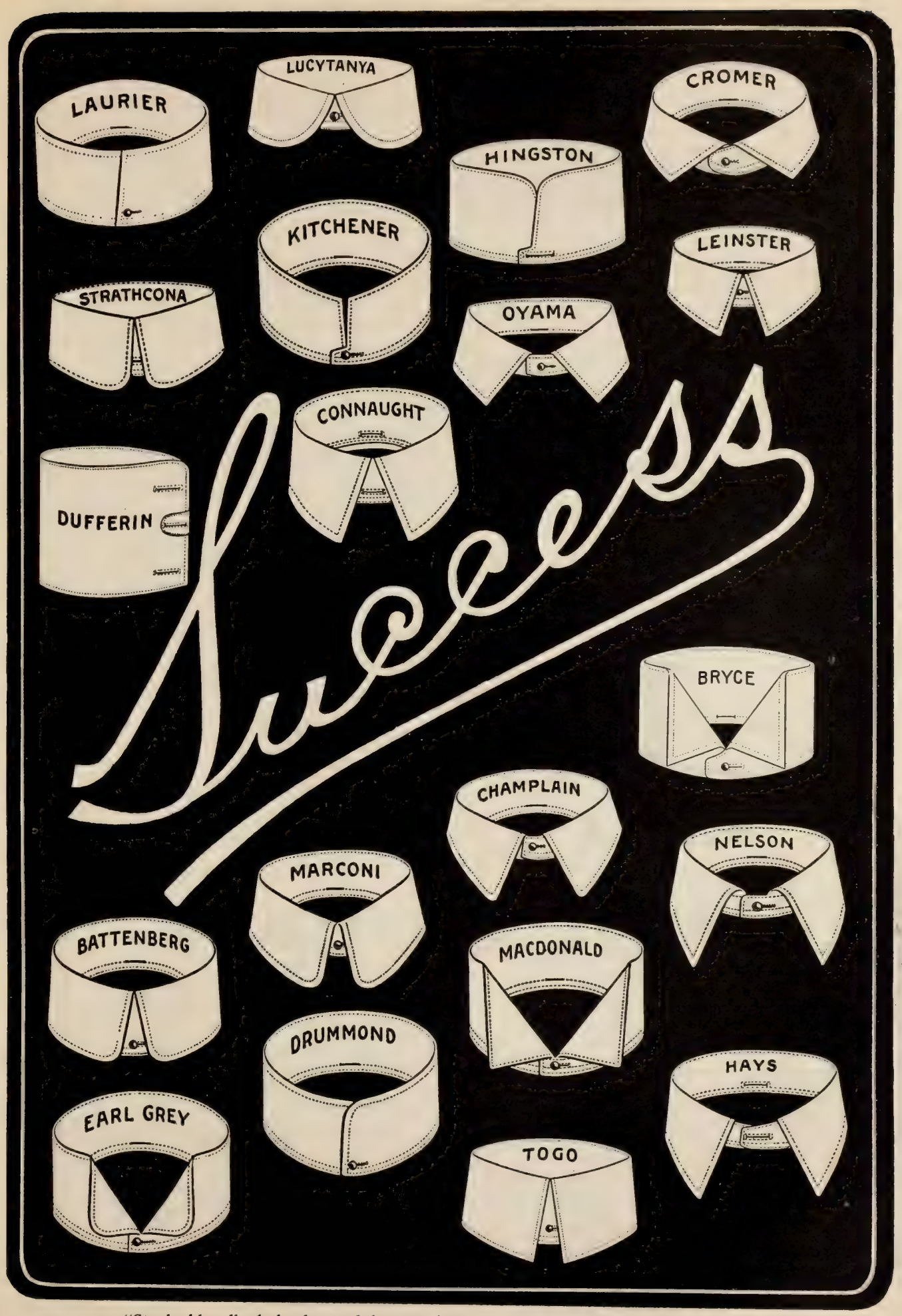
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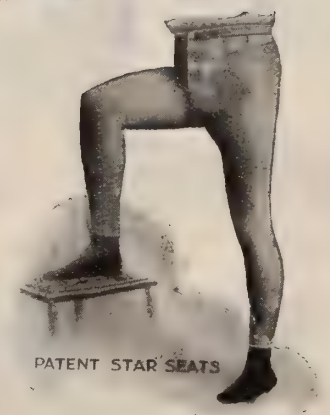
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1909 Montreal 1909

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We would advise placing your orders at once, as prices are advancing.

1909 1909

A Good Season Ahead Of Us.

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FIRSTLY.—Stocks are light all through the country, both wholesale and retail, therefore do not delay in giving your Spring orders as goods will be scarce.

SECONDLY.—Goods are going to be dearer rather than cheaper.

THIRDLY.—We have a grand range of Spring Novelties in the following departments:

Dress Goods and Cotton Departments

We desire in this number of the Dry Goods Review to draw your attention to these two prominent departments.

Dress Goods Department

DRESS GOODS.—All the leading lines and shades for Spring trade, a large range confined to ourselves to sell at popular prices.

PRINTS.—A magnificent range of beautiful effects in Prints for Spring trade.

ANDERSON'S GINGHAMS.—In a variety of designs. These are always picked up early. Don't you be one of the late ones.

LINENS.—Special numbers in Napkins, Towels, Tablings, Towelings, Embroidery Linens.

Cotton Department

White Shirtings, White Sheetings, Pillow Cottons. All these lines bear the stamp of the great

RED SEAL

and have carried the country by storm. It might weary you to enumerate the names of all the different articles that go to make an up-to-date Cotton Staple Department. We will have them all when you are ready to buy, and don't wait too long—NOW is the time.

The Gault Brothers Co., Limited

We Are Offering You

To-day in No. 3 Cloth

the most print value you were ever offered for the money. : : : :

Just think of it! A 30/31 inch cloth, fast colors, a fine range of patterns; the blacks stamped aniline and the blues indigo . . . . . **7½c.**



Now, we have other just as interesting values in other departments, and we are looking for the banner sorting season, and have made special purchases in lines that are bound to be wanted, and no waiting. We are sure that a trial sorting order will convince you that Ottawa has a sorting house that ranks among the best of them.

Our House Furnishing Dept.

Will show you good values in Lace Curtains, Art Squares, Tapestry Goods, Oil Cloths, Rugs, Cushion Forms and Tops, Window Shades and Poles.

Women's Furnishing Dept.

In this department you will find unusual values in $2.00 and $2.25 goods, including Hose, Gloves, Whitewear, Knitted Goods. This price is often made for goods worth more money. Linens and Towellings are found in this dept.

Smallwares and Notions

Embroideries and Laces will be among the nice trims for Wash Goods. Frillings are very good, and promise to be better. The discarding of the heavy wraps will increase the sale of Ruchings. Satin and Silk Covered Buttons are a very correct trim for Costumes and Fancy Dresses.

Men's Furnishings in detail

This department is specially prepared for large sorting orders and offer you standard goods and other special lines at close prices. Samples and quotations furnished to lumbering firms and contractors looking for good goods at right prices.

Make out your sorting order to-day. Use the J. M. G. S. & Co.'s order form, and we will ship your order in time for your next busy day.

John M. Garland, Son & Co.

Wholesale Dry Goods Ottawa, Canada



Corticelli



Our Dressmakers' Fashion Service

embodies plans which will make some store in every town the centre of interest.

Dressmakers everywhere throughout Canada are right now deeply interested in Corticelli

Will you benefit by this proffered help?

THIS IS THE OFFER

We propose to give free to Dressmakers who use Corticelli Silk, provided they wil agree to return, within one year, at least five hundred empty Corticelli fifty-yard spools,

A Fashion Service (regular price $25.00 per year). This Fashion Service, (issued four times a year) Feb. 1st, Apr. 15th, Sept. 25th, Nov. 15th, is handsomely printed in four colors, gives, in simple but attractive form, every fashion point and change in style that is important to know.

It is an exclusive and high-grade service of a character never before offered in Canada. A copy of this handsome publication, 15 x 10 inches, will be sent to any merchant on request.

Corticelli's 70-year-old sewing silk eliminates all problems of short length, short weight, improper sizing, fuzzy, knotty and inferior silk.

Corticelli Sewing Silk has reached its present position as the best sewing silk in the world through merit alone. We produce a silk thread superlatively good—its excellence held in bounds only by the limitations of human ingenuity.

Corticelli sewing silk is full length, full strength, full weight, of even size, and comes in every desirable shade. On merit alone it has outsold any sewing silk ever made.

Our method of distribution is through the retail dealer only. While our wide advertising is directing the attention of women everywhere toward Corticelli silk, they also learn that they must go to the retail merchant to be supplied.

Our plans to center the sewing silk trade in your store will be sent on application. The trade-pulling power of these plans and a full realization of the superiority of Corticelli Sewing Silk will greatly interest you.

Corticelli Silk Company, Limited, Head Office: ST. JOHNS, Que.

Address nearest office.

Sales Rooms—22 St. Helen St., Montreal. 399 Cordova St., Vancouver. 56 Albert St., Winnipeg.
24 and 26 Wellington St. West, Toronto. 91a York St., Sydney, N.S.W.

BLACK PRINCE

The Popular Shirt—
Black Serge, Fleece Back,
Extra Large,
Double Stitched,
Full Yoke, Pocket,
$9.00 per doz.

Finished length, 36 in. back and front.

Finished width 46-48-50 in. Regd.

Sold by all wholesalers. This Shirt is made from a specially dyed and finished cloth guaranteed fast black.

The Canadian Converters Co., Limited

Montreal



Perfect Powder Puff

¶ Filled with American Beauty Powder, the finest made. The most compact, cheapest and best — in fact, the **only** novelty of its kind. Can be carried in purse or pocket. A boon to ladies; a convenience to shavers.

¶ The Powder Puff is attached to the inside of box cover, is projected by slightest pressure of finger through opening in top. Finished handsomely in imitation of red leather.

Retails for 10 Cents

¶ A wonderful seller in department, dry goods and notion stores. Is being extensively advertised, and should be in all stores. A good agency handling this line for Canada can do a big business. Perfect Powder Puff will be in demand. Send for samples and ask for special agents' proposition.



Perfected Powder Puff Co.

44 Court Street, Brooklyn, N.Y.

Kleinert's

Name on a Dress Shield is a GUARANTEE OF QUALITY--a MERIT MARK of TWENTY-FIVE YEARS' STANDING





DOUBLE COVERED



WASHABLE



SOLD BY ALL THE LEADING JOBBERS

I. B. Kleinert Rubber Co. - Toronto

Established 1832 *CABLE CODE: Law–Bradford*

SPRING 1909

"Lawrus" Fabrics.

(REGISTERED)

These goods are rolled on special boards and stamped every 5 yards LAWRUS.

Specialities

Alexandra Suitings

Mayfair Suitings

SELLING FREELY

See Our New Suedena Finish Rainproof Goods

Law, Russell & Co., Limited

Converters of Bradford Fabrics

BRADFORD and LONDON

Stewart & McDonald (Export)

LIMITED

GLASGOW, - - - - SCOTLAND



Dress Goods, Silks, Prints, Ribbons, Muslins, Laces, Cottons, Woolens, Linens, Hosiery, Carpets, Linoleums, Lace Curtains,

Etc., Etc.

WESTERN BUYERS

MR. MERCHANT TAILOR—

Our Stock for Spring is almost complete in the very latest in Fancy Worsted and Tweed Suitings, Serges and Worsteds, Flannels and Spring Overcoating, Italian and Mohair Linings in all shades, and all tailors' trimmings.

MR. DRY GOODS MERCHANT—

Stock is now fast arriving in latest novelties in Dress Goods, Washing Fabrics in Zephyrs, Prints, Ducks, Muslins, Lawns, Dress Linens, Linings, Sateens, Etc.
We are carrying specially nice ranges in Women's and Children's Hosiery for the Spring Trade in Cashmere, Cottons and Lisle Thread.

MR. GENTS' FURNISHER—

Spring Underwear in both British and Canadian makes are to hand. Balbriggan, Natural Wool.
Socks in Heavy Wool, Cashmere, Cotton and Lisle.
Working Shirts, Handkerchiefs and Neckwear.

MR. HOUSEFURNISHER—

We have now in stock full ranges in Blankets, Sheets, Sheeting, Pillow Cases, Cretonnes, Casement Cloth, Art Muslins, Lace Curtains, Etc.

SHOULD ONE OF OUR TRAVELLERS NOT HAVE ALREADY CALLED ON YOU, WRITE US AT ONCE FOR PATTERNS AND PRICES.

CANADIAN REPRESENTATIVES:

Quebec and Maritime Provinces,
ALLAN S. BAIN,
61 St. Sulpice St.,
MONTREAL.

Ontario,
J. H. JOHNSTON,
64 Wellington St. W.,
TORONTO.

Manitoba and West,
JAS. THOMSON & SONS,
353 Water St., Phone 4140,
VANCOUVER.

You *and* The Review

The man who tries to do everything for himself never becomes a very big man.

Analyze the career of any great captain of industry. Paramount among the causes of his success, you will find ability to seize and turn to his own work "outside forces."

Whether this "outside force" be a man, a circumstance, or a trade impetus bought from some other institution, it becomes immediately an enormous power in the hands of the man who can rightly use it.

And no man has ever become great who did not possess to a marked degree :—

(*a*) Ability to recognize a true "outside force."
(*b*) Quickness to turn such an "outside force" to the furtherance of *his* work.

You know your own business. I can, of course, bring to your attention this or that great "outside force," but whether or not you will turn it to the furtherance of *your* work, not I, nor anyone else, but you yourself must determine.

— *Conde Nast.*

Why not take advantage of the true "outside force" for furthering your connection with the entire Canadian retail dry goods trade ?

By Using The Dry Goods Review

you can do exactly that. Through it you can concentrate your attention upon practically all of the good Canadian retail dry goods stores

and

Full page, twelve months, costs but $300.00.

Mr. Nast is a director of the Home Pattern Company, and is known as a power in the advertising world. The above, sent out in the form of a letter, is from a series of ten letters exploiting the value of the advertising page of the Monthly Style Book.

Every Store should keep a stock of ROSENWALD'S

"COIFFURA-Tidy-Wear"

FRINGE NETS

REGISTERED PATENTED

Made from the finest specially selected Real Human Hair



Reg'd Trade Mark

NOTE THE TIGHT HAIR at the bottom of the Net which when placed over the forehead, forms a neat "Bag" shape, keeping the front dressing of hair "Tidy" whilst allowing ample fulness.

EVERY NET GUARANTEED

All usual Hair Shades.

The strongest and most durable fringe net obtainable.



A USEFUL COUNTER CABINET GIVEN FREE, with orders for one gross and upwards.

ROSENWALD BROS., LONDON, PARIS, and VIENNA, sole manufacturers. Makers also of popular Hair Nets, Hair Frames, Hair Rolls, Dress Accessories, etc.

Sole Agents for Canada:

Dieckerhoff, Raffloer & Co., Ltd., cor. Simcoe and Wellington Sts. TORONTO and 40 St. Antoine Street, MONTREAL.

THINK IT OVER

BERLIN, Germany; Nome, Alaska; Ancon, Central America; Salisbury, South Africa; Daves, Switzerland; Ahwaz, Persian Gulf, Asia; Calcutta, India; Brisbane, Australia; Paris, France; Vienna, Austria; Bagdad, Turkey-in-Asia. These are some of the places from which subscriptions have recently come for Busy Man's. The magazine now goes into every country of the globe.

You naturally seek the reason for Busy Man's favor abroad. Simply due to it reproducing the most timely, interesting and entertaining article in the month's periodical press.

Think of how much more interesting Busy Man's should be to you, containing as it does in addition to the above the live original articles of interest to every Canadian.

Some idea of the richness of the February number can be gained from following list of contents:

Original Articles
A Canadian Millionaire Farmer
How Canada Protects Her Fisheries
Winnipeg's New Mayor
A Little Sermon on Ideals

System and Business
The Arrangement of a Private Office
Situation Snapping and Situation Choosing
The Business Manager of a King
Mapping Out a Career

Political and Commercial Affairs
The Finances of the Past Year
A Country Life Commission
The Law of Prosperity
Unemployment: A Difficult Problem
Boats Made of Concrete

Life Stories of Successful People
Men and Events in the Public Eye
Eliot the Inscrutable
The King as Guest
Thomas Cook—The Pioneer of Modern Travel

Short Stories
Saunder's Strategy
Rules and Regulations No. 17

Miscellaneous
Mainly About Ourselves
The Health Value of Laughing
The Truth About the Automobile
Mortality in Relation to Weight
The All-Concrete Dwelling
"Mr. Dooley" on a New Literary Light
The Busy Man's Book Shelf
Contents of February Magazines
Improvements in Office Devices
Humor in the Magazines

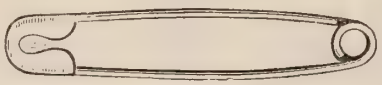
$2.00 per year *20 Cents a Copy*

The Busy Man's Magazine

Montreal **Toronto** **Winnipeg** **London, Eng**

This is an Illustration of another

ENGLISH MADE SAJONIC TRADE MARK **SAFETY PIN**



Size 3

NICKELED STEEL DUPLEX IN 7 SIZES

Carded or Boxed in Dozens.

J. NICKLIN & CO., - Birmingham, Eng.

Important For Jobber And Manufacturer

I am a competent business man acting as representative in Western Canada of one of the strongest manufacturing firms in Canada and controlling a large branch office staff with complete equipment for getting business. The business is growing each year, and now amounts to about $50,000, but it keeps me busy only four months in the year.

I am open therefore, to negotiate with a manufacturing or jobbing house, with a view to looking after its interests as well. Only gilt edge firms need apply.

Results assured from the start as I have the connection and selling organization required. Can give references that count.

Apply, Box 5,
Dry Goods Review, Winnipeg.

WESTERN ASSURANCE COMPANY. Incorporated 1851 — ***FIRE AND MARINE***

HEAD OFFICE—TORONTO, ONT.

Assets over - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - - - - - $1,400,000.00
ASSETS - - - - - - - - - 2,162,753.85
LOSSES PAID SINCE ORGANIZATION, 29,833,820.96

THE METROPOLITAN BANK

Capital Paid Up $1,000,000.00 — Reserve Fund and Undivided Profits $1,277,404.49

Every Department of Banking conducted with satisfaction and absolute security.

Accounts of Individuals, Firms and Corporations solicited.

SAVINGS DEPARTMENT

$1.00 or more opens an account. Interest allowed from date of deposit and compounded FOUR times a year. No delay in withdrawal.



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE.

Make all kinds of covered buttons rim, half-ball or flat, complete to make three sizes of button.

$7.50

Call or send for samples of our work

Defiance Button Machine Co.,
53 East 8th St.,
NEW YORK, U. S. A.

SOUTHALLS'

SANITARY TOWELS

FOR LADIES—The ORIGINAL and BEST.

SOUTHALLS' ACCOUCHEMENT SETS

Containing All Requisites, in Three Sizes.

SOUTHALLS' SHEETS FOR ACCOUCHEMENT

and Other Sanitary Specialties.

SOUTHALL BROS. & BARCLAY LIMITED
BIRMINGHAM, ENG.

Representative in Canada—J. M. SCHEAK
CARLAW BUILDINGS, Wellington Street West, TORONTO

Established 1874

LABROUSSE & CIE. 35-37 Noble St. E.C. LONDON, ENG.

Paris, Grenoble, Prague

THE WHOLESALE GLOVERS

Makers and Importers of all kinds of

FINE KID GLOVES

We are Right
It will pay you to see our Canadian Representative.

HAROLD F. WATSON, 207 St. James St. **Montreal**

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchants

181-183 McGill Street, MONTREAL

James Stanbury & Co., Toronto

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

1906.

	Canada	Other Countries	Total
Cosies, Cushions, etc.	£ 495	£ 154,047	£ 154,542
Curtains	190	87,675	87,865
Fancy Goods	313	279,452	279,765
Piece Goods, Cotton and Linen	11,894	3,297,724	3,309,618
Flannelettes	1,688	251,965	253,653
Boots and Shoes	4,951	114,003	118,954
Rubber Sand Shoes	2,319	47,998	50,317

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway. We will also supply specimen copies on application.

Publishing Offices

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 112 Wood St., E.C.
New York, 29 Broadway

Paton's Scotch Boot and Shoe Laces

Cotton Thread, Wool, Silk, Leather and Porpoise Hide, give your customers satisfaction.

Paton's Name on every box

If you have not stocked this line it is worth while to get samples and prices.

Paton's Linen Threads

Lack a Quality Rival.

Church Brand —Needles—

They are indispensable to your store.
Your wholesaler has them.

Ward's Coronet Hardash, Red and Blue Label.

Unequalled in quality and price.

Sole Agents for Canada:

Geo. D. Ross & Co.

72 Bay St., TORONTO

142 Craig St. West, - - MONTREAL





Brophy, Parsons & Rodden

LIMITED

Successors to

Brophy, Cains, Limited

Specialists in

Dress Goods, Wash Goods,

Silks, Linens,

and

Ladies' Dress Requirements.

Brophy, Parsons & Rodden

LIMITED

Victoria Square, Montreal

Some Facts About Ourselves

TELLS HIM WHAT OTHER MEN ARE DOING.

A Review subscriber states that he enjoys reading the paper because it gives him not only information with reference to trade conditions, styles and other similar matters, but "because it tells me what merchants in other places are doing." It is this kind of news, he states, which imparts by the human interest route, is bringing the merchants all over the country into closer touch with each other, tells how this or that problem is being solved, and is of particular value because it facilitates instructive comparison. This is a department of The Review which is as wide open to the interests of the trade as any other. It is always particularly pleased to chronicle therein all matters relating to the development, extension or general progress of retail establishments and to have merchants consider it a medium through which to exchange their views or ideas on any matter relating to store management.

⚜

COVER ILLUSTRATES ONE OF THE LATEST MODELS.

The Paris creation illustrated on the cover this month is one of the later of the newer models. It has many points of interest to the fashion student, as it shows how the model houses are beginning to break away from the now too popular Directoire styles.

Though the shape of the figure is the same as now, with the hips suppressed, the waist has assumed its natural position. The gown is Princesse in shape, and has a long, narrow skirt ending with a full train, and has the finish, now so much seen in Paris, of a band of fur. The material of which the gown is made is of soft, silky face cloth, prune in shade, and as bright in finish almost as satin. There is a kind of sleeveless overjacket of lace of the same shade of net worked up in shaded silks and gold. The guimpe is of prune-net over gold, and there is a band of gold lace across the corsage. The hat is of the large type which promises to arrive later on in the season. The shape is covered with prune Ottoman, the crown being of the natural shade—that is, from white to grey in marabout, and the uncurled ostrich feather is also the same. The feather is held in place by a large cabochon set with amethyst and pearl and mounted in gold.

⚜

REPLIES ARRIVED AHEAD OF HIS PAPER.

A Western advertiser in one of the MacLean papers states that in reply to an ad which he inserted recently, he received, on the day the paper reached his office, several inquiries as the result of the insertion referred to. These letters came from subscribers not far from Toronto who had received their papers earlier by a day or two than the Western man, and had wasted no time in taking the first step towards prospective business. This instance is only one of many which serve to demonstrate that the MacLean papers are covering their field, their aim being to serve both buyer and seller efficiently, and, with that object in view, to impart the best and latest information calculated to prove of interest and benefit to every division of the trade.

"POSTS THE NOVICE AND THE EXPERIENCED."

The Review has received many enconiums by letter and otherwise with reference to the special Spring number issued in January. It may not be out of place to publish one or two of these, since they render further personal comment unnecessary, together with a number of those communications referring in a general way to The Review and the manner in which it is being received:

From J. W. Thomson, Buckingham, Que.: "Your special Spring number to hand this day. Allow me to compliment you. It is larger, more carefully prepared and more handsome in every way than before. It contains everything necessary to post anyone, from the novice to the experienced."

From Qua & Patterson, Owen Sound: "Your special Spring number is to hand, and we think it the best number you have gotten out in every way—good cuts, goods ads and lots of information for the retailer.

"We have a special sale on this month, so send you one of our ads. What do you think of it?"

From T. Ward Clarke, "The Bon Marche," Bristol, Eng.: "Please find cheque enclosed herewith. This was the price quoted me from Toronto when I first took up Dry Goods Review. It has been a profitable investment."

From Thos. B. Clapperton, Little Cascapedia, Que.: Enclosed please find $4 in payment of my subscription to The Dry Goods Review and Hardware and Metal. I am very well pleased with these two papers."

From Wright & Hughes, Dresden, Ont.: "We appreciate your publications—Canadian Grocer and Dry Goods Review—and find many helpful ideas in them."

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INITIAL NUMBER OF THE MILLINERY REVIEW

In an endeavor to serve the millinery branch of the dry goods trade in Canada better than it is possible to do in a paper, all the energies of which are not devoted to one branch, the Canadian Millinery Review has been established, and will be issued in conjunction with the Dry Goods Review. For the present it will be published during six months in the year, in the two millinery buying seasons, January, February and March, and again in July, August and September. This is the first time that a serious effort has been made to publish an exclusively milliner's paper in Canada, and there is ample reason to believe that the Canadian Millinery Review will be exceedingly well received. It will give the latest and most authentic information on millinery styles and tendencies, prepared by members of our own staff in Paris, London, New York, Montreal and Toronto, together with illustrations which will help to make the paper interesting and valuable. Sample copies will be sent gladly to anyone desiring them, and readers of the Dry Goods Review are invited to send us their names, when we will be glad to send copies of the February issue free of charge. Get the name of your millinery buyer on our list. Advertisers will find in the Canadian Millinery Review the only means by which they can reach the Canadian retail millinery trade.

The W. R. Brock Company. (Limited) Toronto

"Her Ladyship" Ready-to-Wear Garments

We desire to call your particular attention, this month to the splendid values offered for Spring Season in

LADIES' TAILOR-MADE DRESS SKIRTS

These Garments designed by our own designer, from New York models, and the very latest cut. They are made of a beautiful fine French Panama cloth, which we show in Black and all the leading shades of the season.

Style No. 87



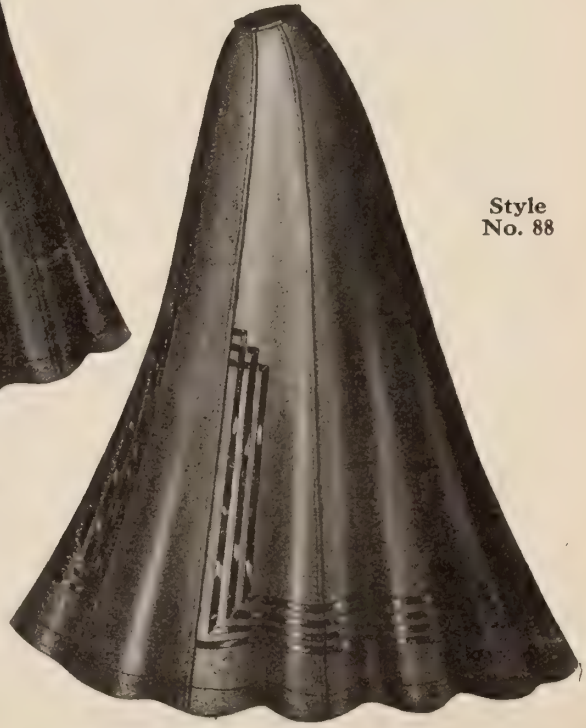
In Panama, all Shades, Satin Trimmed, 3.75 each.



Style No. 94

In Panama, all Shades, Satin Trimmed, $3.50 each.

Style No. 88



In Panama, all Shades, Satin Trimmed, $3.75 each.

Drygoodsmen and their Methods

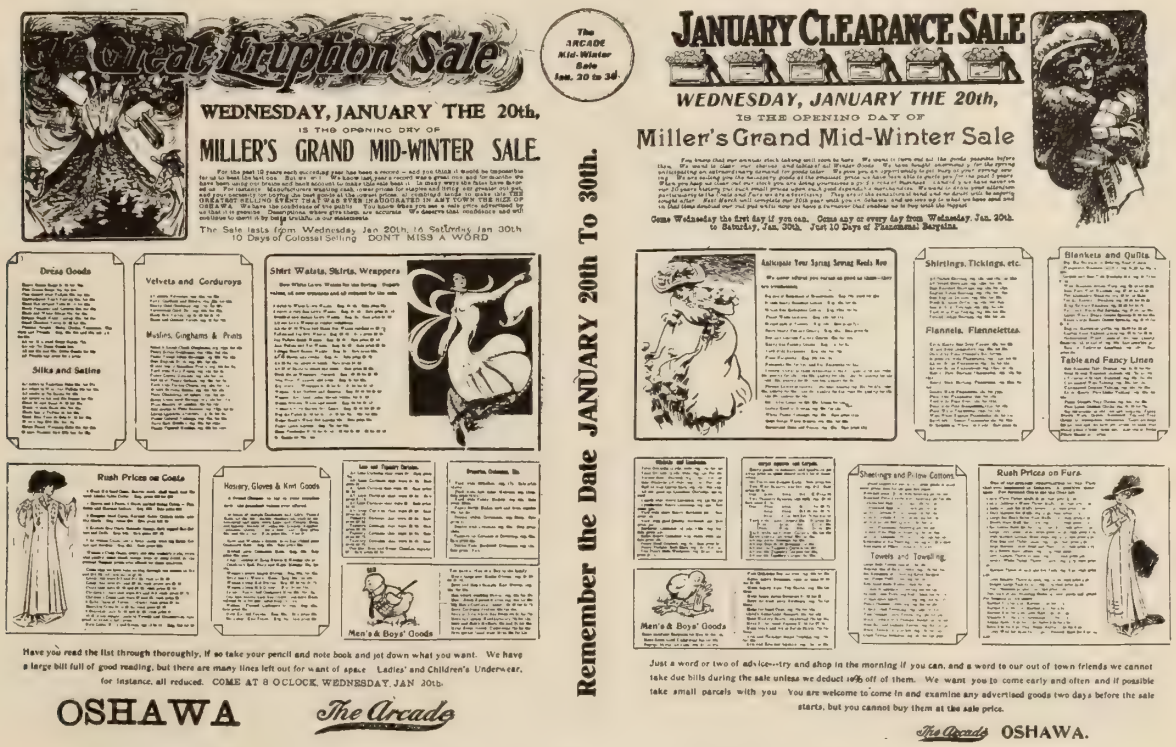
Specialize in Advertising.

THOS. Miller & Sons, of Oshawa, are going to celebrate their 20th business anniversary in May next. Not only will customers receive on that occasion a very handsome souvenir tray as a memento of the occasion, but there will be an array of special values in keeping with 20th anniversary significance.

The "Arcade," for that is the name of the store, has just concluded one of the greatest sales in its history—the "Great Eruption Sale," it was called The Miller boys have made a specialty of the advertising and sale problems. They spend about $1,000 a year in advertising, which is the top notch for Oshawa. The specials are brought on almost every Saturday. In addition to newspaper publicity the country is well served with circulars. On the occasion of the big January

"We believe in a square deal," said Geo. Miller to The Review, "and in giving the people dollar for dollar. We are satisfied with ordinary profits. In conducting our sales we make it a point never to run short of the goods. If we find that any particular line threatens to give out within the time set for the sale, we go to the 'phone and have it down by express right away. In that way we educate the people in the fact that when we advertise a thing they may be sure of getting some of it. At the same time, we never allow a sale to run beyond its advertised limits.

"We have our own views with regard to ticketing our goods. It is our opinion that it takes just as long to sort a lot of old tickets out of a drawerful as it does to print new ones. That is why we have adopted the custom of using tickets that are absolutely new for every sale. We print them ourselves. An old ticket is apt to look mussy,



Attractive Ad. Issued by the Arcade, Oshawa, in Connection with Their January Sale.

event the store news was attractively contained in a sheet 24"x36", with the various lines neatly departmentized, and good use of up-to-the-minute cuts. This latter feature is always noticeable in "Arcade" ads. It increases their drawing influence.

George and Thos. Miller, who now have the Arcade, are the sons of the late Thos. Miller, who, after many years in business in Newcastle, went to Toronto and took a partnership in a wholesale men's furnishing house. Subsequently, or, 19 years ago to be exact, he went to Oshawa, and opened a dry goods store. He was later joined by his sons, who had spent seven years in the business in New York. It was a strong combination and one that has marked its progress by up-to-date methods of merchandising. Each succeeding year, they say, has been a record. The store, 19 years ago, had a depth of 60 feet, or half of the present size,

and it creates a bad impression. Cleanliness helps salesmanship.

The "Arcade" windows are dressed twice a week. There are four of them—two flanking the entrance, and two in front—and the Miller Brothers unhesitatingly express the opinion that well dressed windows are the most effective form of advertising. When the special Saturday sales were inaugurated, they were advertised as "after supper" events, when nothing would be placed on sale until after seven o'clock in the evening. These were so successful that they gave place to the "after-dinner" sales, in which the big feature came on at one o'clock. These also drew well, and it was seen that it would be advisable, on account of their results, to devote the entire day to them. This was done.

"So long as the merchant in the small town conducts his business along wideawake, up-to-date lines, he need

never fear the city influence," said Mr. Miller. "By our system of sales, we keep our stock constantly new; in fact, it turns over two and one-half times a year. We make frequent trips to market, and in that way always know what's going on. Just to convince the people at home that we can give them as good values as the city stores, we have from time to time run parallel sales on similar terms and have in that way done much to impress the local mind."

In addition to general and fancy dry goods, and dress goods, the "Arcade" carries men's furnishings, furs, ready-to-wear garments and house furnishings.

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Drygoodsmen the People's Choice.

It seems an exceptionally fitting thing that the chairman of a High School Board should not only be an able business man, but also one having very fine literary tastes. Such a man is W. B. Couch, of the dry goods firm of Couch, Cryderman & Johnston, Bowmanville. He has, in fact, been a member of the High School Board of that town for more than a quarter century.

Mr. Couch is the last man in the world to be guilty of descanting upon these things, but the citizens, who have frequently honored him with positions of trust, have privileges in that connection. For instance, one would have to wait many a long day before he heard from W. Browning Couch that he was related to the poet Browning, that he was regarded as a literary authority by the people of Bowmanville, or that they appreciated him as a public speaker. Whenever Mr. Couch is a topic of discussion for the benefit of the inquiring mind, these facts are almost sure to be remarked upon.

The firm of Couch, Cryderman & Johnston was formed over twenty-five years ago. Mr. Couch, who is a native of Cornwall, Eng., has been a citizen of Bowmanville for more than forty years. Jas. A. Johnston, who died a few years ago, was one of the old residents of the town. J. H. Cryderman was born in Darlington Township. Prior to his election to the Council, he was a member of the Public School Board, and was last year elected chairman. It was a rather unique condition, therefore, that while one member of the firm was a member of the High School Board, the other was chairman of the Public School Board.

In connection with their dry goods store, the firm have an exceptionally large ready-to-wear clothing department. This occupies an adjoining building, both floors being united by an archway.

Discussing business methods, Mr. Cryderman stated that the fact had been firmly established that the town merchant who would retain the local trade must make town shopping attractive. To that end stocks had to be large and well assorted. An instance of what an up-to-date town store could do occurred recently, when a lady asked whether a piece of the dress goods which she had bought in the city at $1.50 a yard could be matched. It was possible to do so, and the lady was very much surprised that the Bowmanville price of the same goods was $1.00 a yard.

"We use plenty of printer's ink in emphasizing our specials," said Mr. Cryderman, "and we find that when advertising is carefully conducted along those lines it brings results."



Exterior View of Burns Bros., Cranbrook, B.C.

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"Uniformly Right Prices."

It may always be taken for granted that, wherever the name, J. Sutcliffe & Sons, appears in connection with a dry goods store, the motto which accompanies it, "Trustworthy goods at uniformly right prices," is backed by

merchandising which makes it part of the store's personality.

When Joseph Sutcliffe opened a dry goods store in Oshawa six years ago, he immediately recognized that the town was growing rapidly, and planned accordingly. He secured a location on one of the principal corners in the heart of the business section, and by well-directed effort made his store attractive to the public.

Mr. Sutcliffe went to Oshawa at the beginning of the growing time, and he states that his business has kept pace with the general progress. The town now has a population of 6,000, which is about 2,000 more than it had six years ago, and it is the proud boast of the people that there are a larger number of industries of importance in Oshawa than in any town of its size in Canada. Among the more prominent are: The Ontario Malleable Iron Co., Oshawa Gas & Steam Fittings Co., McLaughlin Carriage Co., Williams Piano Co., Guy Carriage Co., Schofield Knitting Co., Pedlar Metal Roofing Co., Oshawa Canning Co., the T. Eaton factories and the Robson Tanning Co.

From the outset Mr. Sutcliffe adopted the cash system, and he reports that it has met with little difficulty in placing it on a smooth running basis. His stock includes general and fancy dry goods, mantles, ready-to-wear, carpets, oilcloth and other lines of housefurnishings.

On the advertising question, Mr. Sutcliffe takes a very decided stand. He states that the merchant who does not at least keep his name before the public, need not complain if he finds his business dropping behind. He not only believes in using the newspapers, and where they probably do not serve the purpose, circulars have been found to be effective aids to publicity.

When Toronto People Shopped in Oshawa.

Samuel Torrens, who has been twenty-two years in the dry goods business in Oshawa, relates an incident which proves that even Toronto people are not averse to shopping out of town when shown a good thing. Mr. Torrens was conducting a special underwear sale and values were particularly attractive. One day there was an excursion from Toronto, and the crowd was impressed by the display. Then the money loosened up and Mr. Torrens states that while a good many returned to Toronto with one suit, quite a few supplied themselves with two or three. It was a striking example of the power of the bargain away from home.

Mr. Torrens classes himself as a jobber. He has some surprise coming every little while, and to that end buys once a month. In stocking his store, he goes just so far as notions, dry goods and household accessories will possibly combine. His method of grouping, for example, does not make a pyramid of castile soap appear out of place, although to the lay mind dry goods and soap may not appear to be good mixers. The secret lies in the arrangement of stock, and Mr. Torrens applies his experience to the elimination of incongruities. When he opened his store twenty-two years ago, the stock represented an outlay of $500. To-day he states it is worth $10,000, and he has the block in which he is situated nearly paid for.

No Books, No Bookkeeper, No Credit.

"Some of our customers tell us that if we had adopted the cash system ten years sooner than we did, they would have been richer to-day." That is what Ross Bros., of Whitby have now to say about the cash way of doing business. It means that it has been so carefully applied that the customer recognizes it as the better plan from his own point of view.



Interior of Acme Co's. Store, Edmonton, Alberta, showing Men's Furnishings and Men's Fur Department.

"No books, no bookkeeper, no credit," is a sign which has done duty in the Ross store for twelve years. In introducing the cash plan the firm issued a pamphlet in which the following example was stated:

"Suppose a firm, commencing a cash and credit business, do a credit business of $15,000 the first year. During the year they receive by payments on account $5,000, which would leave them, when the year closed, with $10,000 on their books.

"From our own experience we can say that with no increase in the amount of business done, this firm, in future, never have less than $10,000 out, for in their second year they would send goods out on credit as fast as they would collect their previous year's account. Now see the cost, in a year, doing this $15,000 credit business:

Interest on $10,000 at 6 per cent	$ 600
Losses from Bad Debts	400
Stationery, Postage, etc.	150
Value of time taken in care of Books	400
	$1,550

or to do the $15,000 business on credit there is an extra cost of about $1,550, or over 10 per cent.

"When marking goods we have to figure on the cost of giving credit, just the same as we do for rent, taxes, freight, cartage, etc.

"We believe a cash business will be mutually beneficial. Every person is looking for the cheapest market to buy in, and where goods are sold on credit cannot be the cheapest place. It is an undoubted fact that the man who sells the cheapest is the man who sells for cash. We invite you to call and compare prices under the cash system, as we feel confident it will be to your benefit as well as to ours."

There were six thriving dry goods stores in Whitby when H. M. & G. A. Ross, after clerking for several years, set up in business on their own account. On the north there was a particularly good agricultural country to draw from, but the field is now so well served by railways that it has been reduced one-half. The firm now carry general dry goods, dress goods, men's furnishings, ready-made clothing and housefurnishings. Up to a few years ago there was a tailoring department in connection with the store, but in view of the increasingly strong hold taken by ready-made lines it was deemed advisable to discontinue this division. The same course, it might be observed in passing, was taken by several other custom tailoring establishments in Whitby.

The Ross brothers may almost be regarded as pioneers in their own town, so far as the adoption of up-to-date store equipment is concerned. They state that their's were the first plate glass windows in Whitby, and that they had to sign an agreement with the proprietor of the store to pay the difference in cost between the small panes and the larger plates. Their claim is also that they were the first to use cash carriers in their store. This equipment, they state, was leased in those days, and it cost the firm $80 a year, or $40 a line. They now have a modern system which was installed for about $100.

"Whitby did not feel the depression," said H. M. Ross to The Review. "This is not a manufacturing town, and the agriculturalists, generally, received pretty fair prices for their produce. The year's record may be slightly behind that of the one preceding, but there are towns which came through much worse off than Whitby.

"So far as our business is concerned, we realize that, in order to meet outside competitive influences, our stock must be clean, and of good variety. We are able to attain this object without cultivating the 'special sale' habit. Specials have their place, no doubt, but a reputation for persistent slaughtering does not do one's store a great deal of good.

"My idea of advertising is that the more a merchant can do in direction of illustrating the actual patterns or style of goods, the better. This fact was emphasized by a curtain sale, when we issued an ad which was chiefly made up of pattern cuts. It was very effective, and it convinced us that in appraising an ad's selling power, you must first consider the means which it employs in describing the goods to the people."

When Tailors and Cutters Were Plentiful.

To. A. M. Ross, or, in fact, any other dry goods merchant of Whitby, it is not a difficult matter to recall the time when custom tailoring was a thriving industry in that town, employing many hands. Cutters were numerous. That time, however, has passed. It is the day of the ready-to-wear garment.

"A few years ago," said Mr. Ross, becoming reminiscent, "there were several thriving tailor shops in this town. I had one in connection with my store, but it had to go. It stands just as the workmen left it—machines, tables and everything else. We had, of course, the ready-made line to fall back on, and we have made it a department in connection with our business."

Mr. Ross has been 27 years in dry goods in Whitby, and to-day, besides having a well-ordered store, he has interests which also give him place in the manufacturing class. A few years ago he entered into a partnership which had in view the equipment and operation of an evaporator and vinegar plant. Things had begun to run along nicely when the factory was burnt down. It has, however, been restored, and the members of the firm are looking forward to a good year's business.

Drygoodsman for the Commons.

The electors of South Ontario have, in F. L. Fowke, chosen a drygoodsman to represent them in the House of Commons. Mr. Fowke is a capable business man, and one who will doubtless measure up to the responsibility which accompanies the honor of the position. The Fowke store is one of the oldest in Oshawa. While it has devoted particular attention to the requirements of the agricultural community, the clothing department being strongly specialized, the stock is, by reason of its range and quality, equally attractive to the town shopper.

F. E. Ellis & Co. are the only dry goods merchants in Oshawa having a millinery department in connection with their store. It has proved a very profitable adjunct to the store's business.

H. A. Porter & Co. have been in the dry goods business in Oshawa for sixteen years. They have developed a very successful business by specializing in staples and notions.

From $1,800 to $15,000.

W. G. Walters, one of the three drygoodsmen in Whitby, has been 23 years in business. He began as a clerk, and then stepped out for himself. His stock, originally was worth about $1,800, whereas to-day its value is estimated at $15,000, and his store has been doubled in size. He carries a full line of general dry goods, dress goods and ladies' ready-to-wear garments, and men's furnishings, including ready-made clothing. While he does not conduct business on an absolutely cash basis, he states that he has narrowed his credit down so successfully that, where formerly he carried from $5,000 to $6,000 on his books annually, the amount at the present time is well within $500.

"The people are not asking for credit to the same extent as formerly," said Mr. Walters to The Review. "They want the goods at the right price, and, given that, they pay cash in the majority of cases. The great problem to have to contend with here is the influence of the city department stores. To my way of thinking it is not the matter of price which is the entire attraction to the people who shop out of town. True, they get larger variety to choose from, but in many instances better values are available at home than in the city. It is the holiday afforded by a trip to the city which is the primary attraction, and that being the case, it is up to the home merchant to make his store and his merchandising as attractive as possible."

Mr. Walters believes in special sales as a means of enlivening business and keeping stock clean and up-to-date. Not long ago he made a special of 10,000 yards of laces and embroideries which was very successful. In

January last he put on a sale in advertising which he went down into his pocket for $250, and he considers that results justified it. He is of opinion that money wisely placed in publicity is never squandered.

Mayor Mason, of Bowmanville.

J. J. Mason, elected Mayor of Bowmanville, in the last municipal contest, has been connected with the Town Council for years. It was in 1895 that he joined forces with his brother, T. G. Mason, in opening a large dry goods, clothing, boot and shoe, and grocery establishment. Each had previously been in business for himself. At the beginning the firm occupied a double store, one side being devoted exclusively to dry goods. In subsequent years, however, the clothing and men's furnishings were so strongly specialized that gradually the other departments were done away with and to-day the Mason Co. stand for everything that is best in the clothing line for men. The ready-to-wear department has an exceptionally wide and up-to-date range. C. W. Anderson, formerly of London, who, like Mayor Mason, is a specialist in things sartorial, is now a member of the firm.

Some years ago the firm adopted the plan of marking the cost and selling price upon their counter checks. Business is done almost entirely on a cash basis, and the strong feature of the idea is that, at the close of each day, the merchant knows the exact amount of business transacted. There is some trouble in breaking in green salesmen to the system, but where goods are plainly marked in cypher it is little trouble to place it on the slip along with the cost price, the latter being, of course, in plain figures. Where there are several articles entered on a slip, the salesman, in order to prevent delay at the cash desk, hands in his book to the cashier who copies off the list, while the original slip and change, if any, is being handed to the customer.

In the rear of the Mason Co.'s store, there is shed room for teams. This accommodation is appreciated by farmers, and the fact that there is a rear entrance to the store makes this an important feature.

A Business with the Outgrowing Habit.

S. W. Mason, head of the firm of S. W. Mason & Son, Bowmanville, had his introduction to the dry goods business when 15 years of age. He joined his father, the late S. Mason, in 1873. The business twice outgrew the premises in which it was situated. The present firm was launched about eleven years ago, and its success is due to the experience and the sound methods applied to it. In order that he might concentrate upon dry goods, and give that branch of the business a still greater growing scope, the firm recently eliminated the men's ready-made clothing section. Even with the additional room thus made available, history threatens to repeat itself by again demanding increased space for this thriving dry goods establishment.

Dry Goods House 68 Years Old.

The store of John McMurtry, in Bowmanville, is a good example of departmentizing. It represents, in modern form, a business which was started something like sixty-eight years ago by the late Wm. McMurtry. His son, John McMurtry, took charge of the business in 1864, and became owner in 1875. A grocery department was added soon afterwards. The store has three sections, one being devoted exclusively to dry goods, men's furnishings and ready-to-wear clothing, the second to groceries and crockery, and the third to boots and shoes.

Two sons, J. H. & W. B. McMurtry, now have charge of the business, the former giving his attention to the dry goods and clothing sections. The success enjoyed by the establishments reflects progressive methods of retailing on the part of the young men at his head.

John McMurtry was for some years a member of Bowmanville Council, and is now postmaster.

Progressive Western Store.

Burns Bros., of Cranbrook, B.C., are a firm whose store reflects that progressiveness which is so strikingly characteristic of many Western retail establishments. They have developed a high-class trade in ladies' wear and sundry lines, and have given their enterprise the benefit of most up-to-date equipment. The Burns brothers, F. J. and R., were born in Glasgow, Scotland, and on coming to Canada, went to Winnipeg. In 1907 they bought the business of Reid & Co., Cranbrook.

Strong Merchandizing Argument.

In emphasizing the claim that the people of Edmonton and surrounding district may shop as advantageously in their home town as in any other place on the American continent, the Acme Co., of that place, present the formidable argument that they buy for cash, take all discounts, purchase in large quantities, and have the pick of the market both at home and abroad. Therein is the explanation of the store's continued success.

The handsome three-storey building occupied by the Acme Co. has a floor space of 40,000 square feet. Systematic departmentizing has been carried out along up-to-date lines. There are three hundred feet of plate glass display windows, and they are always used to excellent advantage. The store is particularly well equipped with show cases, and in other fixtures which aid salesmanship. The accompanying cut confirms this statement.

Having been actively identified with important mercantile interests in New York, before going to Edmonton, Albert E. Ludwig, president and manager of the Acme Co., has given the business the benefit of his wide experience, and its excellent record is strikingly suggestive of his sound judgment and progressive ideas.

New Companies Incorporated.

John Thomas Hagar, boot and shoe manufacturer, Elizabeth J. Hagar, C. B. Keenan, H. E. Moyles, Wm. Booth, W. V. Mathews and John Laughton, all of Montreal, have been granted a Dominion charter under the name of "J. & T. Bell," to manufacture leather, boots and shoes and rubber goods. The company is capitalized at $300,000.

The Edward Burns Co., of Toronto, was recently incorporated with $40,000 capital to establish and conduct a jobbing brokerage and general agency business, and take over the business of McClung & Burns, 117 Wellington Street West, Toronto.

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The Importance of Initiative.

INITIATIVE is sometimes described as "making an opportunity and acting upon it without being prodded." The definition is worth a whole lot of reflection by merchants here and there. The average store is brimful of opportunities if the man at the head would only hunt them up. It should never be necessary for him to hire people for the express purpose of developing them for him, nor should he allow himself to stumble into that condition where the stride of the other fellow is his chiefest concern. It is up to him to fix the pace. If he has posted himself, if he has informed himself upon things that are best, he will go a little further than general conditions in his town may call for. It is no credit to any merchant, for instance, to have his display windows absolutely empty. No store is so well fixed in the matter of reputation that it can afford neglect in connection with this valuable advertising adjunct. If he is located in a town which may not be able to boast of any great degree of activity this feature of merchandising is like doping a somnambulist. A real live window gives the town distinction. The people may not have been educated up to it, but they can be made to look for it, and when a window attracts attention it will promote business. This is a department of publicity work which will stand any amount of initiative and originality. The window is often the index to the merchant's disposition. It should proclaim to the people that he is there to do business on progressive lines in up-to-date goods and in an up-to-date way.

The Enquiry into Express Charges.

SOME consternation was created in the ranks of the express companies during the past month as the result of the cancellation, by the Railway Commission, of the new express classification. This action, it goes without saying, caused general satisfaction in the mercantile community, by whom the new schedule was regarded as beyond reason.

Judge Mabee, whose decision was given only after a great deal of evidence had been taken, stated that before he became a member of the board, an undertaking was given on behalf of the express companies that no increases should be made by them. By the adoption of a weight and measurement rule, and charges on returned empties ; the increases, it was stated, would run up to nearly 100 per cent. in some instances. He stated that it was the duty of the board to see that the undertaking was carried out. Many and important changes had been made, mostly in favor of the companies, but he declared that the confusion as the result of the classification "had been brought about by reason of the companies' action in filing and asking approval of a classification that materially increases tolls, when it was understood that this should not have been done, and if an order has inadvertently issued that should not have been made, it is the plain duty of the board to recall it, and its so doing in this case only reinstates the conditions that shippers are perfectly familiar with and upon which they have been doing business for many years. The weight and measurement rule is creating a disturbance that could all have been avoided if public notice had been given, so that shippers could have adjusted themselves to it, if it were thought a proper rule to introduce, as to which we say nothing at present."

Subsequently the commissioners have been considering other phases of the problem, and it may now be confidently expected that the enquiry will be followed up by a ruling which will give definite interpretation upon points at issue. It would appear that some better relationship should exist than that remarked upon by Judge Mabee, that although many important changes were proposed, no notification of any kind was given to the public, and no opportunity to shippers to adopt their business to such changes as appeared reasonable.

That the new express schedule was cancelled must be exceedingly gratifying to the Dry Goods Section of

Toronto Board of Trade. When it was found that the new schedule was unfair to shippers a committee was immediately appointed from the Section to take the matter before the Railway Commission at its sessions in Montreal. The matter was thoroughly investigated with the result that the old rates were renewed. Every business man in the country has been benefitted by this outcome, and to the Dry Goods Section are due the fullest commendation upon well-timed activity and every congratulation upon the successful issue. The importance of the question of express rates predicts for it a prominent place in the consideration of the Section during the coming year.

Outlook Continues to Improve.

THAT unmistakable tone of optimism running through the dry goods trade, which was remarked upon last month, becomes more notable as the Spring season approaches. The outlook in the West seems particularly encouraging. The policy of extension and development which the railways purpose carrying out in that country, will, by reason of large expenditure, go far towards reinforcing the crop influence, to say nothing of the ultimate effect it will have in giving impetus to industrial and commercial advancement. So far as the East is concerned, reports from important quarters all tell the same story of continued improvement. The advance in the price of wool and the stiffening in cotton are likewise regarded as decidedly favorable signs. Importers state that Canadian textile manufacturers have been well represented in the buying and, regarding this division of industry as one reliable reflector of general conditions, express their conviction that the present feeling of confidence is well founded.

Naturally, the period of depression was productive of methods of merchandising which could hardly be looked for in prosperous times. The retail trade, for example, depended to a great extent upon open stock buying. Now that conditions are improving, the tendency in that connection seems still favorable to some continuance of that idea. The statement is made that merchants, both large and small, appear content, for the immediate present, to depend upon importers and manufacturers for deliveries at short notice; that the retailer, in short, is very much inclined to buy close to his selling season. Whether this condition will pass away with reviving trade, and the realization of confidence, remains to be seen. The head of one large wholesale house expressed the opinion that it is only one result of the period of panic and that it would eventually disappear.

So far, this policy, from the viewpoint of the retail trade, has worked out satisfactorily, as under the general condition of things, he has not met with any particular trouble in obtaining goods when wanted. There have been, however, some serious shortages due to a reasonable conservatism on the part of the supply end. Apart from all this, it appears right to say that, with every confidence in the future of the country and the wheels of industry revolving at prosperity speed, every division of trade will adequately respond ; that one will not expect too much or be impatient of the other, and that problems following fast upon hard times will have lost their serious aspect.

It is fitting to note in this connection that the exhibit of the combined Canadian banks for 1908, recently issued, shows the amount to the credit of depositors and customers at the close of last year to have been $704,803,000, as compared with $613,218,693 at the end of 1907, and $655,099,000 at the end of 1906. It is interesting to note that during December, when the Christmas season usually calls for heavy withdrawals, the deposits continued to increase, a considerable portion of the $11,633,282 additional being in savings accounts. Current loans in Canada decreased, being less at the end of December than for some years. The amount was $511,808,909 or over $126,000,000 less than the total Canadian deposits.

Canadian Transportation Development.

THE continued increase in domestic exports noted in latest trade returns for the Dominion has its greatest significance in the fact that it points to the vigorous internal development which must give Canada the world-place predicted for her. In the light of conditions indicated by these returns, the article in this number on Canadian Transportation by George W. Stephens, chairman of the Montreal Harbor Board, is of exceptional interest. Canada, he points out, must be so equipped in the matter of shipping and ocean terminal facilities that she will not only be enabled to handle her own business efficiently and economically, but will be in a position to compete for the business of the West on a basis that will produce satisfactory results. The time to lay the foundation for that development is the present. There are overwhelming advantages in favor of Canadian routes to the seaboard, and upon the conversion of these advantages into their greatest possible worth, from the national standpoint, depends, as Mr. Stephens observes, "the future integrity of the Dominion, the comfort, wealth and power of our people."

The Canadian trade record for December shows an increase of $5,007,333 in domestic exports and a decrease of $1,417,389 in imports. The increase in exports exceeds the continued falling off in imports by over three and one-half millions. The total exports for the last month were $26,502,700, and the total imports $23,130,672, leaving the balance of trade in favor of the Dominion $3,372,028. For the first three-quarters of the present fiscal year the imports have totalled $217,958,135, a decrease of $66,085,110, compared with the first nine months of 1907-8. Exports of domestic products have totalled $194,583,189, an increase of $669,843. Last year during the nine months Canada exported coin and bullion to the amount of $13,114,345 ; this year the amount was only $1,335,590.

Pointers on Good Salesmanship

EDMUND GIBBS DISCUSSES SALESMANSHIP. Edmund Gibbs, president of the Associated Advertising Clubs of America favored the staff of the MacLean Publishing Co. with an address on "Salesmanship" recently while the guest of the president, Col. J. B. MacLean. Mr. Gibbs is a recognized authority, not only upon salesmanship, but on advertising as well, and the following points which he emphasized in his instructive talk will undoubtedly be of considerable interest to the men who sell things:

"The man who possesses the ability to concentrate will make a success in any business.

"The heads of a business under the old plan kept things to themselves. The new way is to tell everything about your business to your employes, except its inmost secrets. The greatest good will be found in the greatest number.

"There are two things necessary to success in salesmanship—perfect mental equipment and perfect physical equipment. The salesman must be sufficiently familiar with the needs of his customer to make an intelligent presentation of the goods he is selling. Apart from mere knowledge of goods, his mental equipment must be of a high plane. He must believe in the goods. You can no more sell a thing you don't believe in than you can walk across the lake without something under you.

"A wonderful machine has been invented, by which it is possible to know when a man is telling a lie. He is brought into contact with an electric appliance, and should he not tell the truth in reference to his connection with any matter under investigation, an indicator registers the thrill of nervousness, no matter how slight, in his body.

"It's the same in business. Nature has provided an unfailing index to the dishonest salesman. He may think that he does not show it, but he does. It betrays itself by some form of nervousness or physical change which the purchaser will probably detect.

"Physical equipment is important in so far as it relates to our bodily health and to our personal appearance. Physical health is the finest possession of any young man or woman; there's nothing so fine. Take every precaution to keep yourself in perfect health.

"Your personal appearance will have much to do with your success as a salesman. Avoid the creation of bad impressions. If you smoke, do it after those hours in which you are selling goods.

The best way to reach a probable purchaser is through his own point of view. Study human nature.

"In all you do be cheerful. Believe that prosperity will reign in 1909. Believe that your department is going to be successful and it will be successful. Have a practical optimism. Believe in the prosperity of this country because there are the good sensible business men back of it to make it so.

"There is such a thing as good salesmanship in the office; it brings business into the concern and makes good friends of purchasers, just as much as good salesmanship outside. The tone in which you answer a telephone call may make or mar a sale.

"When a concern sends out poorly written, badly composed, badly typed letters, it is a reflection on their business methods.

"If you are big and broad minded enough you will look on instructive criticism as an aid to yourself and your salesmanship.

EMPLOYES' SALES WHICH BROUGHT RESULTS. An "employes' sale," recently conducted by a large city store, resulted in an increase in sales of over 100 per cent. over the corresponding week of the preceding year. In the working out of the plan, every employe of the store was enrolled in some one of the departments. Even the drivers had a share in it. Prizes ranging from $25 to $100 were awarded to the first four departments leading in the increase. In addition to these a prize of $10 was awarded to the salesperson selling the largest value of goods, and a dollar apiece to the next ten; another $10 was given the salesperson writing the largest number of sales checks, and prizes of a dollar apiece to the next ten, while a third $10 was presented to the person bringing in the greatest number of signatures of people to printed slips furnished employes, stating that they had read statements of the sale handed to them by an employe. Prizes of $1 each went to the next ten. The plan was extensively advertised, and the employes in each department organized themselves under leaders in order to obtain the best results from their unity of effort.

✣

PROMOTING CLERKS BY WRITTEN EXAMINATION. Which one of their available men was best fitted to take charge of a new store was recently solved by the Washington Shirt Co., of Chicago, in a uniquely satisfactory manner. Securing a large room containing six desks, the president of the concern conducted a written examination of the candidates, and on results the position was finally awarded. This would seem to be a very fair plan when the way is open in any large business house for the promotion of eligible employes. The following questions, which were submitted, contain many suggestions easy of adaptation in a dry goods or other similarly conducted business:

1. What grade of merchandise would be best adapted to the proposed location?
2. Which of the various lines that we carry would you suggest as being the best to make a leader of?
3. Presuming that the new windows will have five sections and two show cases, state what merchandise you would use for the opening display?
4. State your idea of the best special advertising medium to be used and paid for by the new store?
5. About what per cent. should it cost for wages to sell our merchandise?
6. How many salesmen would be necessary at the start?
7. Would you suggest a line of 25c collars (in addition to our own brand)? If so, would you suggest a good, strong line of them, and should they be pushed?
8. Do you think it would pay us to devote much space or effort to custom shirts?
9. On a one-thousand-dollar lot of shirts, state your idea of the percentage of $1.00, $1.50, $2.00, etc., that should be bought?
10. On a one-thousand-dollar lot of neckwear state your idea of the percentage of the various prices that should be bought?
11. Would you use price tickets in the windows?
12. Could you suggest any kindred line of goods that in your estimation it would be wise to add at the new store?



Prompt delivery means a good deal to the busy merchant.

We have a splendidly assorted stock and ship all goods by return, unless of course, we receive instructions to the contrary.

This month we are showing some bargains in Cottons and Dress Goods. May we send you samples?

Remember—Our Letter Order Department makes a specialty of "rush" orders and would like to fill yours.

THE W. R. BROCK COMPANY, (Limited)

MONTREAL

Canada Has Shortest Water Route Between Continents

Development of Transportation Facilities is the Key Which Opens the Door of National Prosperity—Improvement of Terminals at Montreal—Conditions Surrounding the Problem To-day.

By George W. Stephens, Chairman of the Montreal Harbor Board.

TRANSPORTATION has been defined as the "keys with which wise statesmen open the doors of national prosperity." There can be no subject which should engage the attention of the Canadian people equal in importance to that of lessening the cost of transporting the products of the Western plains to tide water and the Eastern manufactured products to the homes of the Western consumer. It is equally true that upon the efficiency of our country's transportation facilities depends the future integrity of our Dominion, the comfort, wealth and power of our people.

Canadian transportation began when Jacques Cartier turned the prow of his little bark into the St. Lawrence and christened it after the saint of that name upon whose birthday he entered its waters, and the pages of its early history are filled with the heroic struggle of brave men who had the courage of their convictions and carried the visions of their imagination to a practical conclusion. The names of Cunard, Howe, Young and Allan are mile-stones along the pathway of its early development, in the same big way as Mount Stephen, Van Horne, Shaughnessy, Hays, Mackenzie and Mann are to-day in its later expansion. By the imaginative genius of such men and their pertinacity the outermost corners of our Dominion are made accessible, and the farthest off inhabitant of the plains becomes the neighbor of him who lives within the sound of the ocean.

Before considering the actual conditions surrounding this problem to-day let me ask you to look at the primitive starting point from which these same conditions have been evolved. For that purpose let us compare for a moment the position occupied by Canada at the opening of the 20th century with that of our great neighbor at the opening of the 19th.

In the year 1800 the population of the United States amounted to 5,300,000 people, grouped together as a fringe along the shores of the Atlantic Ocean; behind them to the westward an undiscovered waste of wilderness and plain, not a single mile of railroad, not a single mile of canal development, no roads to speak of, no wealth, but the indomitable courage, perseverance and faith of her people; and upon this courage and confidence has been built up in 100 years a nation numbering 90,000,000 people, possessing 217,000 miles of railroad, and a country extending from the Atlantic to the Pacific.

The cause of such wonderful progress must be sought in the early, wise and persistent development of her means of communication and transport. And while the 19th century yielded to the United States a marvelous growth in her interior transportation facilities, it is interesting to note that in 1860 she carried 66 per cent. of her export and import trade in her own ships, in 1906 she only carried 12 per cent.

Possesses the Shortest Route.

Canada, on the other hand, starts the 20th century with 6,000,000 people, not huddled together on her Atlantic Seaboard, but stretching a continuous line of prosperous provinces from sea to sea; her continent spanned by the steel ribbons of three great railway systems; her natural waterways linked together by a canal system which has no rival; an annual trade development of $645,000,000; $680,000,000 of the people's savings in the bank, and is doing a business with 6,000,000 people at the beginning of the 20th century that was not equaled by our great neighbor to the south of us until her population had reached the figure of 26,000,000.

Added to all this, Canada, as the occupant of the northern half of this continent, possesses the shortest water route between the continents of Europe and America and America and Asia, thereby inheriting a natural strategic position, which, if supplemented by energetic measures of transportation development within, will place her in an unassailable position for the command of a large portion of the international trade between the Mother Country and the East.

This means a business connection with a market containing 450,000,000 people in China alone, 300,000,000 in India and 40,000,000 more in Japan. If we can become the carriers for a portion of this great international trade, if we can offer transportation inducements for the capture of our share of this business, then every ton of through freight handled over Canadian rails and by Canadian waterways will reduce the cost of transporting the grain products of the West and the manufactured products of the East, and will bring into closer touch the growing population of this country in all its parts.

In this connection one must not forget that from the little sea-girt islands in the North Sea, which we call the Motherland, over 3,000 miles of the Atlantic, across this Canada of ours, over 3,000 miles more, and again for 6,000 miles over the peaceful waters of the Pacific, the thin red line of transportation ploughing the waters of two oceans, traversing the fertile plains of a continent, over this continuous and shortest trade route float the folds of our country's flag. The greatness of our Motherland is founded on her command of the water-borne trade of the world. If Canada is to become likewise great she, too, must not neglect the development of her transportation.

Taking a map of the North American continent, one finds three natural outlet channels for the trade of the great Northwest, the Mississippi River, the St. Lawrence River and the Hudson Bay. The Mississippi is navigable from the Falls of St. Anthony to the Gulf of Mexico for more than 2,000 miles. The great chain of lakes connecting the Gulf and River of St. Lawrence give a continuous navigation of 2,500 miles to the heart of a great continent. Hudson Bay will be one day tapped, and for a portion of the year at least afford auxiliary means of transport for grain cargoes out of the West. Of these three natural means of exit, the Dominion of Canada controls two, and by supplementing her natural inheritance by the building of the Georgian Bay canal she will place herself in the proud possession of a water route that will not only induce the trade of her own great West to follow

its course, but will attract to it a very large portion of the trade of the Western States.

Storage Requirements.

The question of Canadian transportation has been divided as follows by the Transportation Commission, whose valuable report ought to be made known to every Canadian interested in the country's progress:

1. From place of production to Canadian sea ports.
2. From place of production to Western ports of Lake Superior.
3. From Western ports of Lake Superior to Canadian sea ports.
4. From Canadian sea ports to Europe, and the reverse in each case.

All this of necessity involves the consideration of storage requirements of lake, river and ocean ports.

The harbor facilities of inland lakes, rivers and ocean terminals.

The conditions with regard to the navigation of the St. Lawrence route and the provision of a well-equipped terminal for use during the winter months when Montreal has no direct water access to the sea.

This question further involves the consideration of the forces operating against an all-Canadian transportation plan:

1. Competition by U.S. railways.

In 1906 this had grown to six millions.

In the year 1900 the yield was thirty-three and a half millions.

In 1906 the yield was one hundred millions.

This grain was taken care of in 1900 in 533 elevators distributed at convenient point west of Lake Superior, with a combined capacity of 18,000,000 bushels.

In 1906 the number had increased to 1,200 elevators with a capacity of 50,000,000 bushels.

The railway mileage from the base of the Rocky Mountains to the Red River, covering this wheat area, was:

In 1901	3,369
In 1905	5,620

The wheat acreage increased in five years from two and a half to six million acres.

The wheat grown from thirty-three and a half to one hundred million bushels and the mileage from 3,300 to 5,600 miles.

Now as the whole of this grain, which is shipped eastward, is tributary to the Canadian Pacific, the Canadian Northern, Grand Trunk and G. T. Pacific Railways, carried to Port Arthur and Fort William, from thence to the sea, it is of the most vital import that a continuity of efficient transportation facilities shall prevail from the West to the sea on Canadian soil.



A View of the Completed Alexandra Pier, Montreal.

2. Competition by U.S. vessels from Lake Superior ports.
3. Diversion of Canadian product through the Eastern outlets of Boston, Portland, etc.

The subject is too vast to here consider in its entirety. An idea of its importance may, however, be realized if we study briefly transportation as it affects grain.

Of what, therefore, does this grain trade consist?

What are its possibilities of growth?

What equipment do we Canadians possess to handle it?

When we speak of the grain areas of Western Canada we mean:

	Acres.
Manitoba, containing	27,000,000
Saskatchewan, containing	52,000,000
Assiniboia, containing	50,000,000
Alberta, containing	42,000,000

or a total area suitable for cultivation of wheat of 171,000,000 acres.

Should only one-quarter of this area be put under cultivation at the average yield of the past three years, this would give 800,000,000 bushels.

Out of the 171,000,000 acres, in the year 1900 only two and a half million acres were under cultivation.

From Winnipeg to the commencement of water transportation at Port Arthur and Fort William is 427 miles. The two existing railways will be double-tracked and the Grand Trunk Pacific will add another available route, and yet with a continuous growth of population and a continuous building of railways it seems hardly possible to build fast enough. It is a race between the ingenuity of man and the fertility of the soil.

On arrival at Port Arthur and Fort William the grain is stored in huge elevators which now have a capacity of twenty millions.

The corresponding lake ports on the United States side are Duluth, Superior and Chicago, upon whose harbors the United States Government have spent already ten millions.

As an example of the colossal growth of Lake Superior tonnage, the value of craft in this trade in 1887 amounted to two millions, while in 1904 it amounted to seventy millions.

When the grain is elevated at the western end of Lake Superior it awaits shipment by boat from there to the Georgian Bay ports of Depot Harbor, Victoria, Midland, Port Colborne, Buffalo or Oswego, where it is again dis-

charged into huge elevators and then shipped to the sea by rail or boats as the case may be.

Canadian transhipping points east of the Great Lakes are:

	Elevator capacity. Millions.
Midland	4
Depot Harbor	1½
*Victoria Harbor	4
Port Colborne	2
Kingston and Prescott	2
Total	13½

The U.S. ports are:

	Millions.
Buffalo	22
Oswego	1
Toledo	5½
Cleveland	2
Detroit	2
Total	32½

*Building.

From the Georgian Bay ports westward three railways run to the sea, and already 160 out of the 190 miles of the Trent Valley Canal system are completed, joining the Georgian Bay with Lake Ontario.

The Choice of Routes.

This gives to Canada the following choice of routes from Fort William to the sea, within her own territory:

1. The all-water route, via the Great Lakes, Welland Canal and the St. Lawrence River to Montreal.

2. All-water route, via Georgian Bay, Trent Valley and the St. Lawrence River to the sea.

3. Water and rail, via Georgian Bay ports, Grand Trunk and Canadian Pacific Railways to Montreal.

A comparison between the chief water route from the Great Lakes to New York with the Canadian water route from the Great Lakes to Montreal furnishes interesting matter for consideration.

5. That the time consumed each trip by the Canadian route is less than that by the American route by 40 hours.

6. That the length of open navigation is identical in both cases.

7. That it takes a tow of ten boats on the American route to carry what may be carried by the Canadian route in one.

8. That one boat by the Canadian water route can carry more bushels of grain per season than can be carried by one on the American route by 3,544,000 bushels.

Yet notwithstanding these overwhelming advantages in favor of the Canadian route, the American railways carry through Buffalo the business that ought to go through the Canadian canals and they are able to do this only because no adequate terminal facilities have been supplied in Canada to take care of this business. When these facilities are provided Canada will control the grain export business of North America.

The railways, however, from Buffalo to New York and Boston have so developed their carrying capacity and so reduced periodically their freight rates as to practically kill the Erie Canal as the carrying medium of export grain. It therefore becomes a question at the present moment for the Canadian water route to join hands with Canadian railways to bring this business into its natural channel.

Taxpayers of the State of New York have decided to spend $110,000,000 to enlarge the Erie Canal to a depth of 12 feet. By so doing they propose to reduce the cost of carrying a bushel of wheat from Buffalo to New York to three-fourths of a cent. This would require the railways to reduce their price for the rail haul from Buffalo to New York from four cents to three-fourths of a cent, which is not thought a possibility by transportation authorities.

But the point I desire to make in connection with these figures is this. If our American competitors deem it worth while to spend $110,000,000 to get a waterway of 12 feet deep from Buffalo to the Hudson River, is it not about time that Canadians awakened to the fact that without the expenditure of another dollar on canals they are the owners to-day of a through water route of 14 feet

	American Water Route. Buffalo, Erie Canal, Albany, Hudson River to New York.	Canadian Water Route. Port Colborne, Welland Canal, Lake Ontario to Montreal.	In favor of the Canadian Water Route.
Distance	430 miles.	320 miles.	110 miles shorter.
Number miles of canal	306 miles.	64 "	242 miles less.
Number miles of clear river navigation	124 miles.	256 "	132 miles more.
Extreme draft	6 feet.	14 feet.	8 feet more.
Cargo capacity	8,000 bushels.	80,000 bushels.	72,000 bushels more.
Time consumed	86 hours.	46 hours.	40 hours less.
Total hours, navigation season	5,040 hours.	5,040 hours.	.....
Possible trips per carrying unit	27 trips.	48 trips.	21 trips more.
Possible bushel capacity per carrying unit per season	216,000 bushels.	3,760,000 bushels.	3,544,000 bushels.

The advantages of the Canadian water route over the American water route may be stated to be as follows:

1. That the St. Lawrence water route from the Great Lakes to Montreal is shorter than the American water route from the Great Lakes to New York by 110 miles.

2. That the number of miles of slow speed canal navigation by way of the Canadian route as compared with the American route is less by 242 miles.

3. That the Canadian water route furnishes more draft than the American by 8 feet.

4. That a boat using the Canadian water route can carry in cargo more than a boat using the American water route, each trip, 72,000 bushels.

draught, and could, if they supply the terminals and the carrying power, be in an even better competitive position than the United States will be after it has spent the proposed $110,000,000 on its Erie Canal.

Investigation into the comparative cost of carrying a ton of freight a mile by rail and by water by the highest authorities gives the following result:

Reducing Freight Charges.

A 6,500 gross ton freighter, costing $280,000 on a 1,000-mile trip, will carry her maximum cargo at a cost not exceeding 0.6 of a cent per ton per mile. This is less than 1-10 of the average freight rate per ton per mile that is earned by the railways on this continent. The



Holeproof

DO YOU UNDERSTAND WHAT

6 Months Insurance Against Darning Means?

Do you realize by wearing **Neverdarn Holeproof Hosiery** your customer can bid "good riddance" to that dreaded, nerve-racking, weekly darning?

Do you know the joy of selling reliable guaranteed hosiery which gives your customers lasting "come back for more of the same kind satisfaction?"

Do you appreciate the fact that **Neverdarn Holeproof Hosiery** is made for particular people who require comfort, fit and appearance in a stocking as well as wear? In short do you know?

NEVERDARN

Holeproof Hosiery

FOR MEN AND WOMEN

MADE TO WEAR WHERE THE WEAR COMES.

Neverdarn Holeproof Hosiery is made of the finest quality long fibre Sea Island and Lisle yarns, specially prepared, which renders it extremely tough and durable, yet soft and easy on the feet. It is reinforced at the hardest points of wear and will permanently retain its original good shape. It is dyed by new process sanitary dye which leaves the fabric absolutely fast and clean. Made in leather shade tan and black.

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We guarantee any purchaser that these stockings will require no darning for six months. If they should we agree to replace with new ones provided they are returned to us within six months of date of sale to wearer.

You can obtain Neverdarn Holeproof Hosiery from your Jobber. Do not delay. Get in a stock of this line and be in a position to take advantage of our customer creating advertising.

IMPORTANT

There is no "red tape" about selling these stockings. Your clerk simply inserts the date of sale on the coupon enclosed in each box. Your customer has the guarantee in black and white. We do the rest.

It is the name behind the GUARANTEE that makes it good.

THE CHIPMAN HOLTON NEVERDARN Holeproof HOSIERY 6 PAIR GUARANTEED 6 MONTHS REGISTERED

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cheapness of the carrying power of water as compared with rail will be made more clear by the fact that in large freight vessels the consumption of coal is five pounds per 100 ton miles of freight carried, whereas the consumption of coal on railways is 19 pounds per 100 ton miles.

The problem of cheapening the cost of handling the nation's business leads the student of transportation into figures the magnitude of which becomes almost staggering. The Canadian railways at the present moment are handling annually 58,000,000 tons of freight and 28,000,000 passengers. If you can reduce the cost two cents per ton you make a saving of $1,160,000 in the transportation charges on your business.

It is a curious fact, vouched for by a high railway authority, that the average daily work of a freight car in Canada to-day ranges between 29 and 33 miles, just a little over a mile an hour. This presents a very interesting phase of the transportation question, and shows that the railways obtain but a very small proportion of the efficiency out of the cars at their disposal. What is the use of perfecting roadbeds, reducing grades, laying 80-pound rails, building huge Mogul engines, and strengthening bridges in order to increase the length of trains, if inadequate facilities are provided at the terminals for the quick despatch of cars differently routed to their proper destination?

And here is where the problem of cheapening transportation is to be solved by the development on broad steel concrete sheds, having an area of 120,000 square feet less than those now being erected in Montreal. Montreal's development will place alongside of every shed two railway tracks, whereas the New York development is inaccessible to railways, and cars have to be lightered on barges into the ship and vice versa. This means that Canada is getting a port development for four and a half millions that New York has got to spend twenty-nine millions to obtain, and by having the additional advantage of direct inter-communication between the railways, sheds and ships it has been possible during the past season to effect a very considerable saving in the handling charges of freight through the Port of Montreal.

Double Tonnage at no Extra Cost.

There have been handled by the Traffic Department of the Harbor Commission during the last season 1,500,000 tons of freight, carried in 75,000 cars, 400,000 tons of this freight were handled direct between the car, shed and ship, or vice versa. On this 400,000 tons of freight there has been an estimated saving of 50 per cent., or $80,000, in the handling charges alone. In other words, this means that the Port of Montreal has been able during the past season to handle 400,000 tons of freight for what it used to cost to handle 200,000 tons; and as almost the whole of this saving has been effected on through freight destined to all parts of Canada and all parts of the world, it is a matter of gratification that in the near



A View of the Completed King Edward Pier, Montreal.

and comprehensive lines of our sea ports at which our rail and water ways converge. In this connection I may be pardoned for referring to a national development with which I have been personally associated for the past year, during which time it has been my privilege to stand at the gateway of Canada's commerce and watch the ebb and flow of that great volume of trade which leaves our shores in the shape of exports and the immense cargoes for distribution throughout this country. There is at the present moment going on in the Port of Montreal a development to take care of the import and the export trade of Canada, into which is being put $4,500,000, and she is getting for that expenditure 14 ocean berths and 14 double-deck steel concrete freight sheds, with a storage area of 1,500,000 square feet, and a working capacity of 150,000 tons of freight per week. It becomes a question, therefore, of considerable moment whether this expenditure is a wise one, and whether when completed the Canadian people will possess in their national port facilities and accommodation that will enable them to hold their own with the rival ports of this continent. Looking around for a comparison, we find that New York is paying $29,000,000 in the year of 1907 for an improvement scheme almost identical with our own. For that $29,000,000 New York builds eight piers and places upon them eight double-deck future Canadians may possess the cheapest, shortest and safest trade avenue on this continent. The true national significance of the Port of Montreal and the interest that every Canadian citizen should have in its expansion and development is evidenced by the following phase of the annual business.

Canadians possess the only clear water route from the Great Lakes to the sea on this continent which permits vessels drawing 14 feet to carry their cargoes to and from the Port of Montreal. Every railroad has direct communication with the water front of this port, which is owned and controlled by the people, not a foot of the fore shore of the Harbor of Montreal in its entire extent of ten miles of frontage being privately owned, thus making possible the only economic harbor development upon this continent under like conditions.

This possession enormously increases the value of the Port of Montreal as a natural asset, and with proper terminal development and proper use of the waterways already in existence the Port of Montreal will afford:

Canada Has the Shortest Route.

To the growers of grain in the great Northwest,

To the fruit and farm products of the Provinces of Ontario and Quebec,

To the lumber interests of British Columbia and New Brunswick,

To the coal and iron interests of Nova Scotia and Cape Breton,

To the importing and exporting merchants of the entire country,

To the farmers producing cheese and butter,

In short, to every Canadian citizen doing business throughout the country the cheapest, safest and quickest delivery and receiving point on this continent.

The Port of Montreal takes care of the imports of the iron manufacturer, now amounting to ten and a quarter millions a year.

Of the woollen manufacturer, who imports upwards of seven millions a year.

Of the sugar merchants, importing six millions a year.

Of the cotton manufacturers, importing three and a half.

Of the users of flax, hemp and jute, who import one and a quarter million.

Of the grain plains of the Great West, the grazing lands of Ontario and Quebec, which exported through the Port of Montreal in 1906, forty million dollars worth of animals and their products.

Cheese and butter coming from Quebec and Ontario, eighteen millions more.

Manufactured goods for South Africa, Australia and the West Indies, four millions more.

The forest, fisheries and mines, seven millions more.

And so it becomes truly of broad national interest to all Canadians no matter what be their occupation, or where they may live, that somewhere in Canada there should be proper terminal facilities to handle Canadian business.

Montreal happens to be at the point where the farthest inland ocean navigation on this continent meets the deepest artificial waterway, connecting it with 2,500 miles of water navigation into the heart of this great continent. For that reason during seven months in the year the cheapest, safest and quickest trade route for the large export and import business of this country ought naturally to gravitate toward Montreal, and it is a national duty that the Port of Montreal should be developed on broad and comprehensive national principles. The plan of this development on such a comprehensive scale should be given the best expert attention in all its details that money, time and experience can afford. In thus laying out a definite and complete plan covering development work for the next 25 years and carrying it on in sections, when the whole is complete there will be harmony in all its parts and a development that will enable Canadians to handle their own business efficiently and economically, and compete for the business of the Western States on a basis that will produce satisfactory results.

Growth of Population.

Alongside of the transportation question and inseparable from it is the question of the growth of our population. The dream of 100 millions of people in this country is not so far off as might be supposed at first sight.

Last year's crop of newcomers from all sources, on reliable authority, amounted to 400,000 people. Add 100,000 as the natural increase to our own population and you have an annual increase in 1907 of half a million people. If this yearly increase is not exceeded and we go on increasing at the rate of half a million a year, in 25 years the population of this country would be 18,000,000; and if at the end of 25 years all outside immigration should cease, we will then be adding to our population at the rate of two millions a year, which in 25 years more, or 50 years from 1907, would give to this country (Canada) a population of 60,000,000 people.

This is the great future that Canada must now lay the foundation for, that Canada must build railways, canals and ocean terminals to take care of.

The safety of this great future must be guarded by the aggregate individual integrity of her citizens. This wonderful panorama of development is almost unfolding itself without our realizing what is going on, and as the lines of our transportation are extending themselves to the outermost corners of this great Dominion, unconsciously is being established a bond of union under the folds of a common flag which has been the symbol of equal rights, justice and freedom to the least of her citizens since the British Empire began. We may not speak the same tongue nor worship at the same altar, yet as children of a common flag we are bound together by the thread of a common patriotism over whose strands—like the power of Niagara passing over wires to move in far distant places the wheels of mighty commerce—is passing a force of brotherhood, sympathy and power against which neither the voice of the demagogue nor the roar of hostile cannon can avail.



A View of the Completed Jacques Cartier Pier, Montreal.

The shoe factory of C. B. Dayfoot & Co., Georgetown, has been recently enlarged. A fireproof store-room has been constructed at the west side which includes two storeys and a basement, the latter being conveniently accessible from the main factory. There is also quite a large extension to the rear of the old building, and a complete hot-air heating plant has been installed.

"Men Who Sell Things"

Courtesy and Enthusiasm are Essential Qualities in the Retail Salesman—How he Can be a Help and a Hindrance to the Firm's Credit Man—Must Know the Goods Better Than the Customer Does.

By Walter D. Moody. Serial rights for Canada purchased by the MacLean Publishing Co. from the publishers, A. McClurg & Co., Chicago

(Continued from January Dry Goods Review.)

SOME men travel their itinerary with the precision of an advance agent for a theatrical company. The office can put its finger on them any time, anywhere around the circuit, almost on the instant. And their return home occurs on the very day and hour of their original schedule left in the office on their departure. Others leave behind a carefully prepared route list, and from the moment their backs are turned on headquarters, they proceed to hop, skip and jump eratically over their territory. They are never to be located, and seldom return within three or four days of schedule time. When they do come in, it is ten to one that a bee-line is made for the manager's office, where they begin to kick about being "neglected" on new samples and other current matter such as was sent out to the men every few days.

Keep in touch with the office if you want the office to keep in touch with you.

Be orderly about everything pertaining to your work, and your interests and the interests of your house will move forward with clock-like precision, bringing satisfaction of a triple alliance nature to customers, house and salesman.

CHAPTER XVIII.

Retail Salesmen.

Sunshiny salesmanship softens the frostiest buyer.

"Not yet, but soon"—the "near-salesman's" motto—explains the reason why more salesmen measuring calico at eight dollars per week are not earning eighteen hundred dollars a year or more at the silk or dress goods counter. Yet there is room for real salesmanship even behind the calico counter, and the essentials are the same there as anywhere else.

It is an honorable occupation, to be sure; but when a young salesman is content to remain at it longer than a year his gumption is several degrees below ambition. If he cannot in some manner raise it up a few degrees at a time, until it reaches an ordinary man's thinking and working capacity, he will be rooted there for the remainder of his days.

Many retail salesmen drudge along, satisfied with a mere treadmill existence. "Oh, what's the use?" they argue, "there's no chance in a retail store, anyway."

If there is no chance for you where you are, it is a dead certainty that you are not suited for the work you are doing, and the sooner you get out and give some one else a chance, the sooner will you be giving both yourself and your employer a square deal. As a rule, the salesman's position behind the counter is a pretty fair measure of his capabilities.

Some salesmen have the capacity to draw molasses from the bung-hole in a barrel without smearing it over the measure and on the floor; they can weigh out a dollar's worth of sugar, and do it so well that the balance is a hair's weight in favor of the customer; but if they were put in charge of the general order-filling department, with several salesmen under them, they would fizzle out completely. They have not the breadth of mind to grasp the requirements of a large position, and they attempt to apply their small conception of trotting from the molasses-barrel to the sugar-box to the more important matter of mastering many details. It can't be done; and naturally they fail.

As the retail salesman broadens his position, he assumes new responsibilities, and he must change his viewpoint to fit the expanding scope of his greater undertaking. Floaters, life-buoys, and danger-ropes are all right for timid surf-bathers, but to swim out into broad, deep water requires physical courage and well-seasoned powers of endurance. Inability to leave the shore line marks the man who would better stay in close to shore, where little boats are safe.

There is, oh, so much for a salesman to be, to do, to get, to earn, to try, in every retail establishment, that there is little excuse and less hope for the man who says there is no chance.

I have no desire in my heart to say one thing derogatory to your position, no matter how humble it may be.

Why Put on Airs?

The man whom I am after, whether he is at the five-cent counter or taking orders that run up into the hundreds, is that self-important, small-calibre "near-salesman" who so thoroughly neglects his customers that they grow chilly in his presence, even though the day is hot. Few retail shoppers escape frequent experiences of that kind, and it is safe to say that no one ever becomes a better customer of the house where salespeople of that stamp are tolerated. The house may be a good one, but one goes away feeling that they do not appreciate his trade.

Now, if you "near-salesmen" don't like what I am writing about you and to you, don't look at me. Get your eyes open so that you can see yourself—that is the first sight to look at.

What are you cutting up about? Putting on airs with a twelve-dollar-a-week position! That's what every one who patronizes your counter is trying to figure out.

Your house does not pay you to strut around like a farm-yard bantam rooster. All that your customers want from you, and have a right to expect, is courteous, business-like attention, without frills of any kind.

I want to get you mad. That's why I'm using unceremonious language in developing your picture. When a man gets good and angry because some one has told him the truth about himself, he can generally be depended upon to go out and "clean-up" in a thorough, wholesome manner. If he makes a good job of it, it won't be long before you hear of him doing something of real account.

I never saw an uppish salesman in my life in whose salesmanship I had any confidence. A "smart" salesman is a man whom no one cares to have much to do with.

When a man becomes inoculated with the germs of true salesmanship, he gets it in his blood, muscles, head, and soul, all over from head to foot, and it makes a sensible, industrious man of him.

Carry a smile through your work. Whenever a salesman cannot be sunshiny with his customers he is in need of a liver tonic.

"Blessed is he who, having found his own work, clutches it, clings to it, directly, consecutively, and always."

Therein lies the secret of accomplishment. When a salesman has little or no conception of the obligations his position imposes upon him, to say nothing of lack of desire for advancement, then it is that soft platitudes and high-sounding phrases are of no avail.

This book is for negative salesmen, not positive ones. The man who is surrounded and choked up with weeds of indolence, neglect, and carelessness is the one I want to reach.

Pulling weeds loosens the roots and injures the growing plant for the moment; but soon it lifts its head and takes on new growth in the free soil, becoming sturdy and eventually fruitful, instead of a weak, withered, inanimate thing almost crushed out by the weeds that were gradually sapping its life.

The safest and surest way for the retail salesman to advance from a lowly position to a better one is by performing his daily work in a thoroughly satisfactory manner. His present surroundings may not be congenial, but all that can be changed if he will set his mind on something better and strive hard to reach it. Wishing will not do it. He must work and be patient.

Begin by being polite and obliging to every customer that visits your counter whether you think there is a chance for a sale or not. Make it plain that it is not only no trouble for you to show goods, but a pleasure. Make your customers feel at home with you on the instant by an immediate willingness to serve them intelligently. Create desire by making tactful, helpful suggestions.

There is considerable difference between the salesman that attempts to force facts down the buyer's throat and the one that offers information in reasonable, smooth, and pleasing doses. Do not thrust your ideas upon your customers, but in an easy, natural and pleasing way attract their sympathy and secure their confidence. You will then experience little trouble in making sales, even where desire is totally lacking, as indicated on the surface.

Suggestions to the Shoppers.

Get over the idea that where there is no desire there is no chance to make a sale, and that almost everyone entering a retail store has his mind fully made up on what he intends to purchase. Nothing could be farther from the real facts. The average shopper is glad to have suggestions when he knows they are honestly and intelligently given. But the whole matter rests on confidence. You can do nothing to aid a customer in making selections until you have first secured his good-will by that indefinable something in your manner that leads him to believe that you are to be trusted, and that you really wish to be of service to him.

It is important also that you do not fool yourself into believing that your employers are unmindful of your presence in their establishment, and that whether you are serving them ill or well makes no difference, because either way it escapes their notice.

That mistaken idea is at the foundation of many a clerk's failure. Depend upon it, your weekly sales are closely scanned, and your general deportment keenly observed. That you do not receive periodical lectures from your superiors, or that you are not discharged, as you might have expected, is not good evidence that you are not being watched. On the contrary, every move you make is mentally or otherwise recorded.

If you are a half-hearted, go-as-you-please salesman, the chances are that you would have been discharged long ago, but for the fact that your employers know from experience how hard it is to get capable, trustworthy salespeople, and that the best they can hope for is a fair average.

Where are you, Mr. Salesman? Above or below the average?

It matters not so much to your employers to which class you belong, so long as the average remains good, but it is of the utmost importance to yourself, If you are below the average, the responsibility rests solely with you to get on the other side of the dead-line. That there is plenty of room goes without saying; it only remains for you to show your real worth, and the transfer will take place without your giving notice that you are ready to move up.

There are as many opportunities for advancement in the retail as in the wholesale branch of any business; but if the wholesale salesman conducted himself as thousands of retail salesmen are doing every day all over the land, he would last just about one trip, and that would end his career on the road.

The traveling salesman goes out and digs up business, while his retail brother stays at home to receive it. In either case the chances for advancement are about even.

The average traveling salesman does not miss many towns without making sales of some sort; but hundreds of prospective buyers are turned away from retail stores every day without being properly waited upon, and this results in a serious loss of business to the house where indifferent salesmen are employed.

How many customers visit your counter or department every month and go away without buying anything, is a question for you to decide. One thing is certain to the man who is familiar with both branches of the trade, and that is that many sales are lost at retail in large establishments every day from lack of attention and proper selling ability, such as is absolutely necessary on the part of the traveling salesman.

(To be continued.)

A Follow-up System.

A salesman soon becomes associated in the mind of a retailer with the firm he represents. In the same way, a firm which advertises persistently in trade newspapers soon succeeds in associating its advertising with its salesmen, in the minds of the retailers. It pleases a reader of a trade newspaper to see the advertising of a firm with which he has dealings. It tends to confirm him in the opinion that he deals with up-to-date, progressive people. When he reads the ad. he thinks of the firm's traveling representative. Thus, though personal calls may be more or less infrequent, the firm which advertises in the trade press succeeds in keeping itself and its salesmen green in the memory of retailers.



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THE LEADING PAPER PATTERN HOUSE OF AMERICA.

CLAIMS ARE EASILY MADE and OFTEN AS EASILY DISPROVED

The Following are FACTS not CLAIMS:

There are more McCall Patterns sold than of any other make.

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McCall's Magazine has many more subscribers than any other Fashion Magazine in the world.

There are reasons—reasons which must appeal to the wise merchant. McCall Patterns are practical patterns—they sell. They bring women to the store. They increase business.

The well established McCall Canadian Office and Factory, the largest and best equipped Pattern Plant in the Dominion, make it possible to offer Canadian Merchants the Celebrated McCall Patterns and Fashion Publications, with ALL the advantages of TERMS, PRICES, DELIVERIES, etc., United States Merchants enjoy.

WRITE NOW for free samples and full particulars about the exclusive sale of our goods in your town and vicinity. You will incur no obligation except to consider the question and decide on its merits. Address Main Office, New York.

The McCall Company

236-246 West 37th Street, - - - NEW YORK
Chicago San Francisco Toronto, Canada

NOT IN THE TRUST—NO CONNECTION WITH ANY OTHER HOUSE

A Review of the British Markets



London, Jan. 25.—Stock-taking is well over in the London wholesale houses, and good progress has been made upon the Spring campaign. Stocks are for the most part, somewhat heavy for the period of inventory time, but consist for the most part of staple lines.

The London retail stores started their semi-annual sales with the beginning of the month, but the weather conditions have been against good business. Fowns Bros. & Co. entered into the possession of their new warehouse during the last week of the old year. The new building is a thoroughly modern structure, and fitted up in every way to expedite business.

Though no change has taken place in the conditions of the silk market there is every reason to expect better business as the year advances. Therefore, holders of raw silk are firm as to prices. More business and advancing prices are again reported from Yokohama.

All connected with the silk trade have learned, with regret, of the death of Sir Thomas Wardle, who has been the president of the British Silk Association since its foundation in 1887. Sir Thomas was the author of many improved manufacturing processes, particularly in connection with the utilization of wild tussur and waste silk. He was the first to introduce a practical process for dying tussurs, and he made the first piece of seal cloth, or silk plush, out of tussur waste. He was most widely known from his connection with seri-culture.

Bradford.

The latest advices from Bradford indicate that business is certainly improving. Spinners are beter employed and orders for delivery are increasing. The whole market is exceedingly strong in tone, and a large amount of business is passing. Wool prices are daily firming. As more of the season's crop comes to hand there is a greater certainty that the supply of merino wools, of good length, will not be any too large. As the consumption of this class of wool is increasing, prices are likely to go higher. Cross-breds are also advancing, owing to the very large quantities of this wool in the scoured and the combed state, which has recently been exported, both to the States and to the continent. Top makers are becoming more independent, and are also putting out higher quotations. This is because immediate delivery is called for in the majority of cases. The manufacturing end is not particularly well employed and could well do with more business.

Advices from Australasia state that great fimness is the rule in all markets on that side and that a very large amount of business is passing. The break in prices, so confidently expected in some sections, gives little promise of materializing. Wool values are fully 10 per cent. over those of October, and now the Yorkshire buyers are following the lead set them by their French, German and American competitors.

After a year of extreme depression, American buyers are getting to work, and are apparently bent upon making up for the lost time.

Yorkshire is to have the next annual meeting of the Tariff Reform League. The league's projects, it is claimed, are receiving more response from the heavy woolen district, and some very influential new adherents are claimed. This is due to the working of hostile tariffs, which are cutting deep into Yorkshire's trade. As an example, the experience of John Crossley & Sons may be given. This firm are finding it impossible to ship finished goods to many markets. They are now sending out printed warps, which appear in the Board of Trade returns, as dyed yarns. These are, in reality, semi-finished carpets, the pattern being on the yarn, to be brought out when woven.

Manchester.

Raw material values are firmer, now that the new year has fully opened up, and values have risen several points, but the underlying situation is little changed. Egyptian cotton is hardening, as there is more doing in this staple. Altogether, things look better in the raw material market.

Yarns are also in a better position, and spinners, particularly those producing certain classes of yarns, are fairly well employed. Manufacturers are covering their sales of cloths more freely, and taking things on the whole, decidedly more business is passing.

The piece goods market is showing some signs of improvement, though the majority of orders are comparatively small. The silver market is reacting unfavorably in the East, but China's buying is better, in shirtings and printings. India is taking some goods, and the Mediterranean trade is looking up. Specialties and fancies are showing improvement, and the home trade is beginning to buy again.

Nottingham.

The new year is opening well for the Nottingham trade, and most lace and net manufacturers have more orders on their books than last year at this time.

The revival of net laces and the large use made of nets is having a good effect upon this centre, and all the machinery in Nottingham and district for the making of this class of goods are being worked up to the limit. Bobbin nets, as a matter of fact, cannot be obtained from the manufacturers as fast as they are wanted. Plauen is taking a large amount of these nets, and something like a record is being made in this direction. Mecklin and zephyr tulles and Brussels nets are being freely bought for millinery purposes. Makers of Torchon edgings and insertions of Valenciennes and all-over nets are doing a particularly good business.

Most complaint comes from the curtain trade; for which outside competition is blamed. Not only is the demand smaller, but prices are lower.

American buyers are still after veilings and frillings, and more American business is expected in the near future, as not only are buyers expected on this side early in the year, but some of the larger Nottingham houses are sending representatives over the Atlantic to push sales.

Dundee.

The jute market is slow, and some kinds are easier. It now seems that the jute crop is larger than anticipated, therefore the expected high prices will not be realized. There is little doing in jute yarns, and jute goods are more or less dull. Hessians, when wanted, are for prompt delivery, indicating that stocks are low.

Display and Arrangement of Stock in General Stores

How Effort May Best be Directed in Attracting the Attention of the Customer — Opportunity Lost in Neglect of Display Windows — Creating Reserves and Writing Off for Depreciation.

Written for the Dry Goods Review by Howard R. Wellington.

THE average merchant in a country store may think that he knows his own business best—and so he does—but from the few hints given below, gathered from different sources, we hope a suggestion here or there may be adopted with profit, for this is our purpose in discussing the subject.

Is the average country customer as keen to notice the general appearance and arrangement of a store as an outsider accustomed to trading in the larger places ? Do you suppose the eye of the country buyer is not attracted by an orderly and well-kept stock ? If goods are displayed attractively, will it not increase sales to just the same extent in proportion to the turnover as in the large city stores ? If certain lines of goods appear in a prominent position in the store, is not the prospective customer more likely to make a purchase than if it is necessary for him to ask for such goods ? It may seem unnecessary to ask such questions, but from certain observations, we believe the average merchant would do well to give the matter some thought.

Lack of Display.

Not long ago a representative of a clothing concern went into the store of the oldest merchant in a town of about 2,000 population, and after the usual exchange of greetings, the subject of a fall order was discussed. The traveling man was told in a curt manner that goods purchased from his house were not ready sellers. Upon investigation, where do you suppose the goods were kept in stock ? Clothing, and good clothing too, was folded in bins under the counter at the back of the store.

"Oh," but some merchant says. "We have no room in our store to display goods in this way."

Perhaps not ; but we feel confident that, if the re-arrangement and display of a store is carefully planned out with the object in view of attracting the buyer and showing all goods to the best advantage ; a great benefit will be derived from the effort.

Another Practical Case.

In another town of about three thousand, one of the oldest merchants in the town has a splendid store, does a good trade in most lines. Up to a certain time in December he had sold only about $30 or $40 in a line of garments and had a considerable stock carefully folded away under the counter, where the clerks could probably find it readily enough, but where it would never come under the eye of the customer. What is the result ? No sales, and the probability of carrying over a large amount of old stock until the next season, on which a considerable loss would be made.

A Striking Contrast.

Right next door to this merchant, a young, progressive business man had started a dry goods business only a year or two before, devoting a great deal of time and thought to his window dressing, store arrangement and departmentizing, the result being that his sales in the same line of garments up to the same period, amounted, instead of between $30 and $40, to $1,250 or thereabouts, with a small stock on hand and a good, substantial profit on his turnover.

These cases are absolutely true and we firmly believe, are quite common in many of our towns.

In these days of keen competition, a merchant, no matter how long he has been in business, no matter what his standing in the community, cannot afford to ignore the fact that customers, as a general rule, are inclined naturally to purchase where the stocks are not only most attractive, but most attractively displayed.

A Practical Suggestion.

Might we offer a suggestion in conclusion. in regard to the display of clothing, coats, etc., which was noticed in an up-to-date store recently ?

The circular rack was abandoned. The oblong rack, used by so many to advantage, had also been discarded, and in place of these, at intervals of say two feet along the wall (five feet from the floor) were fastened poles, extending out into the department from 2 to 3 feet, braced and supported to hold several pounds. The arrangement was rather unique, occupied practically no room in the department, and the garments (from eight to ten on each pole) graded according to price, could all be seen at a glance by the purchaser.

Creating Reserves and Writing Off for Depreciation.

At the end of the year when the net profits are ascertained, the question of depreciation arises, and then the advisability of creating a reserve to provide for contingencies which may develop in the future. In the case of a building it is customary to write off, out of the profits each year, a certain percentage, or a certain amount, according to the volume of business done during the year and the percentage of net profits.

The banks adopt a very conservative policy in regard to bank premises and write off out of profits each year a large amount, so that the value on the books of such premises at the end of several years will be actually less than the real value at the time. Similarly, manufacturers will write off from year to year a certain percentage or amount of the book value of machinery and other equipment.

We all know that, in some cases, the property on a main thoroughfare increases rapidly in value, or in other cases, may decrease, when the trade is attracted in another direction.

Instead of continually decreasing our "Real Estate," "Building" or "Equipment" accounts on our books by writing off an amount each year, why not maintain these various departments of our business in first-class shape, charging the expense to a "Maintenance" account, and create a "Contingency Reserve," or an account with some such name, into which is written each year a previsional amount to take care of remodelling, rebuilding, etc., in years to come ?

In case of fire, the original value of the buildings stands on your books, together with additions thereto, and while you have a contingency account for depreciation, there can be no dispute as to the value of your property.

(We shall be glad to have enquiries and ideas from our readers in regard to these subjects.)

Machinery of a Business is Composed of Human Units

Harmonious Working Should be Made as Easy as Possible by Simplicity of System — Possible to Stifle Expansion Through Niggardly Buying — Frequent Visits to Markets the Correct Idea.

By Andrew H. Pettigrew, Managing Director of Stewart & McDonald.

(Concluded from January Number).

THE FIRST thing that should be sought for in creating an organization is simplicity. A complex thing can easily be costly and cumbersome, but it may not be efficient. A simple thing cannot be costly and it may be efficient. I have in my mind one or two problems which for months proved difficult, nay, seemed insuperable, which were effectively solved by the introduction of a different colored paper or some simple use of numbers or letters. It should always be remembered that the machinery of a business is composed of human units, and that the system destined to make their efforts work out harmoniously should be made as easy for them as possible, and, as far as is practicable, on the lines of their natural inclination.

Ask the Experience of Others.

Every business to be successful must have an organization largely peculiar to itself, and for that reason no hard and fast system can be described here, but I would recommend all who are in trouble over the working of any branch of their business to call on the managers of one or two other successful businesses of a kind similar to his own in another town if possible, and from my own experience I can assure all such inquirers that they will be received courteously and assisted to the information they desire in every possible way, and out of the experience thus gained he will be able to find a suggestion capable of being adapted to his own particular case. I would emphasize this point of asking the experience of others.

There is a freemasonry amongst large warehousemen, in the retail drapery trade particularly, which ought to be taken more advantage of. In my own experience not only has the information sought been in every case readily accorded, but it has been the means of making friendships which have proved continuously and mutually profitable. Consultation with one's buyers and superintendents is also productive of good results. It promotes loyalty to the business and their closer intimacy with departmental details makes their opinions of the utmost value. Having reached the position of a warehouse with an organization and with sub-managers, one of the first difficulties that will face the owner is controlling the stocks, and this is much more important than it seems because it is this very matter of the proper control of stocks, which makes very largely for profit making or the reverse.

Depreciation the Great Enemy.

It is possible to stifle the expansion of a business through niggardly buying, but it is equally possible to ruin a business outright through over-buying. In these ultra-fashionable days, when even the mill girl has her idea of how she should dress, depreciation is the great enemy to profit making, and in the fashionable departments of a business (and these when properly handled ought to be the most profitable) accumulations of passe stock not only involves a direct, a large and an inevitable loss, but means with absolute certainty a decaying trade. Constant buying and frequent visits to the markets is the correct idea in modern trading. The difficulty of controlling buyers comes in here, namely, how to hold the balance even so that the enterprise of the buyer may have full scope and his abilities find free operation, or, on the other hand, to make sure that the weaknesses for over-buying having their foundations often in other weaknesses do not lead himself and his department into difficulties.

Weekly lists of goods on order should be required from the buyers by the counting-house, and these lists efficiently checked from invoices as they are received, and copies of all orders placed on behalf of the firm above a given sum in value should be required from the firms with whom the orders are placed.

Let me here say a word to the buyers. They are seeking success as their employer is, either success in their situations or in ultimately being in business for themselves. Let me tell them that absolute honesty in the management of their departments is vitally necessary to that success. If they cannot or will not conduct the business of a department on strict, intelligent, and profitable lines, then they never will conduct a business of their own to success ; and let me also say to them that in these days of strenuous competition their doom as buyers is inevitable, as sure as the sun will rise to-morrow, if they descend to deceit and misrepresentation or falsification, even in a minor degree, in the affairs of their department. They should remember that every pennyworth they buy has to be paid for in hard cash, and also that in the selling of every article they buy there is either money to be made or money to be lost ; either a good impression to be made on the purchaser, which is profit for the future, or a bad one.

On the Making of Profits.

Let me here say a word about profit-making. In my experience, profit-making is not so much the result of putting profit on as in realizing it and saving loss. On a well-bought article, well bought from every point of view, profit is easily made ; and from over-buying, from careless stock-keeping, from laxity in management, profit is more easily lost. Buyers should keep a set of books themselves for their own departments as rigidly as if they were the cashier or accountant. They should make up for themselves every six months an intelligent forecast of their trading month by month based on the previous year's experience, get the approval of their employers for it, and seek strenuously to realize it, and go one better.

One hint to employers or managers regarding stock. Whenever a stock gets beyond the limit, and under pressure is found impossible to get down, it is time for alarm. Have it taken and checked independently aad the cause will be discovered. A stock of this kind, impossible to reduce, and a lessening trade, is almost invariably the accompaniment one of the other. Half-yearly stock-takings are an absolutely necessary corrective, and

(Concluded on page 48.)

Store Kinks that are Making Good

SIMPLE FORM FOR FILING ACCOUNT RECORDS. Thos. Miller & Sons, of Oshawa, have simplified their bookkeeping somewhat by the use of a stub form attached to their account blanks. When monthly accounts are rendered the date of sale, the amount, and the name of the purchaser are placed on the stub of each sheet. Above this record is a series of blank spaces for dates, amounts, opposite which may be entered up payments from time to time on account. The stub is arranged thus:

Date.....Amount.....	Date.....Amount.....
Date.....Amount.....	Date.....Amount.....
Date.....Amount.....	Date.....Amount.....
Date.....Amount.....	Date.....Amount.....
Date.....Amount.....	Date.....Amount.....
Date.....Amount.....	Date.....Amount.....
Date Rend..Amount.....	M.....

The sheets are not padded but filed and for reference purposes embodies the loose-leaf idea.

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"ACTUAL WARFARE" BETWEEN THE DEPARTMENTS. A novel idea in the way of a special sale was inaugurated this month by the C. Austin Company, Chatham. This is a "competition" sale between the various departments, the object of each department being to secure the largest percentage of increase over the same month last year.

"Actual warfare" between the departments was largely featured in the firm's advertising during the sale, In the opening advertisement the following announcement was made, of interest as showing the style in which the sale is conducted:

"The little army of employes in our store is divided into nine divisions, each under the command of the following leaders:

"Division 1, Men's Clothing Department, Major-General Gray; Division 2, Furniture Department, Major-General MacArthur; Division 3, Dress Goods and Silks, Col. Thomas Primeau; Division 4, Linens Department, Lieut.-Col. C. T. Northwood; Division 5, Staples, General W. Primeau; Division 6, Smallwares, Field Marshal O'Rielly; Division 7, Ladies' Ready-to-Wear, Col. G. Guttridge; Division 8, Millinery, Lieut.-Col. Rice; Division 9, China, Capt. C. Guttridge.

"These noble war lords are going to have a battle royal amongst themselves, and here is the plan of campaign. During the month of January we are offering special inducements to each of these divisional commanders to wipe all their previous sales records clean off the map. The division that cleans up all records most decidedly, will reap their reward. Now, as great latitude will be allowed to each divisional commander as to reductions, you will see the greatest bombardment of bargains that the city has ever beheld. Each division will be on the alert to outstrip the other in a terrific onslaught on your purchasing emotions. Visit the battlefield daily! Keep near the firing line on the lookout for LOOT. Watch the papers daily as to how the battle sways. Here you can see some preliminary firing."

This style is being followed in the firm's advertising throughout the sale.

In their preliminary announcement, the firm said: "The C. Austin Company have opened the January sale ball in a new and very striking method. They are advertising a 'Competition Sale,' in which each department of the store will compete against the other, as to which shall receive the most substantial reward for the largest percentage of increase over the sales of the same month last year.

"Decentralization of Management.—The situation is doubly interesting in that the head of each department, during January, will be a veritable autocrat, and can go about bringing business by reducing prices or in any other way at all, provided it is within the bounds of "sweet reason."

The idea has aroused an exceptional amount of enthusiasm and keenness in the store, which the salespeople will doubtless make it their business to convey to the hearts of the public through the medium of savings to their purses.

"The heads of departments have declared war to the knife against each other, and some lively 'cutting' is expected."

Reports as to the progress of the combat, will be advertised from time to time during the month, and it is pretty certain that the public will pick up a multitude of the spoils of war."

The novelty of the scheme has attracted quite a bit of attention, and gives to the sale a certain touch of genuineness which carries weight with the purchasing public, who have gone through so many sales of the ordinary kind that it takes something decidedly new to rouse their interest.

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STORE KEEPS RECORD OF GARMENT SIZES. A Western store has adopted the plan of keeping a record of the sizes of garments and other lines of wear sold, upon which there is almost certain to be at some time or other repeat business. A special book is kept for the purpose. When a man purchases a pair of gloves, for instance, his name, the size required, and his address are entered up. That overcomes the necessity, on his part, of charging his memory with these matters of detail, and it interests him in that particular store. The same system is adopted on the corset floor, and as far as possible in the ready-to-wear department. The store, by the way, has developed a good mail order business in its work of offsetting the effect of large city influence, and issues a catalogue. The registration of sizes here proves particularly useful, since customers ordering from a distance know that the store has previously taken their measurements. The plan facilitates shopping by proxy where necessary, as in the case of a wife purchasing for her husband or vice versa, and what is also important has built up a good mailing list.

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OFFERING SPACE FREE FOR FOOD FAIR. Dupuis Freres, of Montreal, have opened a food fair on the third floor of their departmental store, 447 St. Catherine Street east. It is proving a very attractive feature. Recognizing the fact that manufacturers of food preparations are willing to pay high prices for demonstration spaces in large establishments, Dupuis Freres are offering such space free, provided they are allowed a commission on sales made during the demonstration. The store has all of those essentials which render such a plan easy of adoption—important mercantile standing, central location, and plenty of space for the purpose.

Preferred Types for Show Cards and Price Tickets

Hints to Card Writers in Executing Spurred Roman Style —Different Designs Exemplified—Pointers on "Opening" Cards —Alphabets Which May be Best Adapted in Effective Work.

By R. T. D. Edwards, of the Simpson Co., Toronto.

THE accompanying alphabet is a heavy spurred Roman letter. When used on a half or full sheet, it is very effective, but cannot be used to advantage on a smaller card.

For a department card, and with the use of shading, a very attractive result may be obtained. The narrow strokes are the width of the No. 6 brush, while the heavy parts are outlined and filled in. Spurs are finished off with the width of the brush. No. 1 and 2 cards show this type in use.

The group of price tickets gives an idea of the different shapes and patterns for ordinary use. The top card is painted in a dark brown board, and was used as a title card for an oil painting. All of the air-brush tickets are on white board with gold beveled edges. These tickets may be purchased with the air-brush work already executed, if the card writer does not possess a brush of his own.

Condensed "Old English."

The three cards, A, B, C, were written to give an idea of the different layouts which may be made of the same wording. (A) is written on a plain white board 11 in. x 14 in., the first two lines being outline pen work, a brush being used to fill in. The bottom line shows another use of the pens in making a condensed "Old English" letter. This makes a striking alphabet. Card (C) shows the grey board with the white lettering. The first two lines show the upright brush stroke letters, while the bottom line is done with the pens. Card (B) is entirely executed with the brush and is written on a light-grey mat board. The word "Blankets" serves to demonstrate the letters in use. This style of lettering makes a first-class "opening" ticket. A dark grey color is used to shade the letters and is made by mixing black and white.

The "Opening" Card.

It is a good idea when a large sale is on, to have two or three different-sized tickets with descriptive words, such as "January Sale" printed across the top. Note cards 2 and 3. The printing saves the writer a great deal of work and makes a much more uniform ticket. Bright colors, such as red, green and blue, may be used for the printing. The block style of letters stand out best for this work.



Heavy Spur Filled-in Alphabets and Special Sale Cards with Standing Heads.

Next month's number will contain an article on "Opening" cards, with useful suggestions for millinery and Spring openings.

A very pleasant little dinner party was held in the manager's dining room of Eaton's store, Winnipeg, recently, when the office old-timers, to the number of thirteen, who have been connected with the Winnipeg store since its inception, sat down with Messrs. Gilroy, Tucker and Minty, managers, as guests. The health of J. C. Eaton was honored, Mr. Gilroy responding.

The Maker or the Jobber.

By L. B. Elliott, in the Textile Manufacturers' Journal.

Just now there is the most interesting business game in progress, earnestly played, vital in its interest to the participants and far-reaching in its ultimate effects upon trade.

The field of action is the textile industry and the parties interested are the manufacturer and the jobber—heretofore yokemates, if not brothers.

The past has seen the manufacturer content to busy himself about his mills, devoting his energy and his capital to the operation of more spindles, more looms, to the investigation and installation of more labor-saving machines, to the development of processes, the study of raw materials, the fostering of artistic designs, the pursuit of the fickle fads of fashion—in fact, the production of the most perfect goods at the least cost.

He has depended upon the jobber to market his product. He has not concerned himself with the intricacies of detail selling. He has been content to unload his product in bulk, and it has been a matter of no consequence to him what became of his goods once the bill of lading was disposed of.

The past has seen the jobber purely a merchant, shrewd to buy those lines that could be marketed most surely at the least price. His function was to supply the demand already existing for any given textile, with an article that the retailer would buy, and on which the greatest profit could be made. The course of the market and the probable trend of next season's demands were the two most interesting topics.

Enter a manufacturer who has resolved that the excellence of his handicraft shall be known at its true value, and as coming from him by the individual who uses the goods. He places his name or his trademark upon his product in such a manner that it cannot be effaced before it reaches the consumers' hands.

Those who buy them to-day find them good, learn the name by which they are called, and demand the same next season.

A new element in trade has been created.

The jobber must handle what the dealer calls for, for the dealer now knows what he must sell.

Back to the manufacturer comes the loaf cast upon the waters, and all along its route it leaves the impress of its origin.

The first effect of this changed condition is to create restlessness on the part of the jobber. He feels the freedom which he has known as a heritage of his occupation curtailed. He can no longer play one manufacturer against the other, to chip the corners of prices. He can no longer substitute the products of one mill for those of another when stocks run low, or prices change. At this point :—

Enter a jobber who has resolved to own a brand. He buys as before of a mill that cares nothing for trade-marks. He puts his own trademark upon the goods, and pushes their sale to the retailer. The retailer soon finds the need to carry the trademarked goods permanently in stock. He knows nothing of their origin. No other jobber can supply goods under that mark. The jobber is once more a free agent. He can buy where he chooses, selling under his private trademark, any goods that will measure up to the standard he has set for his brand. The manufacturer is obliged to accept his orders at whatever price the quantity demands, and with no hope of ever receiving a particle of credit for the efforts he has expended in perfecting his processes or his plant, other than the scant profit the jobber allows him.

It is the realization of these two conditions at the present moment, and the results they will lead to, that has aroused both the manufacturer and the jobber in the textile trade to the highest pitch of alertness. Action has been taken by representatives of both factions toward the establishment of trademarks and the making of these trademarks well known.

I need only mention Onyx Hosiery, Skinner's Satin, Hydegrade, Dorothy Dainty Ribbons, Holeproof Hosiery or Suesine Silk to start your thoughts roving.

What is your answer? It depends on who wakes up first and acts quickest at the present moment — the maker or the jobber. Both have an equal chance to-day. Twenty years hence it will be one or the other.



Samples of Effective Show Cards—The Small Cards, with Air-Brush Illustrations, are for Show Cases.

Silent Salesmen

and

Store Fittings



"Dry Goods Crystal Counter"

We outfit a Dry Goods Store from the front window to the back door

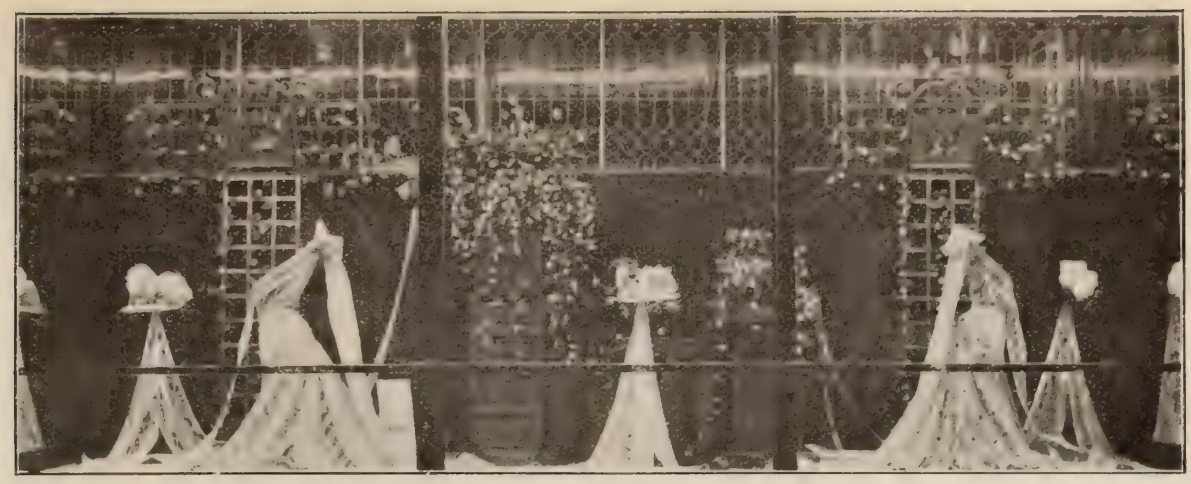
Toronto Show Case Company

Limited

5-7-9-11-13-15-17-19-21 Defries St Toronto

Jas. C. Kent President Late Gowans Kent & Co R.W. McClain Gen. Mgr. Late Gowans Kent & Co

W. M. Peterkin Sec. Treas. Late Gowans Kent & Co Harry Ghinn Supt.



An Excellent Spring Opening Window, Dressed for Richard Hall & Co., Peterborough, by H. C. MacDonald.

Valuable Hints on Art of Display

SOMETHING new for the Spring windows is the problem in the minds of most store decorators now. Soon the new goods will come piling in, and will demand a good set-off from the display department.

What can the trimmer do to keep up the interest in his windows and to make them more attractive in the future than they have been in the past, is the question most trimmers are asking themselves now.

Doubtless, in many cases, the answer would be easier if the trimmers had more active support from the powers that be. It is a curious fact that, though in theory, at least, all merchants agree as to the great value of their windows, many give the trimmer and his ideas only a grudging recognition. He has often not the proper authority in the matter of choosing or rejecting goods for display purposes. His expenses, too, are sometimes looked upon as something that brings no real return.

The trade may think that money and time are spent freely for store and window decoration on this side of the Atlantic, and it may be news to some that there are stores in Europe that go much further in this direction.

Nor is it Paris that leads in the art of artistic store display, but it is to Germany that one must turn to find the acme of window dressing. Wertheims, in Berlin, is the most magnificent store in Europe—perhaps in the world. It is more like a public building in architectural effect, and elaboration of decoration than a store, the design being worked out in marble, bronze and stained glass.

In even the best of American stores all the decorative features are planned by the head trimmer and are carried out under his supervision by his assistants. All the window and interior decorations in Wertheim's are in charge of a painter of world-wide renown, and he is responsible for all the color effects. In addition, he has charge of the housefurnishing department. There is also a consulting artist, who is a painter of note. These two artists go through the building every day or so and plan new effects. Then they make sketches and notes for the staff to follow.

The window displays are under the direction of Elsie von Hahn, who is also an illustrator for several of the leading German papers. Miss Hahn was chosen for the post because she is particularly clever in securing exquisite color effects.

When a window is to be put in she goes to the department, and looks over the stock, making notes of the colors, etc., and even going so far as to take articles and fabrics to her studio at times. She then works out a water-color diagram, showing the background, and the lines of the display. The sketch is then turned over to the window trimmer's department to carry out, and afterwards it is bound up in an album for future reference. The color scheme of one of her windows might be suggestive to some of our readers for an early Spring window, particularly for a millinery setting. The goods shown were silk handkerchiefs in colors ranging from pale yellow to deep tan. These were shown against a background of light silver grey broadcloth.

The floor and the background for eight feet up were covered as smoothly as possibly with the cloth, and the handkerchiefs were shown on stands of dull-finished brass. The edges and corners of the background were finished with strips of silver trimming. This would be a good setting for a millinery window as it would harmonize perfectly with the soft art shades selected for the Spring.

For a small store, the same window might have this grey background and each day a few exquisite hats—say four or six—one day in the yellowish tones, another day in the new rose shades, another day in the blues, or the greens might be shown in it. This would make a striking opening. For a larger store with a series of windows, all might have the grey background, each showing a monotone effect in the hats. This background would form an excellent setting for both garments, dress goods and dress accessories.

Millinery Backgrounds.

From its varied nature, millinery presents a hard problem to the window trimmer, a problem which varies each season as the style of background must be designed so as to set off the millinery styles of the moment.

Demure shapes and soft and dainty colors need a totally different background treatment to millinery that shows such bold and striking shapes and rich and unusual color combinations as millinery takes this year. In the former case the background chosen must, without overshadowing the goods, give the window its character.

The millinery this Spring promises to be of the latter type. It will likely be on lines that are assertive. The

new models are so different that they, in themselves, will form the paramount attraction. Therefore, a soft colored effect, framed on the simplest lines, should surround the display itself.

Not only are the shapes to be striking and unusual, but strong color combinations, difficult to harmonize, and further strongly accented by the lavish use of jet promises

Grey, in some of the lighter shades—that is, in the greys now becoming popular—is suggested to trimmers. These greys would show up all the new colors to perfection, and would also be restful to the eye after contemplating the somewhat bizarre shapes, and striking color combinations.

The very plainest lines should be used. in fact, nothing



Good Example of the Modern Manner of Arranging a Millinery Display—Millinery is Displayed on Well Posed Figures as Well as Stands—Shown by Gordon, Drysdale & Co., Vancouver, B.C.



Good Millinery Trim for a Small Window—Shown by A. L. Garland, St. Thomas.

to rule. It would follow that the proper background to use should be quiet in color, and unobtrusive in line.

When in doubt, use white, seems to be the rule with most trimmers when dealing with millinery backgrounds. In the majority of seasons, this rule works out effectively. Judging from advance colors, the leading shades are too dark and too deep to use effectively with a wholly white background, as the contrast would be too marked.

could be better than just a plain, smooth covering for both background and floor, with a soft shade of grey broadcloth, could not be improved upon, or, if there is a mirror background, just the frames of the mirrors may be covered with the cloth.

Foliage and flowers as trimmings are always good, and these can be used freely as a relief. Tinsel foliage in either gold or silver would give the finest effect with the

grey, particularly if flowers in soft pink or in violet shades could be sparingly added.

For a small window, ferns or palms are always effective when massed, either in the centre or in the corners. Growing plants always tone in well with millinery, either for window or show room decoration. Growing plants are also highly suggestive of Spring, and are, therefore, good

straight lines of the background are just what is required to set off the often complicated curves of millinery models. The architectural part of the background, the pedestal, and the fountain upon which one of the figures is seated, are covered as plainly and as smoothly as possible with felt or cloth. The pedestal carries a handsome jardiniere filled with ferns, and from which trails of smilax hang.



Handsome Fabric Display in Which Free Use is Made of Millinery — One of Robert Simpson & Co's New Windows, Showing the Effect of their New Departure in Backgrounds — Dressed by H. H. Holingsworth.

decorations to use to draw the thoughts of buyers to the coming season. Where there are a series of windows to be dressed or the windows are large, a central grouping is sometimes used to advantage. Handsome fancy baskets trimmed with broad ribbons, and filled with artificial flowers, are good, so are fancy pedestals, etc.

Many of the best decorators introduce a figure or figures with good effect, into their opening windows. This is a particularly good plan as it shows the harmony that

A similar arrangement decorates the fountain. Across the top of the background is a plain freize enriched at intervals with papier mache figures. From this hangs in straight folds a handsome curtain.

Three figures are used in the display and evidently a great deal of study has been given to their posing which is very natural, particularly so in the case of the figure seated upon the fountain. Besides the figures only three hats are shown, but these, as well as the models worn by



Moorish Background used in Window Display.

exists between the hat and the costume. In most seasons, the new hat has some particular tilt and when there is a figure in the window this peculiarity of pose might be featured.

This Month's Windows.

Window No. 1 is an excellent example of modern window trimming as applied to millinery. The simple

the figures, are distinctive styles. This window was dressed for Gordon, Drysdale & Co., Vancouver, B.C.

Window No. 2 has been enlarged from a smaller photograph, and, therefore, does not show out as effectively as it might. It has been given because it is a good example for a small window. The smoothly covered background has a panel effect worked out upon it, the central panel having a large wired bow of fancy ribbon, with the ends arranged across the floor of the window.

The posts that show conspicuously are painted white and are surmounted by an electric globe. Just five hats are shown, and flowers and wings are arranged on the floor of the window. This window was dressed for A. L. Garland, St. Thomas.

Window No. 3 is one of the new windows of the Robert Simpson Co., Toronto. A ground plan, and the working drawing of the unique background of these windows were given last month. This month's cut shows the effect of the background when the window is dressed. It is the present intention of the firm to replace the windows in the old building with windows built on the same plan as the one shown. The combined white and mirror background shows up the goods in a very distinct manner, and does away with the uncertain light of many windows when the background is of dark wood.



Effective Decoration Scheme.

At the recent wash goods opening of John Wanamaker & Co., New York, which was conducted on an elaborate scale, the scheme of decoration was most effective. White cotton festoons with green leaves and violets were used for decorations. These were draped around pillars and railings, and the gallery around the center opening was decorated in the same manner.

On the first grand staircase was a large figure of a king in white robes with purple silk, and a crown of violets and green leaves. A large placard announced that "King Cotton holds court this week."

Models showed the new styles in wash goods and placards on the pillars showed an angel with a trumpet announcing the fact of the great display of cotton goods.

The opening was a success and the novel decorations drew large crowds.

Killed by Fall From Hotel Window.

Jacob A. Diebel, dry goods merchant of Windsor, fell 60 feet from the window of his room on the fifth storey of the King Edward Hotel, Toronto, about four o'clock on the morning of Jan. 22, and was almost instantly killed. The report was subsequently circulated that, rather than face certain charges which might have seriously implicated him in smuggling transactions, Mr. Diebel committed suicide. His friends, however, did not entertain this story. They were inclined to the belief that Mr. Diebel got up about four o'clock in the morning and crossed the room to look out of the window, or raise it for ventilation. As the sill is only about two feet from the floor of the room which he occupied, the supposition was that he had lost his balance and fell headlong to the street below.

Mr. Diebel was accompanied to Toronto by his lawyer, A. St. George Ellis, of Windsor. Mr. Ellis stated that there was absolutely no motive for suicide and that the case referred to was within $250 of a settlement.

The stock in Mr. Diebel's store was estimated to be worth $30,000. He was a very successful merchant, and previous to going to Windsor he had conducted a smaller business in Essex.

Co-operation Through Welfare Work.

"Give to the world the best you have and the best will come to you," was the message which President Williams, of the W., G. & R. Company, Berlin, gave to his employes on the occasion of their annual meeting on January 9th.

"Before us there is a year of prosperity," said Mr. Williams. "It is up to us to see that we get our share of that prosperity. We will get pretty nearly what we deserve. All the unpleasant experiences of the past year are at an end. Do not let them cloud all the past good years. Don't drag all your 1908 troubles into 1909. Let's leave them and get down to a better basis with the feeling that if we do our share and what is right, good will come to us."

The report as to the savings among employes was received with applause. In 1907, when they were presented with the bank books and a start of an account, they deposited $12,225 and $5,000 was paid off on mortgage. In 1908, $10,446 was deposited.

During the year the Visiting Committee sent out over 30 bouquets of flowers, fruit, etc., to sick employes. The Sick Benefit Society paid out over $200 sick benefits and $50 in funeral benefits. Every employe should have this protection, it costs but little and means a lot when you need it. Ask your head of department about it.

The visitors to the factory during the year represented eighty-six towns and cities of Canada, five Canadian Provinces, twelve States of the Union, and one foreign country.

A year's activities in welfare work was reported upon. The Dramatic and Literary and Debating Societies had put on several interesting events, the Athletic Association held a field day, in addition to participation in various contests, and the Summer was marked by a picnic and camp.

"Welfare work is capital and labor working together for each other's benefit," so runs the report. "For four years we received many pleasures and generous treatment from the firm. When hard times came it brought with it our opportunity to prove that we believed in the principle above stated. We were not found wanting; we did what we could, and in the doing of our part we were an inspiration to the selling force. Their untiring efforts have given us practically steady employment during the year."

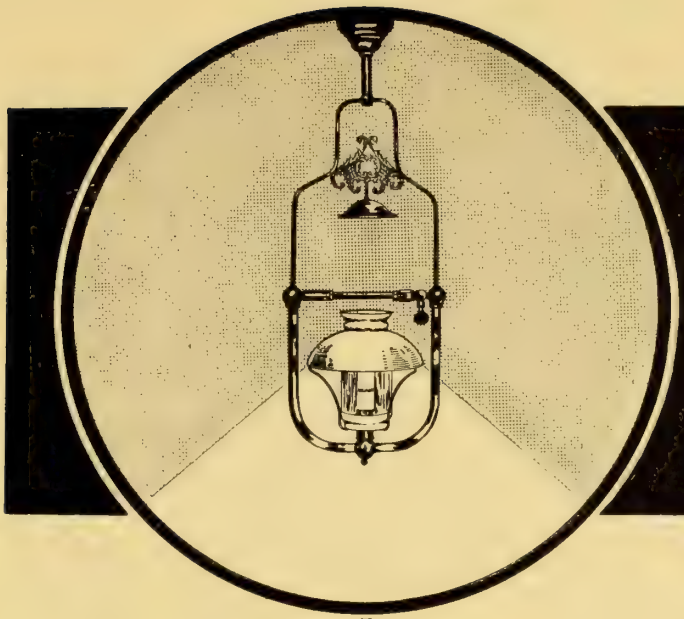
Machinery of a Business.

(Continued from page 40.)

although in large businesses it is impossible personally to check every stock accurately to the minutest detail, some kind of check can be exercised on all stocks, and every six months three or four selected stocks should be taken thoroughly in detail, either independently or in company with the buyer.

It is a good plan not to allow the stock sheets to be extended in the departments. They should be collected by the counting-house every night during the stock-taking period, and extended by a staff of temporary clerks engaged for the purpose if the ordinary counting-house staff cannot manage it. There are many other questions which could be dealt with and discussed, such as how often stocks should be turned over, what relation working expenses should bear to the turnover, how much should be spent on advertising, the character of the advertising and so on, but the conditions controlling these are so variable that no hard and fast rule can be laid down.

Regarding the kind of advertising, I may say in conclusion that I do not believe in catchpenny phrases or in smartness. A good convincing literary style is necessary and can be cultivated, but the main thing to be observed is that the advertisement should have its birth in the merits of the goods or of the attractions advertised, and not in the imagination of the writer.



The Reliable TRADE MARK LIGHT

Better Lighting - - Less Expense

You are interested in a system of lighting that, while far cheaper than electricity, gas or acetylene, is infinitely more satisfactory.

That's the claim we make for the Reliable Light.

At a cost of only one cent per 600 candle power per hour (more than a hundred per cent. less than the cost of electricity) the Reliable Light will give your store more brilliant illumination than can be obtained by any other means.

The Reliable Light is so powerful, pure and soft that the most delicate shades of color can be matched under it. This fact is of particular importance to *you*—a dry goods merchant.

With a Reliable Lighting system you not only get better light at greatly reduced expense, but *you own your plant*—are entirely independent of lighting monopolies.

The Reliable Light is clean and absolutely odorless; perfectly safe — has the endorsement of fire insurance underwriters; is always ready to light; never gets out of order.

The Proof?—Send for Booklet "E." We will tell you all about the Reliable Light and what your fellow merchants who are using it have to say about it.

RICE - KNIGHT MFG. CO., Limited
40-42 Lombard Street, TORONTO

MANITOBA AGENTS: The Reliable Lighting Agency, Winnipeg.
SASKATCHEWAN AGENTS: The Canada Lighting Co., Regina.
ALBERTA AGENTS: The Canadian Lighting Co., Calgary.

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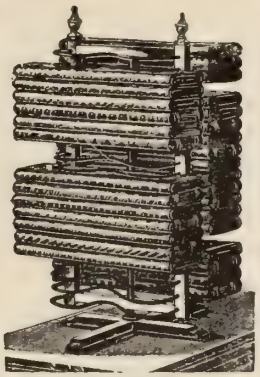
Practical Store Fixtures to Display Your Dry Goods



PRACTICAL RIBBON CABINETS
Made in eight sizes. Holding from 50 to 700 bolts of ribbon.



PRACTICAL COUNTER NOTION CABINETS. Made in five lengths.



PRACTICAL FIXTURES TO DISPLAY GINGHAMS AND PRINTS. Hold 40 pieces. Made for counter and floor.



PRACTICAL HOSIERY RACKS. Two sizes, holding 72 or 120 pair Hose.



PRACTICAL GLOVE CABINETS
For Men's and Women's Kid Gloves. Several sizes.



PRACTICAL UMBRELLA CABINETS. Two sizes. Hold 60 or 80 Umbrellas.



PRACTICAL CLOAK RACKS
Three sizes

FOR SALE BY THE WHOLESALE DRY GOODS AND NOTION HOUSES. SEND FOR CATALOGUE.

A. N. RUSSELL & SONS CO., Manufacturers, ILION, N.Y.

"The Hofman Wardrobe"



Clothing Department, W. A. Murray & Co., Ltd., Toronto. Fitted with Hofman Wardrobes.

Designed for the high-class clothing trade.

The most modern and complete clothing wardrobe on the market.

The Walker Bin & Store Fixture Co. Limited

Berlin, Ontario

Inside and Outside

¶ The beauty of a Luxfer Prism Fanlight is, that it lights up the inside of a store, and at the same time improves the appearance of the store front outside.

¶ Dulness vanishes before Luxfer Prisms for the simple reason that the prisms carry the daylight where it is wanted.

¶ Light rays from the sky come in an oblique direction. They are caught by Luxfer Prisms and refracted horizontally instead of ending on the floor just within the window.

¶ The inevitable results of a Luxfer Prism Fanlight are a brighter store and greatly reduced artificial lighting bills.

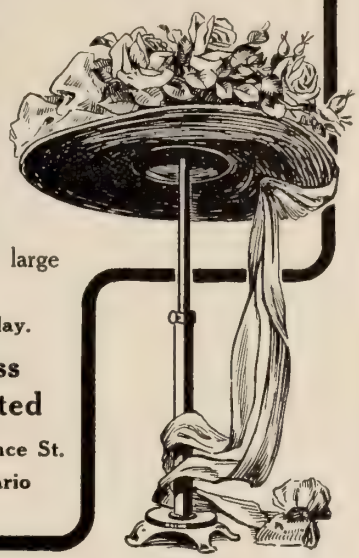
¶ Ask your architect—he knows!

Luxfer Prism Company, Limited

TORONTO AND MONTREAL

Millinery
HAT STANDS

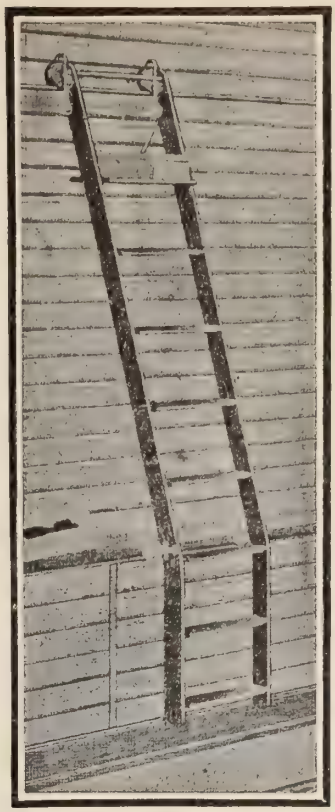
To make your Spring opening a success you require the best kind of Hat Stands. Old and worn stands detract greatly from the appearance of the Millinery displayed upon them—you cannot afford to use such stands. Our latest designs, made of square tubing on Roman bases, finished in Nickel Plate, Brushed Brass, Antique Copper or Antique Brass with velvet tops, are very handsome, practical stands. Our catalogue shows a large variety of designs.



Send for a copy to-day.

Toronto Brass Mfg. Co., Limited

17-21 Temperance St.
Toronto, Ontario



Our large Factory is exclusively used for the manufacturing of the

MILBRADT ROLLING STEP LADDERS

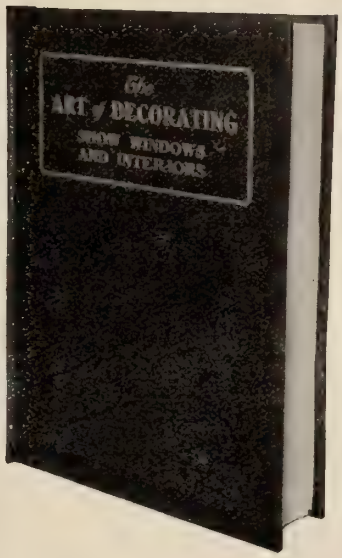
We are, therefore, in a position to meet all requirements whatever they may be, and we guarantee every ladder that we ship out to be perfect and satisfactory in every respect.

Address the

MILBRADT MFG. CO.,

for catalogue and price list,

1450 N. 8th Street,
ST. LOUIS, Mo.



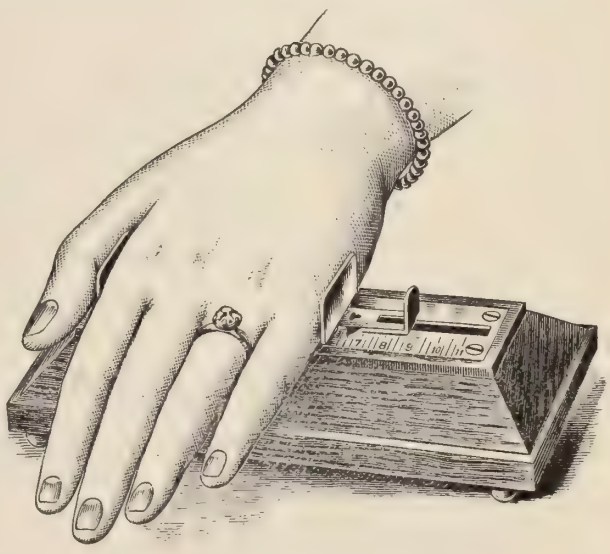
Invaluable to Merchants and Window Trimmers

"Attractive Windows Increase Trade"

This up-to-date work of *hundreds of experts* offers a complete education in Window Dressing and Interior Store Decoration. Every illustration and working description is simple and practical. Special attention is paid to Backgrounds, Harmony of Colors, Displaying Different Kinds of Goods, Seasonable Decorations for Christmas, Etc.

410 Pages 618 Illustrations
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10 Front St. East, Toronto



BEST "MEASURER" EVER MADE

The customer places her hand as shown in cut and the slide automatically indicates the exact glove size.

Of highly polished metal, mounted on hard wood. In oak and other finishes, with rubber tips to prevent scratching counters, etc.

SIMPLE—SERVICEABLE—SIGHTLY

For all sizes—Men's, Women's and Children's.

Details and Prices on application.

J. R. Palmenberg's Sons

ESTABLISHED 1852

710 Broadway, - NEW YORK

FACTORY—89 and 91 WEST 3rd STREET

Fancy Goods and Notions Trade

The Year's Perspective.

BUSINESS in fancy goods and notions is fairly active, and, to all appearances, will continue good throughout 1909. The opinion has been expressed that there will be nothing startling in the fancy goods trade during this year, but a marked improvement is looked for in 1910.

Notions are always in demand, whether times are good or otherwise, for they comprise so many of the necessities of every day life and work. New lines, or improvements on staple articles are continually being made, and this always tends to liven up business in this department.

Great Variety of Hair Pads.

New hair dressing styles bring out new articles for this department, and the reign of the enormous hat has had the effect of bringing out a great variety of hair pads, etc. There has been the woven wire hair pad, then the variety covered with waved hair or imitation hair. Recently, a hair roll has been brought out on the same plan as the woven wire, a canvas support being used instead of the wire, this giving flexibility and ventilation while forming a support for the pompadour. This is but one example of the changes which may be hung on one line in the notion department. Hair nets have been a prominent feature, and sales, instead of abating, seem to be increasing. The price range is fairly wide, and nets retail from 15 cents up.

The return of the high collar brought collar supports to the fore, and these have been brought out in many varieties, and are among the active sellers in notions.

Buying of Stocks.

There are few live merchants, who are not fully aware of the fact, that though sales made in their notion department are for small amounts, the profits made upon a properly bought stock is large. They also know that it makes it more difficult to conduct business and to hold trade if the notion stock is not well kept. Women will pardon the fact that the merchant may not have in stock some particular color or fabric in dress goods, or even some large staple article. They will, and rightly conclude, that if small, but necessary articles in the notion stock are not to be had, that the stores stock-keeping is not what it ought to be. There may be good reasons why the larger article is not in stock, but there can be none, but bad management, for the fact that colors in sewing silk are not carried, or that numbers are missing from the thread stock.

There are always certain small wares indispensable to the development of gowns in a certain style, which dressmakers, in particular, must have. If they have to use the mail order houses to get these goods they are apt to influence customers in their favor.

There are so many competing manufacturers of smallwares that the careful buyer can usually buy his goods so that they can be sold with more than the average profit, although in this connection, it is not well to sacrifice quality to profit. There are certain houses that make standard goods which have a high reputation, and their merit assures the satisfaction of customers—a satisfaction that it is not wise to sacrifice to a little extra profit.

As the notion stock is a well displayed one and all articles comprised in it are, or ought to be, kept practically forward, the stock requires little pushing; someone simply to close the sale and make the check is required. For this reason, help having little experience may, if well looked after, be employed in this department.

The season is opening up in a promising manner for belts. Already good orders have been placed. Novelties for spring selling are on show, and each week sees new additions made to an already large line. As in the past few seasons, variety rules in the belt field, and merchants have quite an assortment to choose from. This is a condition that the trade has found to lead to good business in the past and doubtless it will do so again this season.

Elastics, Tinsels, Fancy Galoons.

Elastics are strong, and are showing in embossed and fancy effects, while tinsels and fancy galoons are also featured. These are seen chiefly in Oriental and conventional patterns and in coloring harmonizing with the new laces and trimmings.

The most recent novelties in buckles are those showing miniature effects. These are the latest, not only in belt buckles and pins, but also in hat pins, etc. They are done on substitutes for ivory and are in Louis XIV. as well as Empire styles. Another novelty is a buckle so constructed that a ribbon can be entwined in the mount. These ribbons can be changed if desired, and spiked ends are provided for the ribbon. Sash pins also come in this style. Some of these are set with a miniature, and some are colored and finished in taupe. Others in Roman gold have the double prongs, one pretty model has a butterfly with outspread wings across the buckle.

Fancy Needlework.

The year promises to be a good one in the fancy needle work department. This is owing to the fact that the vogue for embroidered effects in trimmings are strong. French, Irish, padded, and eyelet patterns for waists, dresses, corset-covers, cushions, etc., are all selling, and materials and patterns in the new design should be stocked. Center pieces and cushions are executed in coronation braid. There is a new line of center piece or table cover, having a row of drawn work about six inches or so from the edge. The edge also is scalloped and worked, and the center piece can be stamped and worked in any pattern desired.

There promises to be quite a revival in floral embroidery in the natural colors, and this will mean an increased sale of embroidery silks.

The enormous hat has had the effect of bringing out a great variety of hair pads.

The notion department has assumed such proportions in the dry goods store that stocks must be particularly well assorted.

The season looks promising for belts. Among the latest ideas is that which is favoring miniature effects.

Elastics, tinsels and galoons in Oriental and conventional patterns are being featured.

Does It Pay a Young Man to Start Up in Business?

Solution of Problem Depends on Merits of Each Individual Case — Experiences Show That Some are Sorry and Some are Not.

By G. B. VanBlaricom.

THE world is a peculiar place when taken all in all. The ceaseless restlessness and agitated spirit of man is deplored by many, and the quality of stick-to-itiveness is loudly proclaimed as one of the chief elements of success, and so it is. On the hand, everything has its limitations, and too much of a stated quality may mar the most promising career. The eccentricities all around us manifest themselves in many ways. Here is a young man anxious to get married and on the adjoining street is another resident mentally cursing his foolhardiness for ever undertaking such a step. Another resident in a town abhors the thought of paying rent and is almost beside himself with eagerness until he buys a house in which to reside. Another lives in his own dwelling and is advertising it for sale in the papers. He wonders if a purchaser will come along soon, and is willing to sacrifice his property in order to get rid of the responsibilities of ownership and taxes.

The Clerk's View Point.

The field of human activity and endeavor might further be surveyed. Many a young man, who has clerked for years, perhaps, in a dry goods store, thinks all his troubles will come to an end as soon as he can find a suitable opportunity to go into business and invest what capital he has saved up . Across the way is a dry goods man who embarked in the trade himself a few years ago and he is to-day heartily sick of his venture. He wishes he could sell out and avows that he would never again be so unwise as to enter upon the troublesome path of "Going into business for himself." One man breaking his neck, so to speak, to start business, and the next one madly desiring to get out of it, thus demonstrating that it takes all kinds of people to make a world.

What If Ambition Died?

And yet, if it were not for this constant wish for change—the expectation of something better in another sphere of activity—the uneasiness of an energetic spirit and the buoyancy of hope—this would be a rather slow going world. It is this impatient disposition implanted within us, and the incessant desire to gratify it, that drives the world of business. It would never do for everybody to lay on his oars. The whole industrial and mercantile arena would stagnate. There would be no opportunities created, no new fields cultivated, no dreams of happiness looming up, and no wealth produced. The spirit of ambition would die, and responsibility would be shunned. Appalling would be the condition of things in general if competition never held sway, if all capital was locked up and every man was content with his lot. Stagnation would become rife and the progressive disposition of the age, the desire to accomplish, to overcome, to master difficulties, expire. Be thankful, then, for an active mind, the gift of imagination, and a happy outlook, even if your hopes are never reached.

An Abstruse Problem.

Does it pay a young man to go into business for himself ? is a query almost as old as the moral law. It is a problem which will never be satisfactorily solved except on its own individual merits. It depends to a large extent on the man himself, his experiences, his qualifications, his capabilities and his executive ability. The question is one too abstruse and perplexing to answer off-hand. A merchant remarked the other day, "I have gone into business for myself three times now, vow, ing if I ever got out I would never be so rash as to re-enter upon such a career, with its attendant cares and responsibilities, but will seek the quieter and less troublesome path of a salesman ; but you see I am in the game again. I simply cannot keep out of it. When I am in I burn with a desire to get out, and when I am out I am consumed with a passion to get back. The cause is, I suppose, looking at it from different viewpoints."

Another young man who had also had similar experience, when asked if it paid to conduct a business for himself, replied, "Yes, if you invest your own capital and do not take in a partner."

Still another said, "I would not think of going into business on my own capital and would have a partner by all means as two heads are better than one."

Talking to one of many years' experience in the dry goods line, he remarked, "I waited ten years until I accumulated enough money of my own to buy out a stock. and now, after these ten years of insight, if I had to start over again, I would go in on somebody else's capital and not wait to secure money of my own. Think of all the time I have lost."

Would Keep the Good Thing.

Another man, who had been in business for himself and had held good positions as a salesman, asserted. "Whether it is profitable to go into business and whether there is more money in working for yourself than for another depends entirely upon the kind of job which you hold. My own conclusion is, that if you have a position offering a fair field for advancement and if you are reasonably well situated in your present relations, by all means you should remain in the service of the house or firm with which you are engaged. At the end of ten or twenty years, in all reasonable probability, you will be farther ahead, not only financially, but in contentment, peace of mind and bodily health."

Back Combs

Side Combs

Barrettes

Granby Mfg. Co., Limited

GRANBY, - QUE.

TEXTILE
DOMINION
CO·LTD·

Spring Prints

Make a good showing now.

Your stock is not complete without
a good showing of these numbers.

Motor Suitings,
Duck Suitings,
C. Prints and
D. C. Indigo Prints

"There's more profit in Canadian printed goods."

Problems of the Staple Department

The Repeat Demand.

WHOLESALERS have sent good repeat orders for Spring delivery on all lines of woven cottons. Ginghams are in splendid request, as well as cotton dress goods specialties. The mills have a fair amount of stock, and are keeping up with the demand. This also applies to all lines of prints, and the mills are making every effort to fill orders. Deliveries on printed lines are slow, in spite of the fact that mills are working over time, and have been working full time for several months.

Canadian indigos are asked for and are appreciated by the trade in general. They have been submitted to severe tests and have proven satisfactory.

⚜

Flannelettes.

A good feature of the flannelette trade is that the better class of goods seems to be more in demand than formerly, less of the low lines being called for. This brings the wider widths into greater prominence. This condition exists in practically all lines of napped goods a fact which is most pleasing to all branches of the trade.

⚜

Tickings, Denims, Etc.

Business is picking up in tickings, and manufacturers of mattresses, pillows, etc., are buying heavily in view of the spring trade in these lines. Retailers are also taking a fair share of ticking lines.

Denims are in exceedingly good demand. Orders from retailers indicate that their shelves are nearly bare of this class of goods. Black leads, blue is called for to a fair extent and there is an occasional order for gray.

⚜

White and Grey Cottons.

Wholesalers are not buying heavily in grey and white cotton lines, but seem to be devoting the greater share of their attention to colored cotton goods. Where large orders are placed, the mills are generally required to carry the goods until the wholesaler needs them. This hand-to-mouth buying seems to prevail in retail circles as well, the heavy business in colored cotton goods apparently occupying more of the retailer's attention as well.

Manufacturers' lines of cotton materials, such as bag cottons, rubber linings, oilcloth linings, etc., are in particularly good request

⚜

No Jobs in 1909.

Many retailers have wondered at the lack of big snaps in many lines of cotton during 1908, and the early part of this year. It is entirely different from a few seasons ago.

This is due to the fact that the Canadian mills now distributing their seconds pro rata, each wholesaler getting a share. Of course, the seconds are billed as such, and a discount given.

Canadian mills consider this method superior as it does not demoralize the price situation. This keeps the entire retail trade free of big job lots.

⚜

Raw Cotton Advances.

Practically all Canadian cotton mills last month had their cotton experts purchasing raw cotton for the 1909 supply. During the month an average advance of one cent a pound was scored, and this advance will naturally ultimately be felt when the Fall price lists are made up. As the trade is well aware, however, nearly all Canadian mills have been running on a close margin of profit with the view of keeping out foreign lines directly competing.

Canadian mills purchased their cotton early so as to secure early pickings which are always most desirable. The later crop is full of imperfections. Speculation in spot cotton in New York is at fever heat.

⚜

Mills Working Full Time.

With the exception of their mills at Hamilton and Cornwall, all the plants of the Canadian Colored Cotton Mills Co., Ltd., were running full time last month. The Hamilton and Cornwall mills worked five days a week, instead of four, and the operations hustled to such an extent, that the output was practically normal for a week's work.

The Magog Mills of the Dominion Textile Co. are running overtime, having commenced operating full time at the beginning of October, 1908.

⚜

Staple Goods at Retail in Montreal.

Staple lines in the January sales were a big feature this year, and retail merchants report a heavy trade. The values offered were exceedingly good and customers took advantage of them to replenish household necessities in staple cottons, linens, etc.

Bedding lines—hemmed sheets and ready-made pillow slips, blankets, comforters, sheetings, etc., were a big feature, and some exceptional bargains were offered.

Prints, ginghams, muslins, and other lines of wash goods met with good demand, and thoroughly up-to-date goods, at attractive prices were offered.

Henry Morgan & Co., Ltd., Montreal, offered a large stock of medium and high quality of household cottons and linens, at a good discount, also down quilts, etc. Their display of muslins, prints, ginghams and other wash goods attracted a good deal of attention.

The John Murphy Co., Ltd., Montreal did an exceptional business in hemmed sheets, pillow slips, blankets, etc. The fact that their staple department was recently transferred to the ground floor has been a distinct advantage from every point of view and this was felt in the January sales. Their sale this year was conducted upon somewhat different lines than the previous year.

Instead of giving a certain discount off the face of the bill, they marked down their prices, in most cases giving a greater discount than the former method gave the customer. They report that this year's sale was considerably ahead of last year

W. H. Scroggie Co. Ltd., devoted a section of their top floor to wash goods, etc., and the department was effectively decorated in green and white. They showed a lot of strictly new goods and offered splendid values which resulted in successful sales. The household linen department on the ground floor offered most attractive bargains in table linens, towels, cottons, etc.

Hamilton's, St. Catherine St. West, made a specialty of wash goods, particularly ginghams and zephyes. Extensive window space was given to these and the sale proved popular. White goods were also a specialty.

Household linens were a prominent feature of the January sale at Jas. A. Ogilvy & Sons' store. Pillow slips, sheets, table linens, towels, etc., offered a big saving to customers, and met with a gratifying response. Their wash goods department showed most attractive bargains in all lines.

Placing Blame for Cotton Strike.

Hon. Rudolphe Lemieux, Minister of Labor, has tabled the report of W. L. Mackenzie King, who was commissioned to enquire into the series of disputes which affected some 6,000 operatives of cotton mills in the province of Quebec during the summer of 1908. The main conclusions of Mr. King's report are as follows :

The 10 per cent.' reduction in wages in the cotton mills of Quebec, which occasioned the strike and lockout of May of the present year, was not due to any peculiar severity on the part of the Canadian employers, or to tariff, or other special conditions, but was an economic consequence of the general trade and financial depression in which Canada has shared in common with the United States and Great Britain, and which has affected the cotton industry in all parts of the world.

(2) That similar and even greater reductions in wages have taken place in the cotton mills of the United States ; and a greater shortage of work has been occasioned among the operatives in that country, as well as in England.

(3) That the lot of many of the operatives in the cotton mills during the present year has been a particularly hard one, both because of a considerable shortage of work and a considerable reduction in the rate of wages paid :

(4) That the present depression is temporary and that the employers have promised a restoration of the former scale of wages when trade improves ;

(5) That the strike in the Quebec mills was unwise and ill-timed, and would not have taken place had the constitution of the labor organization been strictly followed.

(6) That the manner in which notice of the intended reduction in wages was given was an aggravating circumstance under the then existing conditions, a longer time and greater opportunity for conference between the two parties might have avoided it.

(7) That the personal enmities and ambitions on the part of certain of the leaders were responsible for dissensions among the operatives which were prejudicial to their common interests.

(8) That the industry as a whole and the interests of both employers and employees have suffered much unnecessary loss in consequence of the exceptionally large number of strikes which have taken place during recent years.

(9) That some of the strikes which have taken place would not have occurred but for the organization that existed among the workers, and methods adopted by some of the leaders, but that in other instances organization has been the means of avoiding disputes and, broadly viewed (at least up to last spring), has resulted in a betterment of the economic conditions of the operators as a whole.

(10) That the employers on the whole have not been adverse to organization among the employees, except in the case of some individuals ; that to secure confidence on the part of employers leading to a willingness to cooperate the unions must secure harmony within their own ranks and adopt a more conservative policy towards those with whom they have business dealings.

(11) That the hours of labor of women and children in the cotton mills are too long. The maximum working hours in any one day should be definitely stated. The Quebec Factory Act provides for a working day not exceeding sixty hours for women and minors.

(12) That the present law should be amended so as to leave no doubt as to its intention in the matter of regulating the hours of employment.

(13) That the law respecting the employment of child labor has been evaded, and should be so amended as to provide against possible infractions in the future, and that in this connection a special responsibility devolves upon shareholders and all others who profit by the results of such labor.

(14) That industrial peace might be preserved and friendly relations between employees and employers promoted (a) by the adoption of joint agreements between employers and operatives with some system of automatic adjustment of wages ; (b) by each of the parties being required to give at least one month's notice before attempting to enforce any contemplated change in wages hours, or any other important condition of employment; (c) by the adoption of permanent boards of conciliation composed of representatives of employers and operatives, to which boards all matters in dispute should be referred before resort is had to a lockout or strike ; and (d) by the adoption of some form of labor co-partnership in which the joint interests of employers and employees is made apparent to both parties.

Canadian indigos have been submitted to severe tests and have proven satisfactory. They are asked for and appreciated by the trade in general.

Ginghams are meeting with a good demand. The mills have a fair amount of stock and are keeping up in their deliveries.

The better class of flannelette seems to be more in demand than formerly. Wider widths are thus becoming prominent.

Manufacturers of mattresses, pillows, etc., are buying heavily in view of the Spring trade in these goods.

Wholesalers seem to be devoting the greater share of their attention to colored cotton goods. Buying in whites and grays is not heavy.

"Snaps" in many lines of cotton are not likely to featurize the year. Canadian mills are distributing their seconds pro rata.

A Pioneer Cotton Man.

An intimate connection with the Canadian cotton industry for 40 years is the record of C. H. Blackader, of the Montreal sales office of the Montreal Cotton Co. Mr. Blackader is authority himself for the statement that he is still young. At any rate, he may be found any day at 234 McGill St., the Montreal headquarters of the Montreal Cotton Co. Few can speak more authoritatively or more interestingly of the development of the Canadian cotton industry than Mr. Blackader. Recently in chatting with the Review, he spoke of the early troubled days of the industry.

After the American Civil War, raw cotton was as high as $2.00 per pound, and, naturally, very hard to get. At that time, English bleached and grey cottons coming into this country were so full of clay, that clouds of it arose whenever a piece of cotton was dropped on the floor.

Naturally, Mr. Blackader is somewhat proud of the development of the Montreal Cotton Co., having been connected with the selling of its production from its inception, when it was a comparatively small mill making only bleached cottons, up to the present time, when the production of the company in high-grade manufactured cotton goods is equal to any mill and they hold the "Grand Prix," Paris, in competition with the world.

Mr. Blackader recalls the cotton mill at Dundas, Ont., which turned out grey cottons about 1867, which were sold by J. B. and J. S. Grafton (a firm which is still in existence as Grafton & Co.). He also spoke of the first Montreal cotton mill, the V. Hudon Mfg. Co., then the Hochelaga mills; and referred to the very important work of the late A. F. Gault, who did so much for the betterment of the Canadian cotton industry.

Mr. Blackader also spoke of the improvement in dyeing and finishing of Canadian cottons, which has meant so much to the industry. The future of the industry looks very bright, according to Mr. Blackader.

Winnipeg Merchant for the Senate.

Noe Chevrier, merchant, of Winnipeg was appointed to fill the senatorial vacancy from Manitoba, caused by the death of the late Senator Bernier.

Noe Chevrier was born at Rigaud, Vaudreuil county, Quebec, in the early fifties, and took his classical training at College Bourget, Rigaud. He then joined his father at Ottawa, where he launched out into commercial life in the clothing business.

After a few prosperous years in business in Ottawa, Mr. Chevrier, with his family went to Winnipeg in 1871, and was one of the pioneer merchants of the west, starting a clothing and fur store on Main street, which he still maintains. In 1881 Mrs. Chevrier died after a short illness, and Mr. Chevrier remarried three years later Miss Agnes McMillan, daughter of Donald McMillan, deputy of Vaudreuil county, Quebec, and sister of the late Hugh McMillan, M.P., of Rigaud. From this union were born two children, Eudore, now a partner in the establishment of Chevrier & Sons and Agnes, now Mrs. A. M. Kennedy, of Winnipeg.

Mr. Chevrier is now a senior partner in the firm of Chevrier & Sons, one of the largest concerns of the kind west of Montreal, and is widely known throughout the western country as a commercial pioneer of high repute.

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WHITE GOODS

VICTORIA LAWNS and DRESS LINENS ARE SELLERS.

DISPLAY

Your stock of Munster, Ulster, Limerick and Belfast Dress Linens

White and the Newest Colors

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ASK YOUR WHOLESALER

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MONTREAL COTTON CO.

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Gold Medal Linens

by means of thirty-two full page engravings.

As a souvenir of Old Irish Industry this book is worth preserving in your library. To the practical drygoods man who likes to be well-informed on the technique of his stock, the book is invaluable.

SEND FOR A COPY TO-DAY.

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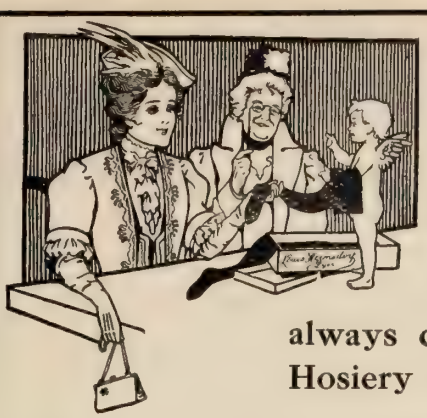
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of cloth, which will be unchanged from Season to Season.

No other quality will bear this mark.

At the Franco-British Exhibition in London, England, The Calico Printers' Association, Limited, were awarded three "Grand Prix" (the highest possible award) for the excellence of their Printed Cottons and Printed Wools.

Canadian Representative: J. E. BIZZEY, 78 Bay St., Toronto.



The Store that sells the BEST Black Stockings will always control the Hosiery Situation.

The hosiery department that carries Hermsdorf-Dyed Fast Blacks doesn't have to *strive to thrive.* Millions know that

HERMSDORF

stands for the most rigid fast black guarantee in the world—and millions more are learning. Write for that "Hermsdorf-Week" plan. It's a sure winner.

The name that sells the stocking :—

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Health Brand covers the following lines : COMBINATIONS for Ladies, Misses and Children. VESTS for Ladies, Misses and Children. CORSET COVERS. BLACK TIGHTS.

Place your orders now to ensure prompt delivery.

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MONTREAL

Here are the big-selling lines you should order right now

For men who are more than a little hard to please you need

Hewson's Heavy Unshrinkable Nova Scotia Ribbed Underwear

and also a line of our fine Botany Wool Underwear.

Knitted Sweaters Sweater Coats & Ladies' Golfers

in a wide range of new colors and stitches. This line is the "leader" among this class of goods. Seeing is proving, so order a sample lot.

Hewson Woolen Mills, Limited

Amherst . . . Nova Scotia

How are You Fixed for Children's Knit Waists?

THE

Nazareth Waist

is the one knit waist that you can't afford to go shy on.

And don't think because you have nit waists on hand from last season that you can hand them out as just as goods.

There's where you'll fool yourself because the majority of mothers know the NAZARETH WAIST for what it is, what it does and what it doesn't.

The NAZARETH WAIST is made so good that it has made good with dealers and consumers for twenty-three years.

No dealer ever lost a customer on our account during that time and without exception every one of them has gained customers because we make our waists right and guarantee them.

We've had to stretch our working days to take care of Spring orders.

If you haven't placed yours with your jobber, do so now—to-day.



Mills at
Nazareth,
Pa., U.S.A.

Nazareth Waist Co.

350 Broadway, New York

Canadian Representatives:—
E. H. Walsh & Co.,
Toronto and Montreal

The Situation in Knitted Goods

WITH Spring deliveries about completed and every prospect of a good season's business in repeats and sorting, the knit goods men are now in a better position to allow their attention to be diverted from the middle distance and to size up conditions for next Fall. That is the season to which should belong the last remnants of the depression, so far as it affected last year.

Fall placing for 1908 is said to have been light, and it happened that a long spell of mild weather encouraged the hand-to-mouth process. It was amusing that, though cold snaps in December and January caused a good movement in heavy lines, there were jobbers, during the Spring-like days of January, who still ventured the statement that "some men are still wearing their lightweight stuff." Weather and a very cautious trade are two hard propositions to work against, particularly in the matter of heavy underwear.

Ragged Edges of Depression.

In addition to all this, there is every reason to believe from the activity in heavy underwear and hosiery during the cold spells, that stocks are light, and it seems proper, therefore, to say that the ragged edges of the lean year ought to disappear in next Fall's business. The low stock condition is one of the snubbing posts for the general hope. All things being equal, it looks like a good reason. Judged by the Spring outlook, which is everywhere regarded as most promising, the situation should develop marked improvement, and the volume of sales be consistent with healthful strides towards better things.



An English type of Double-Breasted Norfolk, showing front which may be so adjusted that each side will button back forming long revers and V-shaped opening.



Neat Double-Breasted Norfolk.

While price-cutting is reported in some quarters, it is not a general condition, and will hardly be allowed to develop an element of uncertainty or another excuse for backward placing.

Summing up the situation in a broad way, one large manufacturer had this to say: "Wisely directed along sane, businesslike lines, the market should steadily develop its best strength, casting off undesirable conditions and moving forward consistently with the general improvement in trade."

Price Level Reached.

As of paramount interest, the price situation may first be considered. The general opinion, as indicated last month by The Review, is having repetition. Yarns, both cotton and wool, are on the upward swing. Thus, it does not seem unreasonable for manufacturers and jobbers to declare that no further price reductions may be looked for.

Fall sample lines now on exhibit are described as containing no great change features. There is a wider range of sweater styles than ever, and this fact certainly indicates that the Norfolks and golf and motoring jerseys will hold their place in popularity. Among the latest cuts in ladies' lines are those curved away at the front to a greater degree than has been. In the general design of the sweater or pony coat and Norfolk there have been few, if any, changes; it is in the collars the pockets, and the trimmings where the genius of the manufacturer is most seen and Fall lines, as distinguished from those which came before, will exhibit a number of very dainty innovations. Greys and whites in ladies' wear, and a very wide patronage of the color cord for men and boys are indicated.

Promising Territory.

While on the subject of heavy, or in fact, any kind of underwear for men, it is fitting for a moment to consider the great business possibilities existing in Northern Ontario. With the opening up of Gowganda, the continued development of the Cobalt field, and the likelihood that there are further silver areas undiscovered, it would appear that a most important territory is opening for those lines of goods, not only adapted to climatic, but equal to the wear required of them. The field is one

The low-stock condition is one of the snubbing-posts for the general confidence in next Fall's conditions.

The Spring outlook continues very promising. Good repeat business is anticipated from quarters which were unreasonably conservative.

Price-cutting is reported to have made its appearance, although it is far from general and will not likely develop into a widespread excuse for the backward placing.

The stiffening in raw material and yarns strengthens the assertion that no further price-reductions may be looked for.

Sweater coats, Norfolks, golf and motoring jerseys in fashionable colors are prominent features of the new Fall lines.

TRADE MARK
MADE BY
THE GODERICH KNITTING CO

"The Maple Leaf Brand"

of Hosiery and Mitts.

"The brand that has stood the test of time.

Sold direct to the trade.
Watch for 1909 samples.

Goderich Knitting Co.
LIMITED
Goderich, Ont.

SELLING AGENTS:
J. E. McClung, Toronto, for Ontario.
Fred. S. White, St. Stephen, N.B., for Maritime.
Gerhardt, Hanley McKay Co., Ltd., Winnipeg, Man., for West.
A. L. Gilpin, Montreal, Que., for Quebec.

Your Fall Underwear Order

Should include an assortment of the high grade BRITANNIA UNDERWEAR. It will meet the requirements of the high class demand--the demand for something out of the common run. Remember--we guarantee Britannia to be UNSHRINKABLE.



ORDER FROM YOUR JOBBER

Duncan Bell
Canadian Representative
Manchester Building - - - - Toronto

which should offer a scope for good range of qualities when one considers that it is not the workingman alone, but mining specialists and engineers, and office men who must enter into the activities of this wonderful country. While many mining and prospecting parties have been outfitted from the larger cities, it goes without saying that the medium of delivery situated close to the market should be able to attract good business by a well-assorted stock.

✠

The Hosiery Situation.

Discussing the hosiery situation, a large buyer stated that the signs were already evident that Spring would be strong on colors. His assertion was that even the men were becoming freakish in the matter of color. There appeared to him to be no reason why ladies should not endeavor to match the color tones of their hose and gowns, but when men were displaying the inclination to symphonize, he regarded it as extraordinary.

"The more sedate, and quiet trade may not be counted among the patrons of the rainbow rage," said he. "The young sports are going in for it strong. Solid colors appear to be the favorites."

Some of the retail stores report an increasing demand for silk lines, although no merchant will deny that the holiday season may have been responsible to a very great degree.

✠

Fashions in Hosiery.

Even the smaller stores are stocking fancy hosiery these days, and, in stores that cater to the high-class trade, practically all the leading colors in fancy hose are kept in stock. In addition, they are prepared to have hose dyed to match ultra shades.

The latest craze in Paris is for ladies' hose and shoes in the prunelle shade. As fancy shoes these have either red or gilt heels, now the effect is somwhat vizarre. Red and gilt heels are pretty when the hosiery and footwear are in soft grey, or golden tan, and gilt goes well with the soft pastel shades now coming in for evening wear.

For dressy wear, it is almost imperative that the hose match the gown, but, save for evening wear, it does not follow so closely that the shoe must match the gown though this is often done. Patent leather shoes are worn with colored hose, and flashing Rhinestone buckles of generous size decorate the majority of these shoes. Black shoes can be worn with any colored stocking.

Hose are of the lightest and gauziest texture, silk hose of course, leading in the high-class demand, though there is a great demand for silk-finished lisle. Evening hose are much embroidered and have insets of delicate lace. For general wear, cloaks in a lighter shade of the hose color are meeting with a good demand.

Grey must be added to tan and black, as the staple shades in the ladies' department this season. The new Spring colors are rose, taupe, smoke, prunelle, wisteria, cataba canard, bosphore, and kiki.

✠

Selling Combinations.

Some houses declare that there is an increasingly-persistent call for the union or combination undergarment. "The trouble seems to be," said a jobber, remarking upon this tendency, "that we do not pay sufficient attention to the peculiarities of body shape. One

ZIMMERKNIT



Underwear of Quality

The above cut represents only one of the many styles of Ribbed Underwear we have produced for Fall, 1909. We ask you to look at our lines knowing that they will not only please you but also your customers.

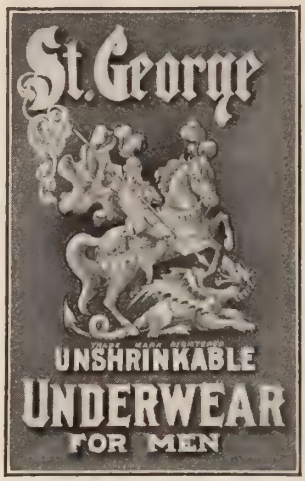
Our Balbriggans, Merino and Silkette lines are now thoroughly known by the trade as the most complete and best finished goods on the market.

"ZIMMERKNIT" underwear means quality, being made from the finest of long staple yarns which give them long life and comfort to the wearer.

Sold by all Canadian Jobbers.

Zimmerman Manufacturing Co., Ltd.,
Hamilton, Ontario

St. George Brand
Underwear for Men



made in various weights and textures

WOOLNAP

(For extra warmth)

Also bears the St. George Trademark for your protection and ours.

Pen-Angle Underwear



From now until summer, medium weight underwear will have first call. How is your stock of Pen-Angle No. 95?

Pen-Angle No. 95 is the biggest selling line of medium weight natural wool underwear.

PENMANS LIMITED

PARIS, CANADA

thing appears quite evident to me, and that is, that once a man becomes used to a satisfactory union suit, he will be loath to wear any other. It does away with the double-thickness around the hips. It does not creep up on him when he becomes overheated, and if it fits him he is content. The fit problem is the sticker Unfortunately we haven't specialized on long, lean and short, stouts, but once the retailer is confident that his stock will back up his measurements, there is going to be good trade in combinations. There is constant improvement in that direction.

✣

Knit Goods Buyers Meet.

It may be of interest throughout the Canadian trade to refer to one or two matters transacted at the meeting of the Knit Goods Buyers' Association held recently in New York. A conference was held with a committee from the National Association of Hosiery and Underwear Manufacturers, headed by President Fred. W. Simons, relative to the matter of boxes used for packing knit goods. At present many buyers desire the goods they purchase packed in boxes of various colors. The committee of the association of manufacturers asked that a uniform color be selected for all boxes—a suggestion which would be of much convenience to the manufacturers. The buyers' committee brought the matter before the association, but no action was taken.

A resolution was adopted asking manufacturers of knit underwear to eliminate all shipments from the mill direct on goods costing $6 or less. Certain jobbers have made a practice of purchasing a quantity of goods and having them shipped direct from the mill in small lots, thereby saving the expense of handling. Prices have been cut as a result of this, and those who do it have become seriously in competition with other jobbers who handle their own goods. A similar resolution was passed by the jobbers' association, but the price limit named at that time was $4.50.

The association also discussed the question of stronger paper boxes used in packing knit goods. It is claimed that the boxes used at present by many manufacturers are of a flimsy character. The association also discussed the policy of distribution pursued by many manufacturers, and it developed that certain manufacturers were selling direct to customers of the jobbers.

✣

A Will-Timed Window.

During January, the Jaeger Store, Toronto, anticipated the rush to Gowganda silver fiield, by dressing a window very attractively with cold weather lines suitable for mining-camp wear. The display was entirely of camel's hair goods and included sleeping bags, blankets, caps, sweaters, cardigan jackets, vests and scarfs. The window, which was trimmed by R. Stock, was well-timed and attracted business.

✣

Eagle Knitting Co. Re-organized.

J. R. Moodie & Sons, Hamilton, announced at the beginning of the year, that they had re-organized the Eagle Knitting Co., and its allied industries with a capitalization of $1,000,000, and that they were even more fully equipped than at any former date to maintain the standard of "Hygeian" underwear

"Hygeian" REGISTERED UNDERWEAR



We are able to handle promptly all your

Repeat Orders

on any line of

Ladies', Children's or Men's

Underwear

For Both Fall and Spring



It pays to keep a good assortment of Hygeian Underwear. Its quality makes it a constant seller from the beginning of the season until the end. No need to let any Hygeian size or style get low in stock. We can complete your assortment remarkably quick.

Hygeian Waists, Too



Eagle Knitting Co.

LIMITED

HAMILTON : : : : : : : : ONTARIO

Valuable Manual of Instruction.

A valuable manual of instruction in the mechanical details of knitting machines has recently been issued by the American School of Correspondence, Chicago. It is by M. A. Metcalf, managing editor of the "Textile American." Mr. Metcalf, in classifying the different machines in use and their product states:

"There are several kinds of knitted fabrics made in knitting mills, each kind requiring a radically different machine to produce it. What are commonly called flat goods are knit on circular spring needle machines. Ribbed goods are knit on circular latch needle machines. Shirt borders or rib tails, shirt cuffs, or ribs, and dawer bottoms or ribs, with selvedge edge, welt and slack course, are made on straight spring needle rib machines, though some ribs for sleeves and drawer legs are made on small circular latch needle machines. Full-fashioned underwear is made on straight spring needle machines provided with means for narrowing or shaping the garment to fit the body and limbs. The latest type is for knitting ribbed goods on a circular spring needle rib machine. Hose is knit on circular latch needle machines generally, but of a different type than the machines for knitting ribbed underwear. Full fashioned hose is knit on straight spring needle machines with widening and narrowing devices for shaping the stocking, and straight latch needle machines."

The great value of "knitting," for such the work is entitled, consists in the carefully instructive description of all types of knitting machinery and their operation and adjustment. The work is based on a careful study of machinery, conditions and needs as developed in the best mills. The volume is especially adapted for purposes of self-instruction and home study.

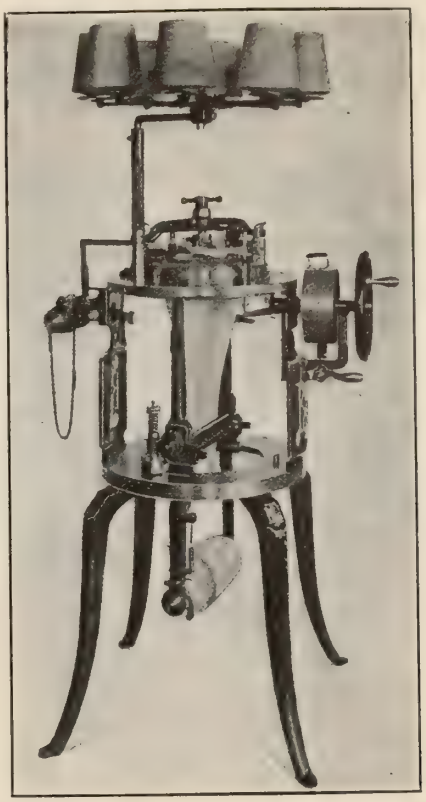
Making Shetland Shawls.

In the far-off treeless Shetland Islands, where in Summer night is unknown, only a soft, dreamy twilight, or "gloaming," as it is called in the North, dividing one day from another, an industry is carried on which is of interest to ladies over all the kingdom. For what daughter of Eve does not appreciate the beauty and comfort of a good Shetland shawl? In fact, it is agreed that no knitted goods can exceed in lightness and warmth the shawls, spencers, etc., knitted by the light of the peat fires during the long evenings of winter. Nearly every Shetland woman is an accomplished and very rapid knitter, and it is a feature of the industry that one woman makes a specialty of one kind of goods, such as "lacy"-like white shawls for evening wear, another acquires proficiency in the knitting of the thick grey or brown shawls with darker borders which are so cosy to wear as wraps during winter, the next may excel in spencers, and so on. "Practice makes perfect" in every sort of handiwork, and the women of Shetland, who begin to knit in early childhood, acquire great dexterity in the use of the needles.

An extraordinary circumstance connected with the industry is that the wool is not shorn in the ordinary way, but is plucked from the sheep's back. This, to the uninitiated, would seem a clear case of cruelty to animals, but it is not so in reality. At a certain season of the year the sheep literally shed their wool as a tree its leaves, a new coat with a luxuriant growth taking the place of the old. If the owner finds, on attempting to "pluck" the sheep, that it is not ready for the operation, it is set free until it is.

The women take great pride in their work, and in the case of the thicker wraps show much taste in blending the colours.

The shawls done in pure white wool of spider-web-like fineness are of the most lovely patterns, and display great individuality of design. Some of these white evening wraps are of wonderful lightness. A shawl measuring from two to three yards square, and weighing two and a half ounces, costs several pounds when offered for sale in a London shop. When finished, the shawls are stretched on a frame made of four pieces of wood. Each piece of wood is provided with six notches, full of galvanized nails with big heads, about three inches apart. A piece of tape is run into each point of the shawl, and then drawn tightly over the nails, and the shawl is left to acquire a proper shape. The size of the shawl is fixed



Latch Needle Rib Knitting Machine with Revolving Cylinder and Automatic Change from Plain to Tucked Stitches —From "Knitting," by Metcalf.

by the notches, the first score meaning a five-score shawl, the second a six-score shawl, and so on. The shawls are left on the frames for a certain length of time, until they have become firmly fixed in the proper shape. Then the dealer comes round and takes them away, and the work of these Shetland women, who probably never traveled beyond the rock-bound coasts of their own "lone islands in the dusky main"—the result of long hours of patient labour, a labour in which, however, they delight —eventually finds itself in "kings' palaces" and the halls of beauty and fashion, as well as in humbler homes, where a Shetland shawl of the more substantial type, or a Shetland spencer, grey, brown, or white, is a desirable possession for the winter season.



Modern Underwear Knitting Room, Showing Circular Web Machines.

Many Processes Employed in Making Knitted Garments

Tracing the Manufacture From Bale to Packing Room — An Industry Which has Made Wonderful Strides — Specialization a Strong Feature — How Bodies and Limbs are Knit, Trimmed and Assembled for the Completed Garment.

THOUGH the manufacture of knit goods is an industry which of recent years has undergone a remarkable development, the number of people who really understand what it means to turn out a completed garment, apart from those actually engaged, is very slim. To trace the process from bale to packing-room, or from the time the raw material reaches the factory until the garments are ready for distribution, is to educate oneself upon the intelligence of modern machinery, and the progress which has been made through concentration and specialization upon that extremely interesting and important department of industrial production.

Flat and Ribbed Goods and Hosiery.

Take balbriggans as an example. It might first be as well to observe that there are three divisions under which knitting must be considered—flat goods, ribbed goods and hosiery—although there is a vast variety of other lines, such as sweaters, toques, mitts, neck scarfs and ties, which, since they represent a very important branch of the industry, may be considered apart from the general classification. In the manufacture of balbriggans, the great bulk of the cotton used for American goods comes from the Southern States, much of which is stained to imitate Egyptian browns. Genuine Egyptian yarns are made from Egyptian cotton grown in the valley of the Nile, and which has a shade peculiar to the color of the soil in which it is raised. It is used extensively for Canadian balbriggans. This cotton has never been duplicated, although, among the products of the South there is a fine, long, staple cotton, and also a very superior article grown in the South Sea Islands, along the southern coast of the United States.

Balbriggan is a town in Ireland, and the name was years ago applied to full-fashioned hosiery made from unbleached cotton and, still later, to knit underwear. At the present time, the name covers a variety of cotton lines, including browns, stripes, and different effects in mercerized and lisle goods.

Initial Processes in Factory.

The majority of the manufacturers of cotton underwear in Canada buy their yarns already spun. The first process through which the raw material passes in the factory is that of picking, by which it is opened up into a lap. Then it is put through a carder for further cleansing and removal of the short fibre. It issues as a sliver, the first strand condition, and is then passed through the doubling and drawing processes, after which it goes to the mules, where it receives the final twist which makes it yarn. After passing from the cop, or product of the mules, the yarn is wound on bottle-shaped bobbins, each holding about two pounds, and from those bobbins the fabric is knit in tubular form on a spring-needle knitting machine. On some machines these needles are set in slots and on others in lead.

It is of the utmost importance that the yarn be properly fed into the machines. The bobbins used for Spring needle machines, rest on stands underneath the needle bed, and their bulk or weight presents no serious problem. In the latch needle machine, however, the feed is from above the needle bed and it is necessary that the racks contain the greatest possible amount of yarn with minimum weight. To that purpose a paper tube winder is used, the yarn taper and tension of yarn in the cone which is built up thereon being uniform and at the same time the feed is unimpaired.

The bodies thus knit in tubular shape, are made in standard widths or diameters to conform to the various sizes required in underwear. After the fabric is knitted it passes through wet and dry finishing processes, ac-

cording to the kind of garment, whether bleached, colored, or natural. Shrinking is necessary to render the fabric more capable of handling.

The tubular web is cut into the required lengths, while the sleeves are cut out from the same kind of fabric, and have to be seamed. The cuffs are made on special rib machines, either spring needle or latch, the machine usually producing a tubular fabric, although flat frames are sometimes used for this purpose. The introduction of colored yarns is rendered possible by the application of a special attachment to the knitting machine.

Assembling the Fabric.

The collaret is produced either on a regular web-head by the use of attachments for obtaining the tuck effect on the edge, or, in some instances, it is made spirally on a balmoral machine by having as many feeds as may be necessary to produce the width of cloth required for the collaret.

The fabric for the body, sleeves, cuffs and collaret having been assembled, the rolls are sent to the cutting department, where, by the use of specially designed patterns, the bodies, cuffs and sleeves are cut and tied up in dozens, to which tickets are attached. These latter have coupons for each operation in the finishing department, the operator cutting each one as it passes through her hands and thus she obtains her voucher for work done.

Overseaming and Trimming.

The garments have now arrived at the seaming department. Here there is a machine which not only overseams, but previous to that trims the edges and bridges over the latter in one operation. Formerly this work was done on a stitching machine, with trimmer attached. A raw edge was thus left which had to be covered, this work requiring an additional operation.

The collaret is applied by means of a stitching machine designed for that particular purpose—an invention of comparatively recent date. Formerly, it was laboriously attached by a plain stitching machine, thirty dozen being a good day's work. With the new machine one hundred dozen a day are easily possible.

The required opening now having been made in the front of the garment, the necessary trimming is done and the buttonholes made, after which it is ready for inspection. It then goes either to the press and then to the button sewer, or the reverse, according to the nature of the goods, after which the folding, packing and labeling is in order.

The drawers are cut from the tubular fabric in the same manner as the sleeves, two limbs to a width, and the necessary gusset is cut from material of the same weight. The seaming operation assembles everything, and after that there is the requisite hemming of flies, the addition of bands, suspender tapes or eyelets, and the buttonholes worked, and buttons applied—all by machinery. In the trimming, sateen cloths are very much used. The ankle is made by the same process as the cuff.

Balbriggans are produced in a standard variety of tints, also in fancy effects and combinations of shades.

In ladies' balbriggan the waist is shaped by cutting the tubular form down the sides and seaming. The bust pockets are cut from the fabric and are applied by special machinery. Lace insertion is also sewn to the body by machine. This material, it is as well to observe in passing, is not produced by the knit goods manufacturer, but imported. Skirts are hemmed with a blind stitch overseaming machine.



The Making-Up Room of a Representative Modern Knitting Factory. Here the Different Parts are Assembled and the Garments Perfected.

Full-Fashioned Goods.

Full fashioned underwear is made, as a general thing, wholly of wool, silk or merino, from two-fold yarns. They are made on a spring needle flat machine, power-driven, each machine having six to eight sections, each section making one body of a shirt or one leg of a drawer, thus knitting six or eight garments at one time. These machines narrow or widen automatically, making a selvedge edge.

These full-fashioned knitting machines are also equipped with parts for laying in splicing threads to re-inforce the elbows of sleeves, and the knees and seats of trousers. These machines, owing to their equipment with narrowing and widening apparatus, are particularly adapted for making combination or union suits, and ladies' shaped vests—in fact, any shape of garment can be made with them, to fit the body with its curves and lines. The cuffs and skirts of these garments are made on a flat

rib machine, which makes six to twelve at once, and are attached to the garments by running the first skirt on needles of knitting machine, and working from them to the end of the garment, the skirt on other end being attached by a linker or seaming machine consisting of points extending horizontally from a cylinder on which each stitch is run on by hand, and as it turns, a crochet stitch is formed by a needle passing out and in through these stitches. This seamer is also used for joining the selvedge edges on the sides of the shirts and legs of the drawers. After a garment is thus made it is scoured, and in some cases fulled in a kicker which softens and thickens the garment some, after which they are dried on forms to keep them out to the shape in which they have been knit. The process of trimming and ironing is very much the same as other knitted goods, but with more skilful operators, as these goods require to be finished with more care than ordinarily, being all high-priced garments.



Hose Knitting Room of a Representative Modern Factory, in Which Automatic Seamless Machines are Used, Producing 20,000 Dozen per Week.

How Ribbed Goods Are Made.

Ribbed goods are made wholly of cotton, or wholly of wool, or with wool face and cotton back. They are usually made on a latch needle machine, which will knit the garment either in a straight fabric, or automatically produce a plain shoulder, a tucked bust, a plain waistline, and a tucked skirt, plain or ribbed at the bottom. The sleeves are knit in the same way on small heads the same size as the sleeve. The cuffs and skirts are overedged either with cotton or mercerized yarns. The wool face and the cotton back are more frequently used than the all wool, since the combination makes a cheaper garment. The combination of wool and cotton in the yarn is regarded as a preventative of shrinking. The back, or inside of the garment, is sometimes brushed or fleeced, ensuring the wearer a greater degree of comfort.

After being assembled, the ribbed garment goes through much the same process as that applied in the case of flat goods. Ribbed goods of wool are put through much the same process as that applied in the case of flat goods. Ribbed goods of wool are put through a steaming process by some makers to prevent them from shrinking, but different manufacturers have different methods to obtain that end. There are special machines by which the final trimming is done, and instead of being put through a hot plate press, the garments are pressed with a mangle or flat iron.

As compared with that required in flat goods, there is no seaming to speak of in the making of certain lines of ribbed garments. The Summer goods are nearly all straight, and the fabric is cut into lengths. In ladies' wear arms are absent from the vest, and the neck is low. The greater portion of the work is done on the machine which knits the tubular fabric. Summer goods are almost universally white and do not lend themselves to the variety of color effects found in Winter goods.

A fleece-lined shirt, as it is marketed to-day, is of fine cotton yarn reinforced on the back in the knitting by

a heavy cotton thread made on the woolen system, the backing consisting principally of cotton. This is napped, producing a soft, wooly surface.

Specialization in the Industry.

Woolen yarns are largely produced by manufacturers of knit goods, excepting where the yarn is of the worsted variety. These are almost entirely brought from Great Britain, Belgium and France. Specialization has been a strong feature of the industry ; that is, the average factory, instead of being equipped to take up every branch, has selected one division for its operations and has, for the most part, emphasized its individuality by reason of some style, trim or other feature. It will at once be concluded that the work of the designer must be particularly trying, but, since the basic lines have been standardized, the chief field for his genius is in the direction of finish, texture, color and other important details which count when style is the consideration. There is a wide range of materials and to obtain the best possible results from these, individually or in combination, giving due consideration to their adaptability to different coloring processes, and above all, to requirements of temperature, must demand great skill on the part of those at the head of the industry.

Knitting Sweaters.

One of the most important divisions of the knitting industry is that which has to do with the production of sweaters, Norfolks, vests, ties, scarfs, tuques, etc. In these there are a very wide range of styles, which, even to those unacquainted with the marked development of the industry, must suggest, as the outstanding essentials, an exceedingly clever designing staff and the most ingenious machinery.

The ordinary sweater is made on a circular latch needle machine. As in the case of underwear it is knit in tubular form and at intervals—the standard length of the garment—the webbing is narrowed automatically to form the skirt. The process which follows is somewhat similar to that performed in the manufacture of underwear. The tubular fabric is cut into lengths, and the garment then goes through the looping, seaming, binding and other departments. The arms are made on circular latch needle machines and are likewise woven in continuous web, narrowing in at the cuffs. They are then cut into necessary lengths. In making the coat sweater the tubular fabric is cut to form the front, and the trimming and binding pieces are produced on latch needle machines. All of the different sections, on being assembled, are united by machinery. As stated previously, these are the methods employed in making the ordinary sweater garments. The higher grades, including full-fashioned lines, are generally made on flat-bed machines, although these are being superseded by circular machines capable of producing the same results. Stripes in sweaters or other garments of that class of fabric may be obtained by arrangement of bobbins, or by an attachment to the knitting machine. Tuques and ties are likewise the product of the latch needle machine. These are lines which require special machinery. It is strikingly evident from the great variety of product on the market to-day that few industries can claim a greater versatility or more intelligent mechanical means of promoting individuality in production.

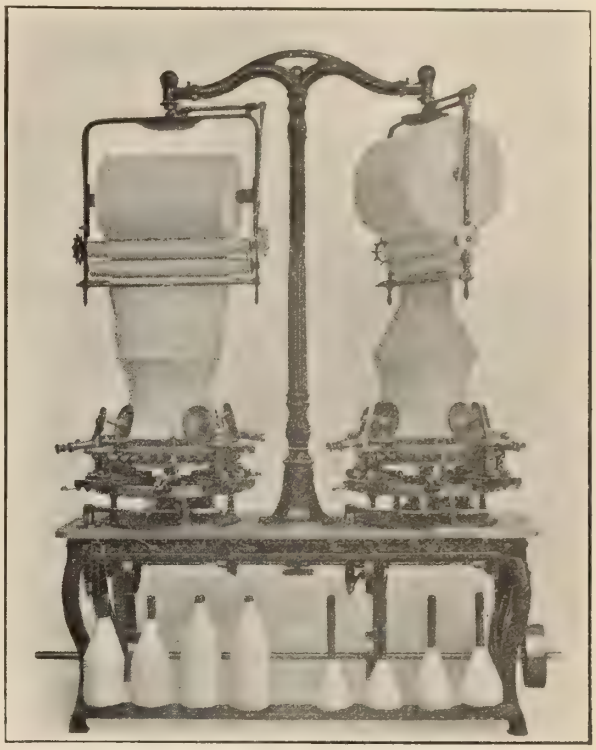
The Hosiery Division.

Up to a few years ago in this country cotton stockings were made with cut and seamed feet, but these have all become obsolete. Only the full-fashioned stocking has a seam in the foot, and that is hardly distinguishable. Practically all of the stockings in this country and the United States are produced on a modern seamless stocking machine.

If the stocking be a lady's or misses' hose, made on a "string" machine, that is, not having a ribbed leg, they have only to have the toe closed by a process of looping, and the welt at the top of the leg finished.

In making ribbed hosiery, the leg, or rib top, has to be made previously on a machine which turns out nothing but a long string of circular webbing, and inserts the raised stitches which form the welts at regular intervals. These are cut off into the lengths required, and each stitch is placed over a needle on the machine on which the foot is knit. This process is called "transferring," and, given a skilful operator on this "transferring" the stocking will be absolutely seamless at the place of joining. After this the toe has to be closed by the process of looping.

It may be interesting to note, in this connection, that probably from 75 to 90 per cent. of the stockings worn are fast black. This is particularly true in recent years, since dyers have learned the art of producing a black on cotton which will neither crock nor fade. Previous to this, stockings were largely made in fancy effects, stripes, etc.



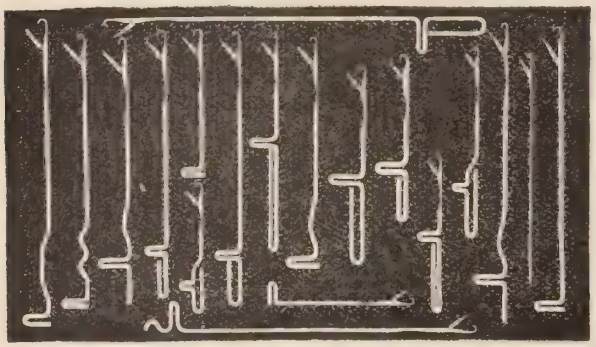
Circular Spring Needle Machine for Making Plain Webbing – From "Knitting," by Metcalf.

While a considerable quantity of the full-fashioned hosiery sold in Canada are of German and French manufacture, there are large plants in Canada running full-fashioned stocking machines. These require a high degree of skilled labor. In the full-fashioned goods the shape of the limb is obtained by reducing the number of needles in the narrower portions of the stocking, thus leaving a uniform fabric from toe to top and retaining elasticity. In the seamless hose the gauge is simply narrowed or increased, as the case may be, to conform to the required shape. Thus the body of the foot and ankle are much more closely knit than the wider portion. Re-inforcing of the heel and toe is done automatically, to increase the wearing capacity of these parts, by introducing a second or thickening thread with the main thread.

Many wrinkles are known to the manufacturer of hosiery for the introduction of fancy effects. It is pos-

sible, for instance, to knit in one operation, a stocking, which while the rear is plain, will have the front ornamented with lace or open work. This is done by the manipulation of loops and threads at required intervals.

In preparing cotton stockings for the fast black dyeing process, they are put into a chemical bath and then oxidized. They are then in condition to take on the black and hold it fast. About the only real fast blacks on cotton are produced by the use of aniline salts.



Latch Needles Used in Manufacture of Ribbed Goods —From "Knitting," by Metcalf.

As a whole, knit goods are distributed through the regular jobbing channels, although these is a growing tendency on the part of the manufacturers to go direct to the retail trade.

How Yarns Are Mercerized.

The general plan adopted in mercerizing cotton yarns is to emerse it under tension in caustic soda, which changes the chemical content of the fibre into a form of hydro-cellulose, which is, chemically, silk. The process imparts a permanent silky lustre, causing it to shrink and to become thicker and softer, increasing its affinity for dyes. The artificial process of elongating the fibres is exactly similar to that involved in the production of silk, for it is the elongation of the plastic, glutinous thread from the silk-worm that gives lustre to the silk.

Early Knitting Machines.

The first knitting machine, whirh was invented by William Lee, of Nottinghamshire, Eng., in 1589, was designed for the manufacture of stockings. All of the earlier machines produced a flat web. A circular knitting machine, which produced a tubular web, made its appearance in 1816. This machine is technically described as containing a "circular series of vertical parallel needles sliding in grooves in a cylinder and raised and lowered successively by an external rotating cylinder which has, on the inner side, cams that act upon the needles." Power was applied to the knitting machine in 1831.

Meaning of Knit Goods Terms.

Balbriggan—Named for the town Balbriggan, Ireland, in 1845. Was first applied to full-fashioned hosiery made from unbleached cotton. About 1860 the name was applied to knit underwear of the same material. Originally it was used only on high-class goods, but it now covers everything in light-weight flat underwear made of yarn stained to the shade of Egyptian cotton.

Cashmere—When applied to hosiery or underwear means goods made of fine worsted yarn spun from Saxony or other soft wools.

Collarette—A wide, knitted neckband used on men's undershirts in lieu of binding.

Corduroy—Commonly known as two-and-two rib, or two ribs alternating on face and back of children's stockings.

Cut Goods—Underwear made of either ribbed or flat webbing knitted into long rolls and cut to the proper lengths and sections for garments, after which the various parts are sewed together.

Derby Rib—Applied to hosiery having six ribs on the face, alternating with three on the back.

Double Sole, Heel and Toe—Means an extra thread added to hosiery at points mentioned. Strictly speaking, "double" applies only to single-thread goods.

English Foot—A stocking having two seams in the foot, one on each side of the sole.

Equestrienne Tights—A tight-fitting, knitted drawer for women's use, made of ribbed cloth, either with or without feet.

Extracted—A term applied to stockings on which wax is applied before dyeing to form the fancy design or pattern. After placing in cold dye they are washed in hot water to remove the wax, leaving the pattern in the natural color.

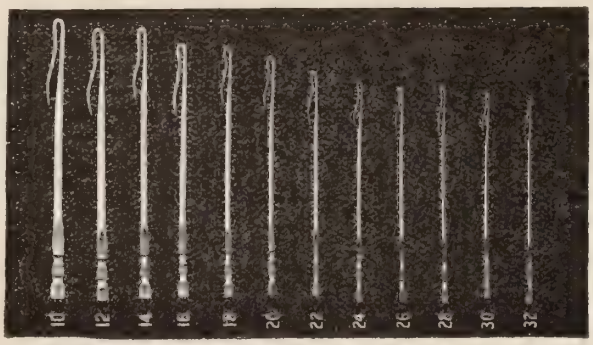
Flat Underwear—A term applied to undergarments knitted in plain stitch.

Fleece-Lined—A term applied to a variety of heavy-weight undergarments knitted with three threads—namely, face yarn, backing yarn and a third thread of yarn tying the face and back together. The heavy nap or fleece is produced by running the cloth through wire rolls, called brushers. (Note.—The term fleece-lined is often misapplied to ordinary single-thread underwear which has been run through the brushing machine for the purpose of raising a light nap on the inner surface.)

French Foot—Stockings so called because they differ from the English foot in that it has only one seam and that in the centre of the sole.

Full-Fashioned—Underwear or hosiery finished with flat seams having selvage edges throughout and knit in flat, separate sections upon machines which automatically drop the requisite number of stitches at various points to make the garments conform to the natural shape of the leg, foot or body.

Full Regular (sometimes called looped)—A term applied to hosiery or underwear in which the seams have been connected by hand knitting.



Unleaded Spring Needles Used in Circular Machines for Making Flat Goods—From "Knitting," by Metcalf.

Gauge—Applied to the number of meshes or wales to the inch in underwear or hosiery. For example, a 16-gauge fabric will have 16 wales or ribs to the inch.

Herringbone—The name of a binding often used in facing the neck and front openings of undershirts, so called because of its resemblance to the backbone of a herring. Applied to hosiery it refers to the stitching, which is made to cover the edge of the split sole.

(Continued on page 80).



FALL SEASON 1909

Our representatives are now on their way to you with 1909 Fall Samples of

Watson's Underwear

For Men, Women and Children

You will find them unbeatable in wearing qualities, good fit and neat finish.

REPRESENTATIVES

EDWARD BURNS CO., Ltd.,
117 Wellington St.,
TORONTO.

J. A. MURRAY,
SUSSEX, N.B.,

A. L. GILPIN,
207 St. James St.,
MONTREAL.

BRYCE & CO.
Box 238, WINNIPEG.

WATSON MANUFACTURING CO.
PARIS and BRANFTORD, ONT. *LIMITED*





The Bradley Muffler, the best muffler ever sold in America, is made in Canada only by the Monarch Knitting Company. Thousands of dollars are being spent to bring before consumers the merits of this muffler, and it is bound to have an enormous sale next season. It will retail at 50c., and at that price will pay you a good profit. It is the only one of its kind, and is so good that your customers will buy it at sight. To be sure of delivery place your order now.

The Monarch

of Dunnville



Our Knitted Coats for ladies, men and boys represent the nearest approach to perfection that has yet been attained in these goods. That's saying a lot, but the goods themselves prove it. This is no idle boast; it's a fact which needs only a look at our samples for fall to be demonstrated. Give our travelers a chance to show them.

Knitting Co.

Limited

Ontario

50 YEARS OF PROGRESS

THE C. TURNBULL COMPANY OF GALT LIMITED

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL

AGENCIES

ONTARIO F. J. KING
W. P. KING
C. M. CLODE
QUEBEC - W. P. KING & SON 511 COROSTINE BUILDING, MONTREAL
MANITOBA AND SASKATCHEWAN
J. M. COOMBS, WINNIPEG.
BRITISH COLUMBIA AND ALBERTA
S. P. STEWART, VANCOUVER

A little over fifty years ago there came to the City of Galt two young Scotchmen from that home of the knitting industry, Hawick. This year there is being celebrated the jubilee of the business which they founded, and which, through the energy and enterprise of its originators and their successors, has developed from the smallest of beginnings into one which is known throughout the whole Dominion, from where the broad Atlantic surges beat to where the Pacific floods wash the shores of Vancouver. Enterprise, coupled with integrity, has won reward for the C. Turnbull Company, of Galt, Ltd., and the history of the rise of the firm to its present unique position is one of which citizens of the "Birmingham of Canada" may well be proud, for it is one of those histories that have helped to make Galt famous, as it justly is, as a manufacturing centre.

In 1854, Robert Turnbull, who had been engaged in the tweed industry in his native place, and John Deans, who



MR. C. TURNBULL.

had been working in the knitting business, decided to cut loose from old associations, as so many of their countrymen have done, and to break a lance with fortune across the seas. Exactly what reasons brought them to Galt are not recollected by their descendants, but the fact remains that within four years of their leaving Hawick they were established in business for themselves as knitters in a little mill on the banks of the Grand River. In those days, and for many a year after, the preparation of the wool and the spinning and knitting were practically all done by hand labor, and outside of the new firm there was only one other in the business in Galt. The new venture was not a concern numbering its employes by the hundreds, for the entire band of workers operating in the storey-and-a-half factory numbered six, including the two principals. But there was an immense reserve force of true Scotch energy, backed by a knowledge of what were then the best methods, and from the very outset the business went ahead. Not that it grew in the manner in which the advent of modern machinery has enabled modern enterprises to grow, but it grew in reputation with rapidity, and, as was commensurate with conditions, more slowly in size. In 1897, however, the advance made had been such that the accommodation afforded by the original factory was no longer sufficient, and new premises were acquired on West Main Street, where some twenty hand machines were installed, necessitating a more than doubling of the staff. Two years later Mr. Turnbull, sr., died, having previously bought out his partner, but he left behind him sons well capable of fostering the plant that he had raised.

Mr. C. Turnbull succeeded to the management of the business, and it was under his control when what can only be described as a revolutionary change took place. Again the business had outgrown its habitation, and, in order that it might be suitably housed, the present site was acquired. More important than the mere change of factories, however, was that inaugurated in regard to the processes of manufacture. Machinery came to its own, and for the first time the laborious methods of hand labor were replaced by wonderful inventions, which performed the functions of many men, and seemed to do everything but think.

To digress for a moment: In many places the introduction of machinery to replace hand labor has brought sorrow in its trail. This was not allowed to happen in the present instance. The old hand laborers kept their positions until one by one they were gathered in by the grim reaper, and their machines, at which they had worked faithfully and well, passed away with them, until the only relic of those days is the old knitting machine and spinning-wheel stowed away in one corner of the new and up-to-date factory.

When these changes were being made there was also an alteration in the constitution of the firm, and in 1890, when the old Wardlaw mill was acquired, the present joint stock company was formed, and Mr. C. Turnbull, together with his brother, Mr. John G. Turnbull, placed in control. Again, in 1898, the works had to be extended by the addition of a building 137 feet by 75 feet, and in 1907 a new wing, devoted entirely to packing and storing processes, was erected. In short, this is the history of an industry which had at the outset only six people on its pay list, and now controls the welfare of something like 200 operatives.

It is interesting to note how this great business and reputation has been built up. When the late Mr. Turnbull and his partner came to Galt they brought with them the knowledge of what was even then a great industry. They and their successors have developed it along lines which were suitable to the conditions of the country. At first their market was confined to Ontario. Then it ex-

tended to Quebec and the Maritime Provinces, but the West still remained a closed book, until the flood of migration followed the extension of the means of communication, and now the "Ceetee" brand of undercloth-ing is known from coast to coast. The Turnbull Company was the first in Canada to produce what is known as "full-fashioned" underwear. The very term requires some explanation. Briefly, full-fashioned is the trade term for that class of wearing apparel that is automatically woven on the machine to fit the lines of the human body.

It is, however, the quality of its productions that has won for the firm the splendid business that it now controls. The best, and nothing but the best, is its motto, and it is only necessary to make a most casual inspection of the factory to see how thoroughly the principle is carried out. For twenty-five years Turnbull & Co. have been supplying the clothing for the Royal Northwest Mounted Police. That is a testimonial of which any manufacturer might be proud, having regard to the strenuous conditions under which that remarkable force performs its duties.

As already stated, the firm has always had before it the ideal of maintenance of the highest standard. That this has been carried out its success is sufficient proof, but how it has been done affords an interesting study. It was a privilege of a special commissioner for The Review to visit the factory a few days ago, and on such a tour of inspection it was impossible not to be struck by the manner in which the great manufacturing and producing countries of the world were daily being drawn upon in order to build up the industry. Not for one moment must it be thought that there is any lack of patriotism, but those responsible for the management of the business are endeavoring to give Canadians the best that can be produced, and to do so lay other great manufacturing nations under toll. There are machines found to be the best for a certain kind of work, which are not made in Canada, that have had their origin in the Old Country, others that are the product of fertile minds across the border, while the greater part of the staple wool comes from that other great continental section of the Empire, Australia.

Why, some will ask, could not Canadian wool be used? Climatic conditions affect many things, and while sheep second to none can be raised in Canada, yet the wool produced has not that silky fineness that is desirable for the production of the fine grades of underwear. That, and that alone, is the reason why in the great warehouses are to be found the great bales containing many hundreds of fleeces that once were borne on the backs of sheep that roamed the sun-warmed plains of those portions of Australia where winter is unknown.

Another striking feature of the works is their perfect hygienic conditions, showing not only a care for the cleanly manner and system under which manufacture is conducted, but a regard for the health of the employes. Each room, alive with the song of machines, from the deep rumbling note of the carders to the bright whirr of power-propelled sewing machines, is lofty, giving plenty of provision for air space, well lighted, and, while warm, well ventilated, and, above all, filled with happy-looking, deft-handed workpeople. For the benefit of the uninitiated, it may be explained that the processes of manufacture carried on by the company are the production of elastic-rib garments, and of full-fashioned garments of which mention has already been made, and which, under the name of the "Ceetee" brand, have made a continental reputation. The difference is in the knitting, the first-named being produced in somewhat shapeless sections, while the latter is actually shaped on the machine and undergoes a secret process whereby it is made absolutely unshrinkable.

The preliminary stages are exactly the same. First the wool, which arrives in bales of from two hundred to five hundred pounds, is thoroughly washed. Then it passes to a machine which seems imbued with wrath, as with a deep growl the cylinders revolve and the natural covering of the sheep is separated into fine, silk-like strands. Then comes the carding. The soft, loose fibre, blown from the picking machines through huge pipes, passes into what are really great cylindrical combs. Close-packed little wire teeth comb straight the strands until the matted mass becomes a kind of soft, untwisted rope. Again and again the process is repeated until one is irresistibly reminded of the old gardener who, explaining how his lawns were given their beautiful velvety appearance, said, "We cuts it and rolls it, and then cuts it and rolls it again." The wool is combed and combed, the fleecy ropes become smaller and smaller in diameter until they are fined down to the size of a fine soft string. Then comes the spinning into yarn. The dear old ladies who used to put in their spare time with spindle and distaff spinning yarn for the clothes of husband and sons—and, incidentally, spinning a yarn about somebody else's husband or brother—would literally gasp if they could get a glimpse of modern methods. A huge room apparently alive with dancing, bustling bobbins, rushing backwards and forwards in almost unnatural haste to pick up the wool and twist it into yarn; other equally bustling busybodies of a similar type then seize upon it, and, to the accompaniment of a noise as of a great swarm of bumble bees, unite the yarn into two and three ply known to ladies, and finally the completed article is wound into the skein preparatory to the undergoing of another washing process.

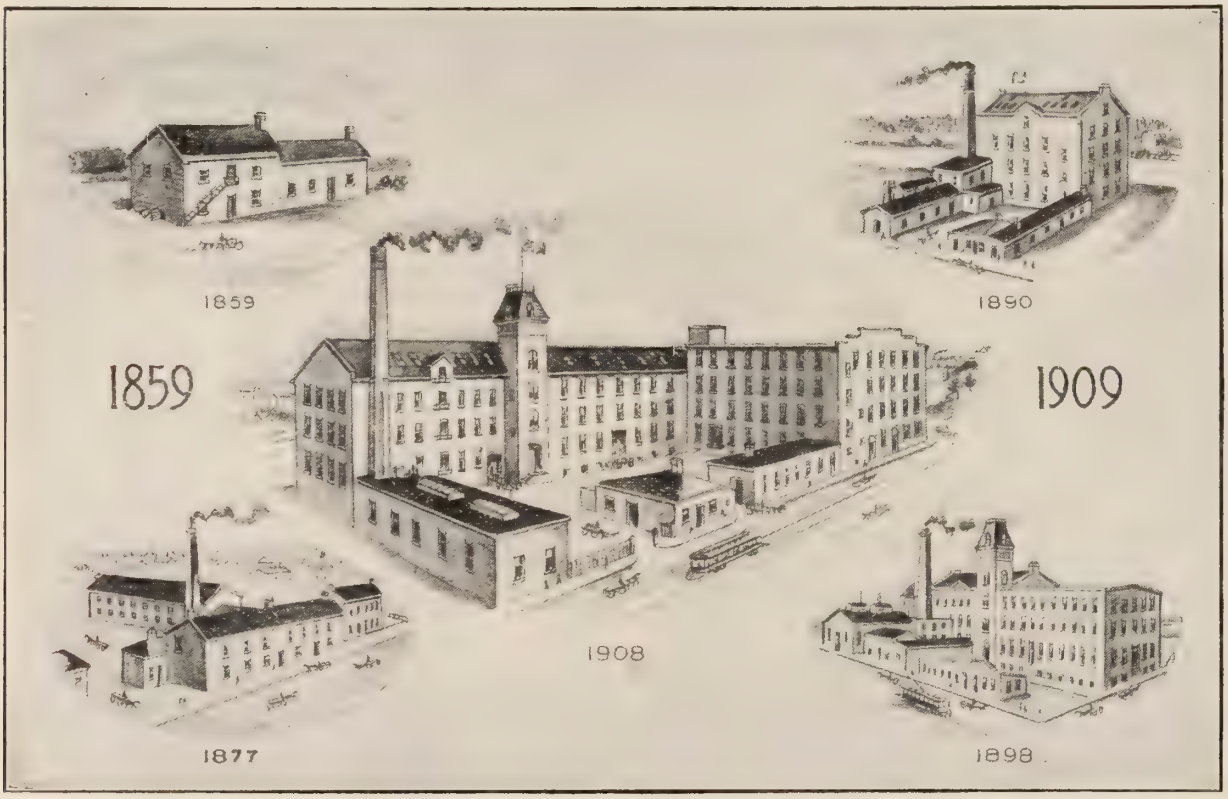
The order of the bath having been conferred for a second time, the wool is ready for knitting. Here comes the parting of the ways insofar as processes are concerned. Down either side of a magnificent room, 130 feet long, and more than half as broad, are situated two different types of machines. On the one side is knitted the elastic rib garment, and on the other the more aristocratic machine-shaped vesture. The click of grandmother's knitting needles is replaced by a continual whistling whirr from the first, punctuated by the periodic scream of the other. A peculiarity of the production of the shaped garments is that it is really an imported industry transplanted from Scotland. In the first instance, these special ma-



MR. J. G. TURNBULL.

chines, the only ones of this kind in Canada, had to be brought from the Old Land, Nottingham—the Town of Robin Hood, lace, and geese—and Loughborough being their birthplaces. Then the men to work them had also to be imported, and so, following in the footsteps of Robert Turnbull, have come many of his countrymen seeking homes in a new land, and by their industry helping to build up the commerce of the country of their adoption. Eight garments can be manufactured at the same time on one of these machines, which, from the beginning to the end of the process, never see knife or sewing machine until the trimmings are put on. The garments are absolutely shaped automatically by a machine the intricacy of which rivals the mechanical marvel of a watch, and the result is a product that fits, but does not confine the limbs in any undue manner. The garments are produced in one piece, and then the edges brought together and automatically closed. Again to the bath, and then, after passing through the secret process that renders the garments unshrinkable, the articles are aired on wooden frames to keep them in shape and then sent on to the finisher.

the garment passes, and at each short halt there is the brief buzz of a sewing machine, and another stage towards completion has been accomplished. The place is a veritable storehouse of time-saving devices. The arms are being sewn to the body, and at the same time a keen little knife is trimming the rough edge of the seam. In another case one needle cannot do the work quick enough, so two are put in, and two lines of stitching done at the same time. One might imagine that those dainty little ribbons at the neck are laboriously threaded in by hand, but, in fact, nothing of the sort is done. The loops are stitched over the ribbon by a single process. Buttons are sewn on at a pace that makes the troubled bachelor sigh to borrow the machine for an hour, and buttonholes, beautifully made, appear as if by magic. An immense circular steam-heated iron takes out the improper creases and puts the proper ones in, the folder deftly pats them into neat folds and then the garments are ready to be placed in the boxes prepared for their reception by another Galt industry. One entire wing is devoted entirely to warehouse purposes, and here are to be found undergarments in almost be-



The Evidence of Progress During the Past Fifty Years.

Not so intricate, but equally interesting, is the making of the elastic rib wear. In each machine there are eight hundred and twenty needles at work at once, drawing yarn from eight or a dozen bobbins, making over one hundred thousand stitches in a minute, and steadily turning out an apparently endless woollen tube of various sizes, according as to whether it is intended to constitute the body or limb of a garment. From the machines the tubes travel on to the cutter, who, with a rapidly revolving circular knife, cuts through masses of knitted wool as easily as a cheese monger carves up cheese, producing by the dozen woollen arms, legs and bodies of appropriate lengths. Then these, what may be called amputated odds and ends, pass on to the finishers to be united into wholes, which will bring comfort to the human body.

The striking feature of the finishing room is the manner in which the work is specialized. From hand to hand

wildering variety, suitable for every age in life from the infant to the aged, and for all conditions of pocket and climate. Perhaps most beautiful are those made from a mixture of silk and wool of the most delicate shades, although the productions of soft, white wool may well be held to vie with them.

This sketch can only give a glimpse of how an important business is being carried on. It will be sufficient, however, to show that the reputation of the firm has been well earned. The best, and nothing but the best, is the object for which they strive, and so assured are they of the perfect quality of the materials used, the methods of manufacture adopted in regard to the Ceetee brand, that they undertake to replace any garment that shrinks.

Any sketch would be incomplete without some allusion to the personalities of the two gentlemen who are responsible for the management of the concern, the foun-

WITH BOTH MEN AND WOMEN

ELLIS UNDERWEAR

IS CONTINUALLY GAIN-
ING IN POPULARITY.

The reason is not far to seek—it's all summed up in the one word "Elastic," a word which applies with peculiar force to every "ELLIS" garment, because all "ELLIS UNDERWEAR" is made by our special Spring Needle Ribbed Process.

This process ensures remarkable elasticity, which means a perfect fit, and complete satisfaction to the wearer.

Now, don't you think that such a line as this would be a benefit to your Underwear Department?

TRAVELLERS NOW ON THE ROAD WITH FALL SAMPLES

The Ellis Manufacturing Co., Limited

HAMILTON, ONT.

Moneypenny Bros. & Co., Toronto—Selling Agents.

Fine Summer Underwear for Ladies and Children

If you handle Oxford brand you have a sure seller, why, because they are the

FINEST
PUREST
SOFTEST
WHITEST

and best finished goods in Canada.

SUMMER WEIGHTS ONLY.

Speciality for summer of 1909 the "Ilet" Elastic Porous Garment.

MADE BY

The Oxford Knitting Co., Limited

Woodstock, Ont.

The Galt Knitting Co.

Limited

Galt, Ontario

Makers of

Tiger Brand Underwear

TRADE MARK REGISTERED
TIGER BRAND.

Samples for 1909 now on the market

Fleece Lined Plain Knit Elastic Ribs

In Medium and Heavy Weights

Ontario	*Quebec*	*Maritime*
J. E. McClung	P. deGruchy	J. A. Murray
Toronto	Montreal	St. John

Man. and West

Gerhardt Hanley McKay Co. - - - - Winnipeg

Every "Ceetee" Garment Guaranteed Unshrinkable

Our Advertising

is a great aid to you in selling "Ceetee" Unshrinkable Underwear. We are proclaiming the unquestioned merits of "Ceetee" far and wide—telling the people that all first-class dry goods houses can supply them.

We guarantee to replace any "Ceetee" garment that proves to be shrinkable.

Sorting Orders

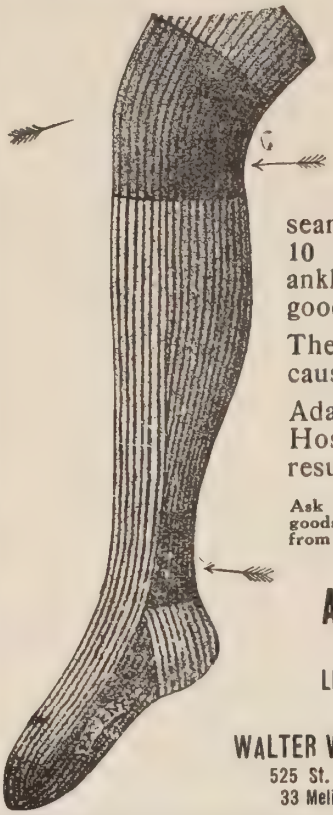
We guarantee prompt shipment of sorting orders in all lines.

Fall Samples

now on the way to you. Examine them—the goods speak for themselves.

The C. Turnbull Co.
of Galt, Limited
Galt, - Ontario

Adams' Lock-Stitch Hose



Satisfactory Stockings

Sizes 4 to 10 in.—Pure Cashmere—

THE LOCK STITCH

seamless heels and toes, 10 fold knees, 6 fold ankles are some of their good features.

They're economical because they wear.

Adams' Lock-Stitch Hose brings you best results.

Ask your wholesaler for these goods. Full particulars of the line from our agents.

A. E. ADAMS & CO.
Manufacturers
LEICESTER, - ENGLAND

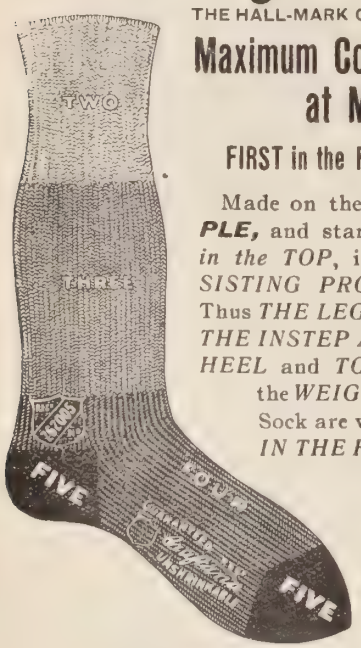
AGENTS
WALTER WILLIAMS & CO.,
525 St. Paul St., Montreal
33 Melinda St., Toronto

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

DO YOU REALIZE THAT

UNSHRINKABLE Eureka NOVA SCOTIA WOOL

is a LEADER in

Men's Unshrinkable
Underwear

and that all PROGRESSIVE MERCHANTS are stocking it.

Made of Pure Nova Scotia Wool in all sizes. Prompt Deliveries.

Nova Scotia Knitting Mills, Limited

EUREKA, N.S.



SALES and PROFIT

The fact that we are one of the oldest established manufacturers of underwear in Canada, should count for something. As a matter of fact it does count for a great deal. It means just this: that during all these years we have been learning things about better methods of making underwear.

All this wealth of experience is represented in Zenith brand underwear. We believe it's the best underwear that has ever been made by any Canadian mill.

You're selling underwear for profit and volume of sales—as much of both as you can get. Zenith brand underwear will help you; in fact it will be the MEANS by which both may be secured. The reason is that it's the "come-back-for-more" kind. You know the sales-building value of that quality.

Travellers now showing Samples of Zenith brand underwear for fall. It is manufactured by

S. LENNARD & SONS, Dundas

RICHARD L. BAKER & CO.
100 Wellington St. West, Toronto - Sole Selling Agents

Zenith BRAND UNDERWEAR

Jaeger Pure Wool

The value of Pure Woollen goods for Spring and Summer wear is being recognized by a wider circle of the buying public each year. It is to your advantage to encourage the class of buyers who appreciate such goods, and the "Jaeger Agency," is the only way in which this can be successfully accomplished.

Stockinet UNDERWEAR	White Wool Cambric UNDERWEAR	NEGLIGE SHIRTS Exclusive Designs
in fine light weight, selling from $3.00 to $6.25 per suit.	Loose fitting Coat Vests, and Trunk Drawers, $5.00 per suit.	Twill Flannel - $3.00 Wool Cambric - 3.50 Wool Tussore - 4.50 Wool Taffeta - 4.50

These goods are absolutely Pure All Wool Fabrics bearing the Jaeger Trade Mark.

For Trade Terms, Catalogues, etc., apply to

Dr. Jaeger's Sanitary Woollen System Co., Ltd.

Wholesale Warehouse, 301 St. James St., MONTREAL

Wouldn't it be worth something

to you as a dry goods merchant to have in your stock a line of underwear that you could honestly recommend as unshrinkable—that you knew absolutely would give your customer satisfaction? If you would like to be a stranger to the experience of meeting a customer who comes back with a piece of underwear that failed to bear out your statement that it "would not shrink," you will have to stock "Perry's Nevershrink." It will never disappoint you. We are now selling our lines for Fall. The problem of how to make your underwear department produce the biggest profit in your history is solved if you have "Perry's Nevershrink" to help you.

G. P. Perry Knitting Company

HAMILTON - - Ontario

dations of which were laid so deep and strong by their predecessors. To their fellow-citizens they are known as being men of the highest intelligence, taking a deep interest in the town's welfare, and ever ready to assist in helping forward any commendable movement.

✤

Meaning of Knit Goods Terms.

(Concluded from page 70).

Ingrain—A term applied to raw material or yarn, dyed before knitting.

Jacquard—A name applied to hosiery knitted in fancy patterns of two or more colors on machines moving automatically, with separate threads working independently of each other, forming combinations not possible on ordinary knitting machinery.

Lisle Thread—Used in the manufacture of hosiery or underwear and so called because made of a long, staple cotton, combed and hard-twisted, after which it is run through a flame in order to burn off the peach-like fuzz always to be seen on other yarns made from cotton.

Maco (Mahko)—Applied to hosiery or underwear made from pure Egyptian undyed cotton. The name is derived from an Egyptian cotton planter who was called Maco-Bey.

Merino—A name applied to hosiery or underwear made of part cotton and part wool mixed together. (Note.—The word merino on a box label is often misleading, as it frequently happens that goods so called are composed wholly of cotton).

Mock Seam—Applied to stockings made with cut leg and fashioned foot.

Opera Hose—A name given to women's stockings of extra length, ordinarily measuring 34 inches.

Outsize—A term applied to women's stockings made in extra widths.

Plated—A term applied to hosiery or underwear having a face of one material and the back of another; for instance, a garment having a wool face and cotton back is called plated. The face may also be of one color and the back of another, both of the same material.

Rembrandt Rib—Is applied to women's stockings having groups of five drop-stitches, separated by one inch of plain knitting running the full length.

Richelieu Rib—Applies to women's plain stockings having a single dropstitch at intervals of three-quarters of an inch running the full length of the stocking.

Seamless—The name applied to stockings knitted in one piece on a circular machine, leaving an opening at the toe to be looped together. The shaping of the leg, heel and toe is obtained by steaming and then drying on boards of proper form.

Spun Silk—This term is applied to a low grade of silk used in the cheaper lines of silk hosiery. It is made from floss, injured cocoons, husks and waste from reeling. It bears the same relation to silk as cotton waste to cotton or shoddy to wool.

Three-quarter Hose—A variety of ribbed-top stockings made for children and reaching nearly to the knees.

Trunk Length—Applied to women's hosiery midway between ordinary and opera length, and which is usually widened gradually above the knee.

Twin Needle—Referring to a double row of interlocked machine stitching used for covering raw edges and seams on knit underwear.

Union or Combination Suit—Is a style of underwear combining the upper and nether garment knitted in one piece.

Welt—The double thick portion or wide hem at top of plain hose.



OUR TRAVELERS ARE NOW SHOWING



the new

Peerless REGISTERED

"Nobutton" Vest

Have you seen it? It's the best yet. No buttons to be continuously coming off; no rough facing down the front to scratch and irritate the skin; close fitting, elastic and comfortable. We are the sole Canadian Manufacturers of the "Nobutton" Vest.

The Peerless Underwear Co., Hamilton, Ont.

REPRESENTATIVES:

ONTARIO: C. & A. G. Clarke, Empire Bldg., Wellington St., Toronto.
QUEBEC: L. A. Prevost, 209a McGill St., Montreal.
MANITOBA: A. J. Snell, Box 705, Winnipeg, Manitoba.
BRITISH COLUMBIA: Geo. A. Campbell, P.O. Box 1026, Vancouver, B.C.
MARITIME PROVINCES: G. A. Woodill, 70 Granville St., Halifax, Nova Scotia.

Prompt Shipments Guaranteed on Repeat Orders of Peerless Spring Goods.

News of The Canadian Fur Trade



1909—1910 FUR SAMPLES ON THEIR WAY TO YOU

Wait, and be convinced of their value and style.

The following representatives will be glad to demonstrate the line for your benefit:

Oliver C. Diaper—Saskatchewan and Alberta.
Fred J. Newton—Eastern and Central Ontario.
F. A. Collins—Northern Ontario.
Robt. W. McNeil—Ottawa and Manitoba.
J. W. Rathbone—Eastern Townships and Maritime Provinces and Prince Edward Island.

The showing of the following lines is particularly strong:

Ladies' Fur Lined and Fur Trimmed Garments at Popular Prices

The Largest and Best Range in Our History

All Men's Goods as Usual

E. W. J. & Co.
(Trade Mark)

A Guarantee of Selected Skins and Accurate Workmanship

E. W. JACOBS & CO.

"Nothing But Good Furs"

309 NOTRE DAME STREET WEST, MONTREAL

Special Enlarged Fur Section

MARCH DRY GOODS REVIEW

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1909-1910 Fur Prospects from Many View-points.
The New Fur Samples, Styles, Values, Etc.
How to Run a Fur Department.
Retail Fur Advertising.
Buying Hints.
The News of the Trade.
The Care of Furs.

ADVERTISEMENTS

The Announcements of Representative Fur Manufacturers telling about their Fur Samples and their place in the Trade.

Subscribers are requested to see that their Fur Buyer reads the March issue.
Sample copies will be mailed to a select list of Fur Buyers.
The co-operation of advertisers is requested in having copy for their "ads" ready by Feb. 22nd.

Advertising Rates Are Unchanged

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News of Canadian Fur Trade

AS regards the Canadian fur trade for January, that month practically belongs to the retail furrier, as the clearing of stocks for the next season's business, practically depends on the way the buying public take to the annual reduction sales held during that month. Manufacturers and wholesalers alike watch the trend of these sales with interest, for upon the retailers reduction of stock depends his early orders for the coming fur season.

Retail trade depends largely upon favorable weather conditions, especially for the sale of heavy furs and the old time winter weather which prevailed throughout the Dominion during the past month stimulated the trade to a great extent, with the result that retail stocks were fairly well depleted.

The above, combined with the fact that retailers in general bought very lightly during the past two years, leads the manufacturing end of the trade to look forward to a prosperous 1909-10 season, and they are acting accordingly. The high prices of raw furs also plainly indicates a firm market.

During the past three weeks manufacturers have been working hard and faithfully turning out their new range of samples. Travellers will go out on the road about the first of March. Some firms will send out their men earlier while other roadmen will not start until about the middle of March, but the bulk of the fur travelers will be seen on their respective grounds about the beginning of Canada's windiest month.

Automobile Coats.

As regards styles for the 1909-10 season, there has been nothing very definite stated as yet by manufacturers, but these will be described in the March issue of the Review. As far as can be learned, raccoon, muskrat, caracul and wallaby will be prominent in the new samples of fur automobile coats. Long coats with loose fronts and box backs will again predominate.

It is also expected that there will be a good demand for lynx and black fox fur for all kinds of small fur pieces.

Cold weather and lots of snow, principally in the Northwest and, in fact, all over the country, has tended to improve the quality of all kinds of furs, and this fact should prove interesting to the retailer when placing for next season's business.

Early Advance Orders.

The Review has many times pointed out the desirability of placing fur orders well in advance of the season. Early advance orders mean better selected stock, as early orders get the choice, naturally, of the best grade of skins. It also means good workmanship and right prices. Manufacturers do not anticipate any serious trouble in this respect.

Furs Not So Plentiful.

A despatch from Gimli, Manitoba, states that Chief Factor Sinclair, of the Hudson's Bay Company at Norway House, arrived in Gimli to-day with ten dog trains laden with many thousand dollars' worth of valuable furs. Mr. Sinclair made the three hundred miles in nine days and experienced rough weather, it being 35 below zero while crossing the lake. He states that the fur this year is not so plentiful as in former years.

Raw Furs.

There has been quite a considerable change in the raw fur situation during the past month. Prices ruling in November were high and are still higher at present writing, and without any definite reason, except, perhaps, the expected demand for nearly all kinds of furs for the coming season.

The price of lynx still remains exceptionally high notwithstanding the competition of black dyed fox. However, as regards this situation, it is a question as to whether or not it will remain unchanged for any length of time.

The demand for wildcat and wolf for black dyeing purposes is good.

Red fox at the moment is very popular. However, the feeling is not strongly towards black dyed and pointed fox. It is anticipated generally among certain fur manufacturers that the two last mentioned furs will be exceptionally popular for 1909-10 business, unless some other fur unexpectedly forges to the front. White fox, while not a strong favorite in the past, is said to be picking up somewhat. Notwithstanding the fact that prices are ruling high and strong, silver fox is rather a scarcity as yet with this market.

Muskrats are just as popular as ever. The fact that prices are ruling almost out of sight seems to make no very great difference. There have been a few remarks passed regarding natural rat coats, but the matter has not advanced as yet sufficiently to warrant going very deeply into the matter.

Skunk has also kept its price, and in fact it is a little stronger at present, than at the corresponding period of last year.

Coat coon is keeping steady with very small buying, as some of the manufacturers are looking for a decline.

Good mink has kept its price pretty well in spite of the discouraging reports which have been circulating around of late. The lower grades are not so much in demand, however.

Otter is still a dull article with Canadian manufacturers.

The manufacturing end of the fur trade is looking forward to a prosperous 1909-10 season. Some firms will send out travellers earlier than usual.

New samples of fur automobile coats are featuring raccoon, muskrat, caracue and wallaby. Long coats with loose fronts and box backs will again be prominent.

Prices ruling in the raw fur market are ascending, lynx being exceptionally high. Black dyed and pointed fox will be very popular next season.

Coat coon remains steady with very small buying, in anticipation of a decline.

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No feminine wardrobe is too elegant to preclude at least one costume of B.D.A. English Mohair.

No 1909 Dress Goods Department can be classed complete without a proportionate showing of the new patterns.

For Spring and Summer, 1909, there are new ideas in two-toned stripes, satin finished melanges, pin stripes and English tailoring effects.

New colors, too, such as Taupe, Elephant, Oyster, Beaver, Castor, Hyacinth, Iris, Amethyst, Bronze, Olive.

Ask Your Jobber for Samples

Bradford Dyers' Association

of Bradford, England

Styles in Canadian Dress Goods

SAMPLING is now taking place in dress fabrics for the Fall and Winter of 1909. The cloths favored are of a lustrous finish, and of a nature that will make up well, and are yet light enough in weight to give the clinging, soft effect now so fashionable. Following the present trend of fashion, first place must be given to satin-faced fabrics. The vogue of satins is still increasing and the silk mills making satins have already received large orders for Fall. Following on come satin cloths. The agents for the French mills, who now are over here, are all showing large lines of satin cloths in silk and wool, and as these come very close to the all-silk fabric buyers think very well of them for the Fall season.

Though the Fall will be largely a season of plain fabrics, fancies also will be taken, and satin stripes promise to be good.

From the standpoint of the quantity sold, piece-dyed worsteds will be the leading dress goods materials next winter. And here, though plain fabrics will be much en evidence, many stripes will be seen. These fabrics have



Serpentine Crepe—Pacific Mills.

been big sellers during the past year and so great is the demand that the mills making this class of fabric have all the orders they can take care of.

Following on the trend of silk fabrics again where Ottomans, satin soliels, and other cord weaves are selling, satin-finished coteles, soliels and cord weaves are expected to sell. The fact that stripes make more pronounced the long lines, so much desired in the present style of dressing, is all in favor of these weaves. Fabrics of the Bedford cord weave in fine and in fancy stripe effects are well shown in Fall lines and, to a certain extent, promise to be taken up.

For costume and dressy wear the tendency is for less transparent fabrics, therefore, henriettas and fine finished cashmeres are coming to the front. There has been quite an enquiry for these fabrics in the large retail stores recently, and this tendency promises to become more marked next Fall.

During the past Fall, broadcloths have occupied a very strong position, not only with the counter but with the cutting-up trade. This fabric has been somewhat of a disappointment to the Canadian trade as it has not done as well as expected. Buyers therefore, are likely to give it only a fair representation next Fall.

Color will play an important part in next Fall's selling. Broadly speaking, color will be more important than fabric. Weave with the majority of women who are buying now, receives less consideration, than the color of the cloth. In the high-class trade the tendency is strongly away from staple and in favor of novelty colors. And this tendency is more or less pronounced, according to the class of trade done.

Dull rose shades stand high in the novelty line. These colors are strong in millinery for the coming Spring. Already they are being asked for in the city stores, and their present strength gives them a leading place in Fall color lines. Light tones will sell for evening wear, deeper shades for dressy gowns, and dark shades running into wine and chocolate will sell for street wear.

Green is a color that has been gradually climbing into favor and soft, deep greens will be prominent in the season's colors. Considering that taupe and smoke shades have not had any considerable sales as yet, outside the large centres, these colors should be good again next Fall. Novelty shades in blue—the Chinese blues, gendarme, wedgewood, etc.—should be in evidence. Tans, castors and wood brown are indicated in the brown shades. Navy is always present, and some showing will be made in amethyst and deep prunelle.

Wool has shown some sharp advances lately, and the class of wools from which the fashionable fabrics are made, are in short supply. Advances have taken place upon Spring repeats. Prices are being made now for the Fall season and though some further advance may be made, it will not be much above present prices.

High-class dressmakers and the classy trade are now favoring rougher weaves and for this class of trade some zibelines have been shown. There is no indication for zibelines in dress fabrics for the coming season. They have been brought out in mantle cloths, however, and the cutting up trade think favorably of them. The class of cloth shown shows black lines on a dark ground and the colors favored are green, black, blue and taupe.

Caraculs are out for the Fall of 1909. There has been a big run on these cloths in the States, so much so that they have been in short supply. Montreal houses have done well with them, but as yet Toronto has touched them lightly, and another year should see them more freely taken.

Fabric Forecast for Fall.

Wool prices have advanced materially in the past few months. Spring repeats are showing higher prices. While Fall values do not promise to go much higher prices on all wool fabrics will be very firm. Long stapled merino wools used in the production of worsted yarns are in short supply.

Satins and satin stripes lead from the fashion standpoint and worsted suitings from the point of selling. Cord weaves are coming to the front, and fine Bedford cords and soliels are indicated.

To take the place of veilings for indoor and evening wear foules, cashmire and henriettas are expected to sell.

The tendency is strongly away from staple shades and in favor of fancy colors.

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is the unique and most satisfactory of all cotton dress fabrics, and with its odd crinkle, is unlike any other goods you ever saw. Exclusive in designs and color effects, its wear-resisting qualities make it one of the few fabrics of great beauty and worth at small cost.

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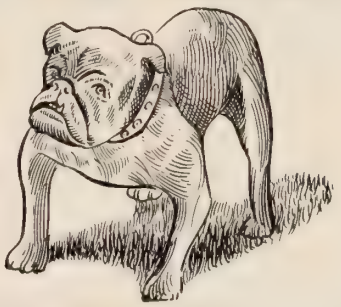
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Silks.

Soft, wide satins are in high favor for Spring and next to satins, there has been a great run upon messalines. Makers of these goods are over-sold and deliveries are decidedly slow. Taffetas are said to be out of the running, but the cutting-up trade is buying taffetas particularly in black. There is also considerable sale to garment manufacturers of Jap silks in black, white and colors for trimmings, etc.

Cord weaves, cottes, Ottomans solids, etc., are selling well, and quite a nice business has been done in Shang tungs, particularly in the brighter finished fabrics.

In the States every indication points to a big season for foulards. This silk has not figured strongly for many seasons now but promises to be a successful seller this Spring. Manufacturers making foulards already are over-sold, and there promises to be some difficulty in obtaining deliveries later.

Not only are the New York retail stores making big displays of this silk, but the garment trade has taken to it kindly and are showing handsome models in foulards. Few floral patterns are shown, but neat unobtrusive geometrical designs are those favored—that is with the exception of large spots. The ground colors show the new soft Spring colorings, such as rose, amethyst, pistache and golden tan.

Big Color Season.

Indications point to Spring as a big color season in dress goods. There are several new shades which are being shown for the Spring. These include gendarme, rosewood, amber, asturgeon, pompeian, as well as wisteria, catawba, and taupe. The myrtle and bronze shades of green, blues, and browns will be favored.

Plain cloths are sure to do well, and stripes, both self and two-toned, will be good. Very smooth finishes, such as satin cloths, will lead from the fashion viewpoint, and fine smooth worsteds will have a strong showing.

Corded materials, following the lead of the Ottoman and Bengaline silks, seem likely to be fashionable for the Spring trade.

Muslins.

Bordered muslins seem likely to meet with considerable favor for the city trade, though the country trade fights shy of them on account of the difficulty in making them up. The most popular design is the Greek key border.

Spotted muslins are well shown. One very pretty design has spots in two sizes, the larger about one and one-half inches in size, having two half-blown roses breaking into the spot. These are in delicate shades and are very attractive.

There is considerable call for the large pattern floral muslins, though they will not be so strong as last year. Smaller designs are more in favor. These will be used for kimona and house wear. Silk crepe effects are strong for house dresses.

Linen and Duck Suitings.

Linen and duck suitings are assured of another big run during the coming Spring and Summer. Stripes will again be favored as well as the plain materials.

Manufacturers are using these materials for Summer suits to a great extent and expect to do well with them. Some of the newest lines of ducks show the popular cherron and two-tone effects and make most attractive suits.

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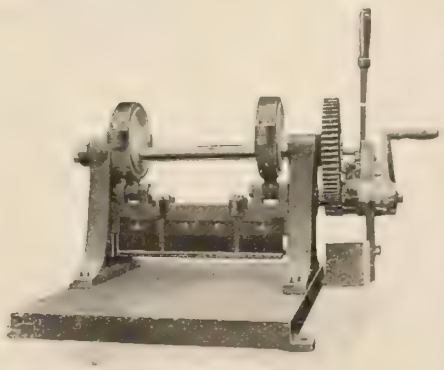
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The Name Guarantees Quality

The fit, finish and quality of every garment is guaranteed by us.

400 Styles of Shirt Waists



400 Styles of Shirt Waists



Always Something New

Don't wait for our travellers if you want a rush delivery. Write for samples, or send an order and we will see to it that you get what you want at what you want it.

Eclipse Whitewear Co.

Limited

Toronto



The Ready-to-Wear Department

Suits.

FASHION has decreed that the fashionable woman of 1909 must follow the styles set in 1908 of few curves and long straight lines, consequently manufacturers, will make every effort to preserve the long lines made popular last year.

Spring lines of women's suits carry out this idea. The coats of practically all the suits are semi-fitting, made with the hipless effect. While the strictly tailored suit will be a strong feature, a great many trimmed suits will be shown. Fancy suits make a better display than the simple styles, consequently the more elaborate models are desirable in making a good showing at the beginning of the season.

The three-piece suit is the fashionable feature for spring. It is shown chiefly in high-class goods at present, but it is likely that as the fashion gains ground here, three-piece suits will be shown in cheaper lines. It is only reasonable of course, that they will always be higher in price than the two-piece suit of the same quality.

Many of the dresses of these three piece suits have sleeves and yokes of net or chiffon, often dyed to match the costume. Some are worn with a separate blouse which serves as a guimpe. Coats worn with these dresses are more or less elaborate and in most instances show the Directoire influence strongly. Some are sleeveless.

Separate Skirts.

Fancy and novelty materials in plain colors, both circular-gored and pleated models, are shown, but in both there is the same tendency towards straight lines. Pleats, where used, are pressed close and are so arranged that they keep their place. Some of the new skirts have pleated panels let in at the sides. Fold trimmings, but pressed flat are used on some skirts. The latest models are made with a panel back and front and have the high waist. Many skirts button at the side or in front and a few button at the back. The high skirts have a deep band of belting inside the top. This holds the skirt in its proper place.

While the three-piece suit is finding favor as the novelty garment of the opening season, many buyers do not look upon it as a practical garment for later selling. They contend, and with some show of reason, that it is not a practical style for the warm weather. Then, too, there is the price consideration, as it is perfectly obvious that of necessity a higher price must be paid for the three-piece suit. As the hipless coat has established itself during the fall, there is no difficulty experienced in persuading buyer's to take if for the spring. For spring selling, of course, it has taken on new touches. Revers are long and narrow, and the high collar is not so much seen. Pearl and metal buttons are beginning to take the place of fabric buttons, and jet buttons are spoken of as the new idea.

About 36 in. is the accepted coat length, though longer models are shown. The coats are generally longer in the back than at the sides, and front, and many models show the slashed skirts. The later coats are cut away in front, and fasten with one, or three buttons. Often there is a scarf of soft satin finished with fringe at the neck. Satin bands to match, and satin revers are the chief trimmings.

Sleeves are very long and very plain, many being of the bell-shape and coming well down over the hand. The new skirt with the high band is very much in evidence as a part of dressy suits. Linings are of the same color as the suit, though they do not of necessity match.

When the season opens, plain-tailored suits are expected to come to the front.

Waists.

A very large proportion of the orders received up to date have been tailored waists. These waists are in very plain effects and show pleats of different sizes with a narrow, or wider box-pleat down the front. Some models have a frill on one side of the box-pleat, and buttons form an important trimming. A few new waists show a frill finish, and laundered cuffs are also shown Side fastenings are new, and will also have a place. Stiff collars, stiff cuffs, and a stiffened center-piece embroidered or piped with color are shown. The tailored waist of course has the long sleeve. Last season the tailored waist was only talked of ; to-day we will see it realized in plain lines, zephers, ginghams, Irish lace, Venise and



Illustrating One of the New Sleeves Shown by the Eclipse Whitewear Co.



Illustrating One of the New Sleeves Shown by the Eclipse Whitewear Co.

Cluny and heavy nets. The Zepher ginghams in gray, black and white, helio, brown, tan shades, blue, pink and green are growing stronger in demand and are the popular shades.

The fact that two-piece suits are selling has an important bearing upon the sale of lingerie waists. Waists of colored nets, silks, etc., are not suitable for warm weather wear. Therefore it is assured now that lingeries will take their place. This point settled, is giving buyers more confidence in lingeries, and again this year they will keep their place in selling lines.

The sleeve question is still a matter of dispute. Toronto manufacturing houses are as a rule filling orders with the long fitting sleeve, unless otherwise desired.

Buyers are divided and while all expect to sell many three-quarter sleeves during the heated season, are by no means at one as to the right proportion. On the one hand, orders given for the long sleeve, will be withdrawn, and three-quarter sleeve substituted in its place, on the other hand orders for the long sleeve in place of the three-quarter are often received.

It would seem that the long sleeve is regarded with more favor in Ontario and in the West, and also in those sections that come in closer contact with United States fashion centers. It should be pointed out that the close fitting sleeve is the one most closely allied to the present fashion tendencies. In many districts and centers it



New Style Rubberized Garment—Manufactured by National Rubber Co. of Canada, Montreal.

would seem as though the three-quarter sleeve would die hard. Buyers will have to study their community before placing large orders for summer waists.

For the Easter trade, net waists and waists of baby Irish, made in plain styles and without any great amount of tucking are shown. These are trimmed with soutached taffeta bands, and bands of silk studded with crochet buttons and balls. The sleeves are not tucked or ruched but have a trimming down the outside of the arm.

Cotton crepe is a new fabric on the market this year. In the States this fabric has been taken up to a very considerable extent. Some Canadian houses also are featuring it, and are selling waists of this fabric in considerable quantities. These waists are trimmed with Cluny and Irish lace. Some are embroidered. One feature is that waists of crepe do not need ironing, just a shake is all that is required.

While the sleeve question is still causing considerable anxiety to the trade, there is evidence that buyers are more settled in their minds as to what it is safe to buy than they have been.

The opinion which has been expressed by The Review that the long sleeve will be the sleeve most in demand for the Spring trade and that the three-quarter sleeve will likely be a considerable factor during the farm months, is further confirmed by the reports of sales that have already been made.

A prominent manufacturing concern in Montreal making blouses, report that their sales of lawn blouses up to the present have been equally divided between the long and the three-quarter sleeves, and it is believed that this ratio will keep up. The short sleeve now selling is similar to those of last season, except that there is not quite so much fullness.

Still another concern gives practically the same report, only more in favor of the three-quarter length. Repeat orders now being received are almost entirely for the three-quarter lengths. A certain proportion of the long Directoire sleeves are selling as there is certain to be a demand for these, particularly in the earlier part of the season.

A buyer in one of the important Montreal retail stores speaking of the sleeve question, stated that in the January sales very few lawn blouses with the three-quarter sleeves were called for, the long sleeves being most in demand, but from every indication he gave as his opinion that the three-quarter sleeve would be strong in the Summer months. This opinion was also confirmed by another buyer who has been watching and studying the question closely.

Underskirts.

Though the ultra fashionable women have dispensed with underskirts, there is little likelihood of a very general following of so extreme a fashion. For the popular trade, so far, the petticoat of soft satin, or soft finished silk has made little headway, the majority of buyers though taking a few of the satin and soft silk models, are stocking the old standby—taffetas—and the rustling taffetas at that. It is claimed that women, when they wear a silk skirt want it to be known, and therefore the old-

It is evident that every effort will be made to preserve the long lines made popular last year.

While strictly tailored will be very popular, a great many trimmed suits will be shown. The three piece suit is the fashionable feature for Spring.

Reports of sales confirm the Review's statement that, while the long sleeve will be demanded by the Spring trade, warm weather will popularize the three-quarter lengths.

Many small stores would do well to consider whether they are not handicapping their own business by confining ready-to-wear stock to a few skirts, blouses and separate coats.

January whitewear sales in the city stores are reported to have been very successful.

The Dunlap M'f'g Co.

525 St. Paul Street

Montreal

Travellers are now out, and will be showing our Fall line during this month. They are also showing some special values for sorting in Whitewear, Blouses, Costumes, Skirts, House Dresses, Boys' Suits, etc. We would particularly call your attention to the following

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590.—Night Gown, trimmed with dainty embroidery at neck and sleeves, with ribbon insertion, per doz. - - - - - **$6.00**

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J. E. McClung, Sales Agent

8-10 Wellington Street East

Toronto

time taffeta promises to be the seller. This attitude is helped by the fact that a really good taffeta silk petticoat can now be sold for $5—a skirt that the buyer can confidently recommend. As showing just how little hold soft fabrics for skirts have taken it might be mentioned that, in some parts of Canada there is quite an enquiry of moire skirts.

The present style ideas have had more influence upon the cut of skirts than upon the fabric. A snug-fitting skirt is demanded and fussy effects for trimmings have given way to plain tailored styles of trimming.

A new model that has been very generally adopted in Paris, and that has also done well in the States is the circular sun-pleated skirt. The pleats start from the hip, leaving the material plain and smooth from that point to the waist.

Skirts with silk jersey tops are also showing. These mould the figure and are finished with a flounce of silk.

Skirts made of the many imitation silk fabrics are closely following the silk models.

Juvenile Wear.

Steadily and surely, and in spite of all setbacks, the garment trade is developing, and in no section is the development more noticeable than in that devoted to the making and marketing of little garments for children's wear. It is only quite recently, that the idea has taken root, that the making of children's garments is a special field of activity. Hitherto, it has been one line among the many, with houses covering the garment field. Not only are the manufacturers specializing in children's wear, but the retail trade is taking to the idea that it is well to carry these goods in a separate department, and in the many larger stores this department now has its separate buyer and staff.



Girl's Butterfly Dress with two seams only and a fastening on left side. Can be worn with or without blouse.

The basis of this new trade is certainly better cut, and better made, in the sense of more appropriately made models. That is garments made in such a manner that while smart, and well-cut, consider most thoroughly the needs and comfort of the little one. The mother is also considered, as garments are made in such a way, that washing and ironing are made an easier process. Fabrics, patterns and trimmings are suitable for children's wear, and are, as far as possible, perfectly fast as to color.

Dresses for the smaller girls as a general rule are much in the same style. A decidedly new and pretty note has been struck this season with the Japanese, or butterfly dress. These dainty little gowns, as the name implies, are modeled upon kimona lines. There is no seam at the shoulder, and the sleeves are cut full and wide. The prettiest are those that are cut with heart or V-shape back and front at the neck. Many, however, are prettily rounded, and some of these open in front a few inches, and are laced up. They are only slightly shaped, and have only the two seams. Some slip over the head, and some like the little Paris model illustrated button up in front.

For the smaller children, little bloomers are added to take the place of the skirt. These button onto the underwaist. This Japanese idea is influencing sleeves and many are loose and short in the butterfly style. The butterfly styles have had quite a run in New York and are still the latest out for children's wear.

For the older girls, pinafore or jumper models are very much in evidence. These come in a large variety of styles. With some models separate sleeves of white lawn are provided. Other models have a guimpe or waist of white lawn and lace.

Misses' two-piece suits in wash fabrics are a strong line. These come with the circular gored skirt and the semi-fitted coat like mother wears, and with the pleated skirt and the straight double-breasted coat. These are developed in stripes and plain suitings.

Small Stores and Suits.

Many Canadian manufacturers complain of the lack of co-operation on the part of the small retailer in the ready-to-wear department. Many small stores still consider it risky to carry anything but a few skirts, blouses, and sometimes a few separate coats. As a result, according to important manufacturers the suit trade is confined chiefly to larger centres, and mail order department stores. The department stores with a mail order department do a splendid suit trade among the smaller places, and city stores draw trade from the surrounding stores in the ready-to-wear department. This condition does not apply generally, however, but this criticism should be carefully considered by many merchants.

Whitewear in the January Sales.

January sales were a success in the whitewear departments in city stores. Most attractive lines were offered in all kinds of whitewear. A pleasing feature was that there seemed to be a better demand than usual for th better class garments.

Embroidered petticoats were a big feature, and there was also considerable call for lace-trimmed skirts as well.

Two-piece combination suits were in good demand, and these seem to be growing rapidly in popularity.

A style of night gown which sold most readily was the Empire with short sleeves.

Elaborate styles of corset covers were in demand, dainty effects in lace proving most popular.

Montreal Garment Failure.

At a meeting of the creditors of the Empire Manufacturing Co., Limited, Montreal, which was put into liquidation on Dec. 1st, 1908, by order of the court, it was decided to dispose of the assets by auction. This was done during the latter part of January, and the stock was disposed of in detail. A dividend will be paid this month.

This firm has had a good record, and from a small beginning, built up what appeared to be a healthy and growing business. It therefore came as a surprise to the trade when the failure of the firm was announced.

Their assets were $59,700, and the liabilities $68,000 direct, and $69,000 indirect. Their chief creditors were the Bank of British North America, M. Vineberg & Co., the Montreal Waterproof Clothing Co., and several foreign firms.

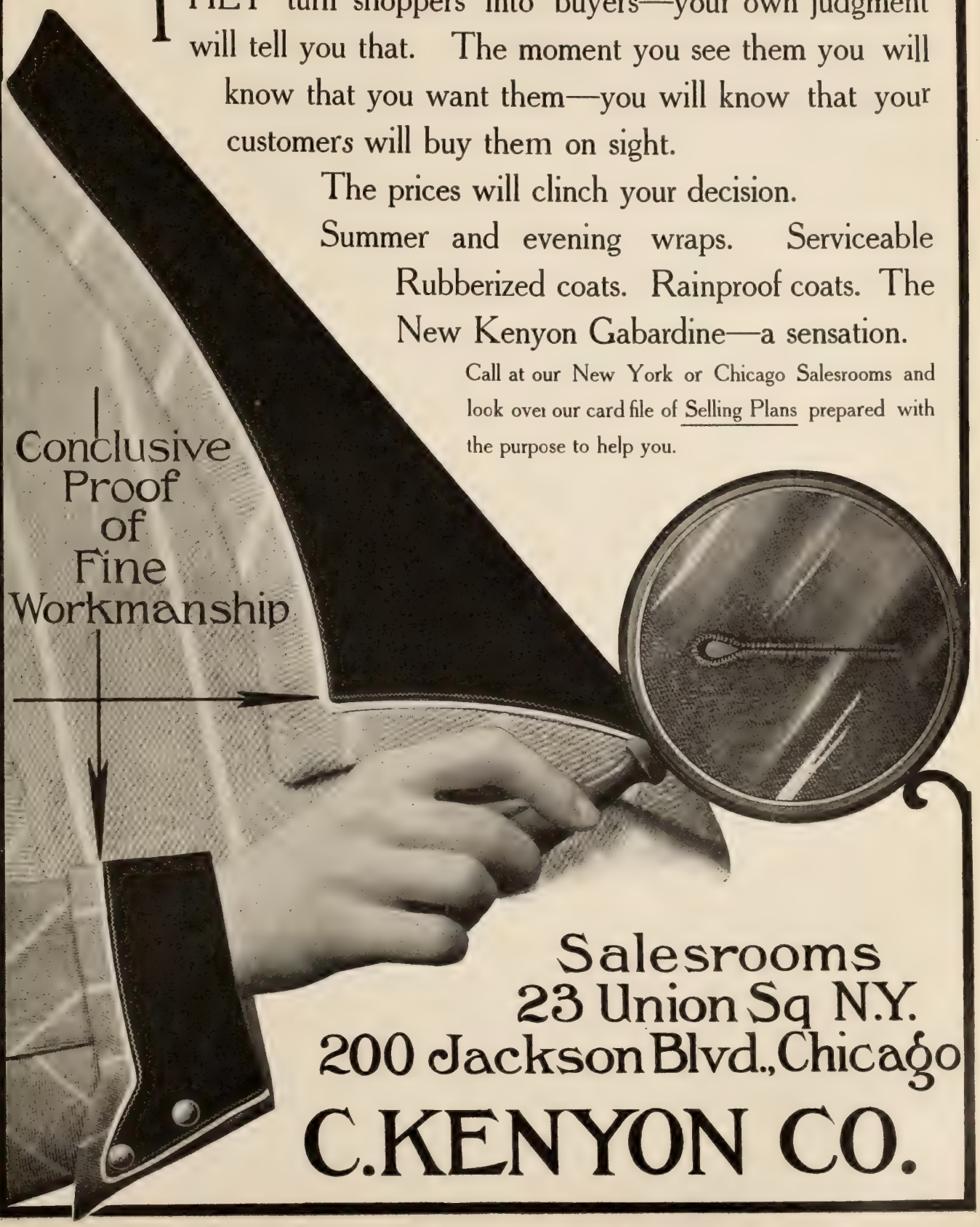
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How to Conduct a Ready-to-Wear Department

Buyer Should First of all Know the Trade of his Store Thoroughly — The Display-Rack System Seems Preferable for Stock-Keeping — Goods Should Not be Allowed to Grow Old in the Department—System of Stock-Taking.

Written for the Dry Goods Review by a Prominent Montreal Garment Buyer.

IN recent years the ready-to-wear garment trade has become such an important factor in the dry goods trade of the country that naturally stores of any size, handling dry goods, find it advantageous to carry a certain amount of ready-to-wear garments, and to give a great deal of attention to this branch of the dry goods business.

Buying the Stock.

In order to achieve success in the ready-to-wear department there are many things which must be taken into consideration. First of all, the buyer should have been at least a year in the store so that he may be thoroughly acquainted with the trade of that particular store, and the quality of stock which should be carried. Next, the clientele of the store must be considered in buying. A store catering to the high class, fashionable trade, must purchase stock with this in view, and the store with a trade taking only the popular and medium priced lines must beware of the extreme, high priced novelties.

Buying for the opening of a season must be done with a view to making a good showing. It will be necessary to put in high priced lines and novelties, which may have to be disposed of at a sacrifice, but this will be more than made up for by the favorable impression they create. The season's success practically depends upon the opening showing. A varied range of styles and prices gives the impression that the store is headquarters for ready-to-wear garments, and while the first opening days may not result in heavy sales, the store will get a great deal of free advertising from visitors to the department.

In regard to the amount of stock to be put in at the beginning of the season, a fair estimate is one-third of what the department is expected to sell during the season, permitting new goods to be bought, so that the stock may be thoroughly up-to-date. This also keeps the display of stock changing, and frequent visitors to the store do not get the idea that the department is doing nothing, and that goods are old, from the fact that they do not see any new, fresh lines displayed.

In the early part of the season styles should be made the attraction, prices may come later, when the season's buying is practically over.

Stock-keeping Methods.

In regard to stock keeping methods and the fixtures to be used, some stores prefer cupboards, but from practically every point of view, except that of delicate colors, the display rack system seems preferable. The majority of customers seem to prefer to wander at will through the ready-to-wear department, and by having garments where they may be easily seen without the assistance of a saleslady many sales will be made that would not if it were necessary for the customer to ask to be shown the goods.

Stock-taking.

Stock should be taken every month in order to keep a close watch on the lines carried. This is only a matter of a couple of hours' work after closing for the day, and is of great value to the buyer.

A good method of keeping informed regarding the stock is to mark the ticket on each garment with the figure "one" when stock is taken at the end of the first month after a garment is displayed in this department. This will show that the garment has not been in stock over a month. At the second stock-taking it should be marked with the figure "two," and at the third with the figure "three." This is as far as it should go. The store that is up to date will not let a garment be marked "four." After the third month it should be cleared out at any price, thus ensuring that there are no goods in the department that are four months old.

Advertising the Ready-to-Wear Department.

The ready-to-wear department should have at least three good advertisements each week at the beginning of the season, and at least a reference every day. This, of course, refers to the city stores which do daily newspaper advertising.

At this time the appeal to the buying public should be from the style standpoint, not price. Make sure that goods are strictly new in style, and talk this strongly. Later in the season, when stock has been pretty well reduced, and the busy part of the season is over, prices may be made an inducement, and this fact advertised, but never advertise a bargain unless it is a real bargain. A good policy to adopt is, "Always tell the truth, and keep your powder dry." Never misrepresent the goods advertised. Be moderate in advertisements, and do not be forever trying to create the impression that the department is having a clearing-out sale. Wait until there is really a good thing to advertise, then make a great deal of noise about it, but do not misrepresent in any way. Constant exaggeration and misrepresentation bring a firm into disfavor.

Alterations.

There is a variety of opinions existing regarding alterations. There is no doubt as to the necessity of an alteration department in connection with a ready-to-wear department of any size. No garment should be allowed to leave a store until it is perfect in fit. Badly fitted garments will cost the store many customers. Some stores adopt the method of charging for alterations, while others add a certain percentage to the price of the goods to include necessary alterations. This latter method seems preferable, as the necessity of paying the full price for an ill-fitting garment, and then adding the cost of alterations in order to make it wearable does not always strike a customer favorably. It is better to add a little to price, and let that be the price of a perfect fitting garment.

Sales People.

The ready-to-wear department requires the best of sales-people. They must be polite, obliging and tactful, and should know what they are talking about when making a sale. Sales ladies should be well paid in this

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Laurentian Whitewear and Blouses are favorably known for their style, fit, materials and workmanship. Our facilities are large enough to ensure reasonably prompt deliveries

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Business Manager of Chicago Association of Commerce

This "Salesman's Blue Book," written for Manufacturers, Merchants, Employers, and all Sellers of Goods, gives the author's Observations and Experiences of over 20 years as Travelling Salesman, European Buyer, Sales Manager and Employer. It shows "HOW TO INCREASE THE EFFICIENCY OF YOUR SELLING SERVICE" and "HOW TO INCREASE YOUR BUSINESS." Adopting these up-to-date suggestions means MONEY FOR YOU. Three of the 22 subjects are: The Order Taker, Right Kind of Salesman, Letters to the Trade.

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Our Spring Bookings for 1909

Are Exceeding Our 1908 "Fall" by 100 Per Cent.

That's all we have to say of our "Quiet Elegance" Ladies' and Misses' Suits for Spring

They attract and hold trade

REGAL BRAND

Look for the Tiger's Head

WATT & SHAPIRO MFG. CO., 507 ST. PAUL ST. MONTREAL

department, and should be paid, within reason, what they feel they can earn, and then expect that much from them. It is poor policy to try to save expense in this respect.

They should be able to point out the advantages and value of the goods they are trying to sell, and to fit a garment properly. Though not required to do the actual fitting in the case of alterations, they must be able to judge whether a garment can be made to fit properly. The experienced fitter from the alteration department must be called in when alterations are to be made.

Special Sales.

Special sales should be avoided as far as possible. If, after goods are received, it is discovered that a line is not proving popular, and that it will not sell readily, it is better to clear this out, even at a sacrifice, in order to make room for other goods which will yield a profit to make up for the loss on the other line.

When business falls off towards the end of the season sales may be made of goods remaining in stock. When these are cleared out, others may be bought, generally at a very low figure, which will allow a good profit, and yet sell at a low price. This keeps things moving in the department when otherwise business would be very dull.

There is no reason why, with attention and pushing, a ready-to-wear department should not be one of the big features of a store, and a profitable investment for a merchant.

Whitewear.

The demand is for the snug-fitting garments, made necessary by the slender lines fashion insists upon. In high-grade white wear the slightest tendency to bulging is eliminated. This brings combinations into great demand.

The very high-class trade is going in for knickers and for sheath-like garments. In popular lines the same tendency expresses itself by favoring drawers cut upon the circular plan and with darts at the waist in the place of gathers. A very few seasons back these garments could only be had in high-priced lines; now they are universally shown at popular prices.

A new combination idea is the corset cover and drawers, with the yoke. This yoke fits plainly and smoothly over the hips, and is joined to the cover by a beading. Attached to the yoke is a frill of deep embroidery flouncing so shaped as to form the drawers. The cover, too, is generally made from the same flouncing.

Embroidery flouncings are put to many uses. The new butterfly sleeves in gowns are developed from them. This is the only particular novelty at present in the gowns. The new models are, however very elaborate and much embroidery and lace is used.

Some particularly good values in underskirts were seen at the sales. Skirts for the most part are simpler and not cut quite so wide as formerly. Deep flounces, headed with a beading, are a leading line. The beauty of the skirt depending upon the pattern of the embroidery and the quality of the materials.

A very pretty skirt sold at a popular price was trimmed with fine cotton torchon insertion. There was three rows of insertion trimming, a scant flounce, and into this flounce was set a fuller one, also carrying three rows of the lace. This petticoat was one of the most attractive values offered at the sales.

Fine, soft finished cottons, nainsooks and lawns are the materials used in the making of present-day white wear. Jap silk, and dimity and checked muslin are used to some extent. Embroideries are good, and almost all patterns show eyelet work. Laces used are more varied than usual. Besides the ever-popular valenciennes, torchons, clunys and cotton Maltese are all used and even baby Irish is used on a few models.

Spring Styles in Toronto.

Toronto retail houses have already made some early displays in ready-to-wear lines. A. E. Rea & Co. have, during the past week, had some interesting models on display in their new speciality store. The suits shown were mostly of the two-piece variety with the new high skirt, and there were also some of the new princess dresses on view.

One of the handsomest of the models was developed in a striped cord fabric, one cord in smoke grey, the other in white. The skirt was one of the new five-gored, high-waisted patterns, and had a short train. The coat was cut away, and fastened with three buttons.

A short princess dress was developed in faded rose, self-striped satin cloth. This dress was noticeable from the fact that the waist line was lowered to its usual place, and that it was a true princess shape. Small buttons and embroidered trimmings in rose shades were used as trimmings, and there was a yoke of net. The prettiest touch was the sash. This was in a darker shade than the gown and was put in with the front panel, fan-shape, across the front and tied in a knot at the left side, the ends falling down the side of the gown, and having a fringe and pendants, at the ends. Another princess dress was of smooth finished cashmire in soft forest green.

A decided Spring note was struck by a pretty suit of white foule serge with narrow stripes of mole grey. The skirt was perfectly plain and made in the high belt fashion. The coat fastened at the bust with one large button, and was cut away, but in a new fashion, curving at the top, and coming to a point at the bottom of the coat. There was a narrow inlaid shawl collar of mole satin and strappings of mole satin as a further trimming. This suit was also shown with the stripe of the new rose and trimmings to match.

A dress of a kind of linen crash in the natural greyish shade, had a panel in front embroidered in pale blue, and with motives of tinted lace set in. The yoke and sleeves were of net strapped across, with bands of the linen. Large, round ornaments of cotton cord were placed on the bust, and at the back of the dress, and these were connected with hanging cords and pendants.

Eaton's have been showing a number of lingerie dresses, chiefly in white, but also in ceil, rose and helio. All of these have a panel trimming of lace, or tucked material in front, and the majority have the high Spanish flounce. The sleeves are long and of the Directoire shape.

This firm is also showing jumper suits and pinafore dresses to be worn with a waist. As yet no linen coats or tailored suits have been shown, but buyers expect them to be a big feature when the season opens.

Jacob Mayer, of the wholesale dry goods firm of Fleischner, Mayer & Co., of Portland, Ore., is dead. He was the oldest and best known Mason on the Pacific coast and had a world-wide reputation in the Masonic order. He was the Pacific coast representative of the Grand Lodge of England, being appointed to that honorable position by King Edward when the King was the Prince of Wales.

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Our line in general hits the mark of perfection.

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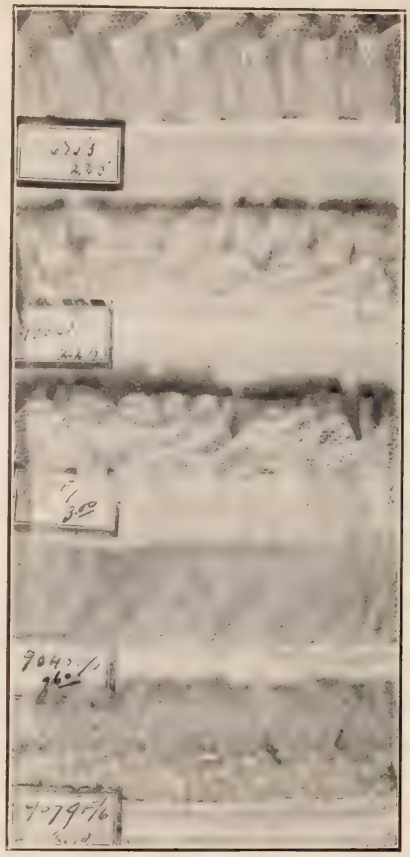
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Double Roll Frilling with chiffon on top of Net ground.

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Double Roll Frilling, two rows Crepe Leisse.

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Double Chiffon Frilling with soft wavy ground, fan effect in front, corded with three rows of silk threads.

The above lines may be had in any color combinations desired.

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A complete new line now in the hands of our travellers

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Manufacturers
79-83 Wellington Street East, Toronto

EASTER, 1909

TRY THIS SEASON

Pewny's Kid Gloves

THIS IS THE TRADE MARK

Every Pair Is Guaranteed



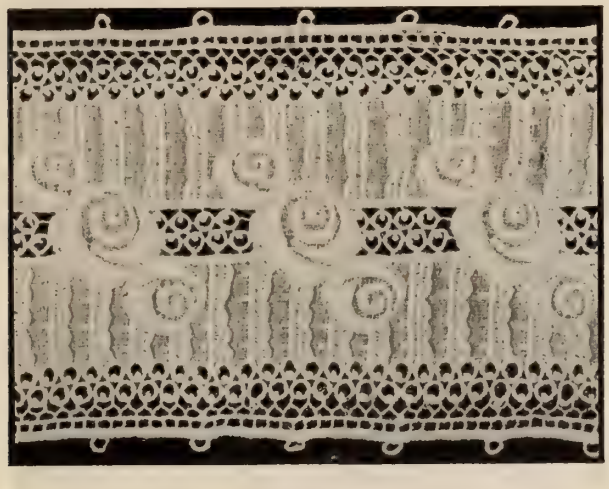
Perfect Style and Perfect Fit.

Greenshields Limited
MONTREAL

Latest Ideas in Dress Accessories

THE trade has allowed the manufacturers a very short breathing spell this year, and in most houses the holiday and stock-taking periods have been short. Evidently, neckwear stocks have been well cleaned up, for the early days of January saw many buyers in town. Travelers on the road are sending in good orders, and numerous letter orders are to hand. Good business, in particular, is coming from the West.

The feature, at present, is the early call for wash neckwear, from the popular trade. Usually at this time of the year, there is a nice business in dainty neckwear



Novelty Embroidery Band—Shown by Elite Stocks, N.Y.

of this class in the classy trade. This comes largely from those who go south in the Spring. The very general acceptance of the tailored waist, and the increasing good taste that recognized the appropriateness of wash styles with this class of waist accounts for this early call for wash lines.

Retailers can help their trade in this respect, by showing a tailored waist or two, in the department, on figures wearing the newest and latest, in wash neckwear. Displays of this kind not only attract attention, but have an educative influence. The progressive man in dry goods, and the one whe makes his mark in the trade, is not the one that just stocks the goods asked for over the counter. If the merchant makes a practise of showing goods that are right, he gains the confidence of his community for his goods, and they will learn to rely upon his judgement and buy what he shows.

Hunting stocks are good, and with both long and moderate ends. White leads, though there is as well a good demand for stripes and colors. A new feature is the combing of soutache braiding on linen or cord fabrics with light valenciennes lace and nets. A stock illustrated is of this character, and shows the straight effect at the bottom of the collar, that is the new shape. Tucked nets and net and lace collars are well thought of for spring selling.

Ruchings continue to be a great feature in the neckwear line. In the better trade the new high straight ruchings are beginning to sell best, but the popular trade still sticks to the wide fluffy effects. The new ruchings are made up in a varied range of transparent fabrics—chiffons, nets, tulles and malines, crepelisse, etc., all being freely used. Laces are also pressed into service, and laces with a tinted edge are seen.

Though, of course, white sells best, colors stand high, rose, ceil and tuscan being the best sellers. Black also sells well. Small nailhead spangles on lisse, in gold, silver and copper is a novelty. Tourist ruchings are beginning to sell particularly in the wider widths.

Handsome lines of neck ruches for the Easter trade are in course of preparation. Ruches by the yard are already on the road, and there promises to be a great run on them when the weather moderates sufficiently to allow furs to be laid aside.

Most houses include a nice line of jabots in the sample line. Though they have been well taken up by the high class trade for the past two or three seasons, there has been little doing in them as yet for popular selling. There is more promise for the stiff collar this spring, and if this materializes there will be an increased selling of jabots and little fancy bows.

Among the newest ideas in neckwear are the little bows and jabots of Irish crochet. These are extremely dainty and retail at 25 and 50 cents. Gibson collars in Irish crochet are among the new spring lines. Some of these are finished with the bow at the front, others have the lace jabot, and some are plain.

An attractive line is made of tucked net combined with Irish crochet.

Some of the new lines of Oriental lace collars show a wide frill at the bottom and a narrower frill of net at the top. All are of the Gibson variety, the most of the newer ones having the points rounded off instead of sharp.

✣

Veilings.

A big net season is indicated in the coming Spring. Not only are white, cream and ecru and black nets selling, but practically all the leading colors will have to be stocked. Tinsel nets are a new development and will be used for yokes and trimmings, as well as for millinery purposes.

The Russian nets still keep their high place in veiling lines. This net, in its many varieties, has been one

Neckwear.—Gibson collars in Irish crochet, finished either with bow or jabot, are among the new Spring lines.

Ribbons.—Many Parisian hats show ribbon ties in double satin or velvet. There is a decided fancy for ribbons for sashes and belts. Quite a wide range of novelty colors is shown.

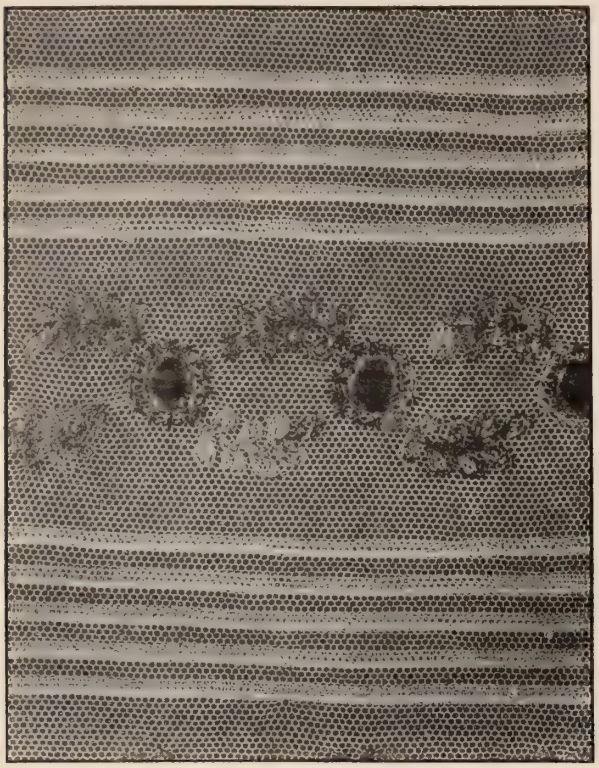
Veilings.—Russian nets seem to have taken a strong hold upon favor, blacks being most in request, although a good deal of taupe is called for.

Gloves.—There is certain to be a shortage of goods as retailers did not order for Spring in large volume. While long gloves are selling in good quantities, the heavier demand is for wrist lengths.

Laces and Trimmings.—Irish effects are coming into extensive use for gowns, lace coats, waists and sleeves. Cluny is being used more and more for trimmings. Lace medallions are returning to favor.

of the best-liked meshes ever introduced. It is not only very becoming, but it is one of the best wearing veiling nets ever introduced. The sen-sen effects have also done well in advance selling.

Novelties may be expected for the opening of the season, one of which will be the Mecklin net with a large woven spot. This is a light and pretty veiling, and is



Tucked Allover with Colored Embroidered Band
—Shown by Rossbach & Nauman, Plauen.

expected to take a high place in selling lines when the season opens.

Tuxedos and hair-lines are shown in great variety, and in many new effects. The tufted spots are new, but chenille, as usual, is the best liked spot effect. Black is very strong in all veiling lines, and in colors taupe and prunelle have been good sellers. White is expected to come to the front when the season is fully opened, and Magpie effects are very strong. Blues, browns and also the new fancy shades will be asked for.

The success of this department depends largely upon its location. It should be placed in a prominent position, and the goods should be freely shown. For every woman that goes into a store, for the express purpose of buying a veil, there are ten who buy because they see something new and striking displayed on the counter. A counter glass is an absolute necessity, as few women will ever buy without first trying the effect of the net.

Now that the season is opening, and the new goods coming in, a pretty hat should be borrowed from the millinery section, and a millinery figure also, if the veiling department does not possess one. This should be dressed with the hat and veil arranged in the latest manner. A figure used in this way should sell many yards of veiling for the department.

The properly-draped veil shows the customer the appearance of the veil when worn, and gives a far better idea of the effect than the customer can get from merely holding the veil before her face at a mirror.

A saleslady can often make a regular customer of an occasional one by giving her a hint as to the popular arrangement of her veil, both for style and comfort, for every woman is not able to tie a veil properly. This is apt to be remembered when another veil is required.

Veilings are not the easiest merchandise to sell, therefore intelligent sales people are a necessity.

✣

Embroideries.

Many retailers take advantage of the white goods sales to close out stocks of embroideries, and some stores add to their own goods job lines, making an annual feature of embroidery sales. In this way they do a big business, which materially helps to keep up the store's income during January. As these goods, though good value, are not novelties, they do not interfere with the sale of the new patterns which are shown in the latter part of February or the beginning of March.

As the season opens, the position of embroideries grows stronger, as every fashion indication points to a great vogue for the coming season. Embroidered fabrics such as lawns, linens and batistes, finished up the Summer season of 1908 strongly in evidence. In all fashion centres during the late Summer gowns made of eyelet-patterned all-overs, trimmed with strappings of linen, and elaborate separate coats fashioned in the same manner, were much worn, and though the majority of these gowns were white, many were in colors.



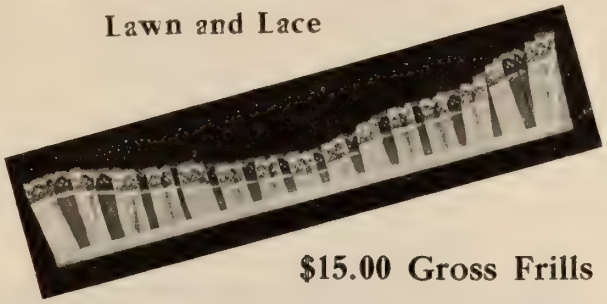
Model from Lentherie, Worn by Mademoiselle de Germont, Theatre de Capucines, Illustrating Ribbon Treatment
—Shown by W. H. Barry, Montreal.

For resort wear, handsome one-piece gowns are being developed in embroidery bandings, flouncings, and lace. The bandings are used panel-wise, from the shoulder to about the knee, and the deep flounce tucked at the top is added to make out the skirt. The long sleeves are developed in lace and embroidery.

R. D. Fairbairn Co., Limited

Manufacturers

No. A 352
Lawn and Lace



$15.00 Gross Frills

We are showing many new lines in Frillings for Spring, including the latest *American* and *Parisian ideas* in *Chiffons, Lisse, Malines, Lace* and *Net.*

Made in our own factory.
Prompt delivery.

SKIRTS

We make a specialty of Fancy Dress Skirts, showing the newest designs in *Chiffon Panama, Voile, Stripe Panama* and *Venetians*, etc., in

Pleated and
Gored Effects,

trimmed with *folds* of *silk* or *satin* and *buttons.*



F 672 $33.00 dozen

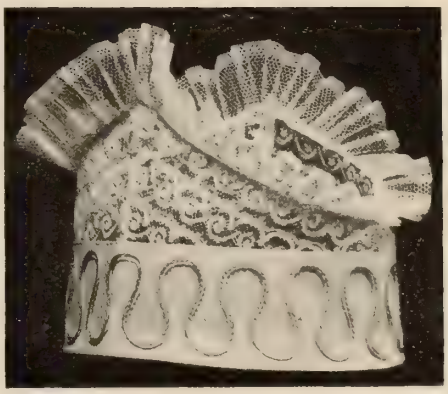
WAISTS

Fancy Lace,
Tailored Linen,
Vestings,
Lawn and Silk.

Waist shown in accompanying illustration is made of *Embroidered Net*, trimmed with *bands* of *silk* and *soutache braid* over silk slip.

Our travellers are on the ground with a full range of COLLARS and BELTS for the *Easter Trade.* Our line comprises many new ideas in *Tailored* and *Gibson Effects.*

Collar illustrated is made of *pique* and *lace*, trimmed with *soutache braid.*



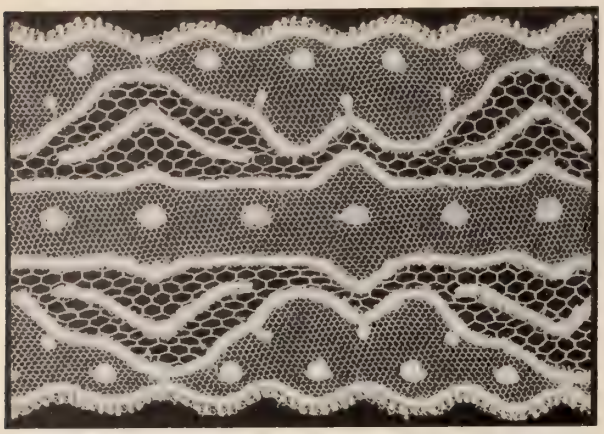
D 208 $3.00 per dozen

107 Simcoe Street, - Toronto

HUGH HENRY,
204 St. James St., Montreal

J. F. McGACHIE,
Vancouver

Embroideries with touches of color are making their appearance. The colors used are chiefly soft pastel shades. There is never any great run on these colored goods, but there is more promise than usual for them this Spring. For one reason, the colors are more permanent and stand the washing better than ever before.



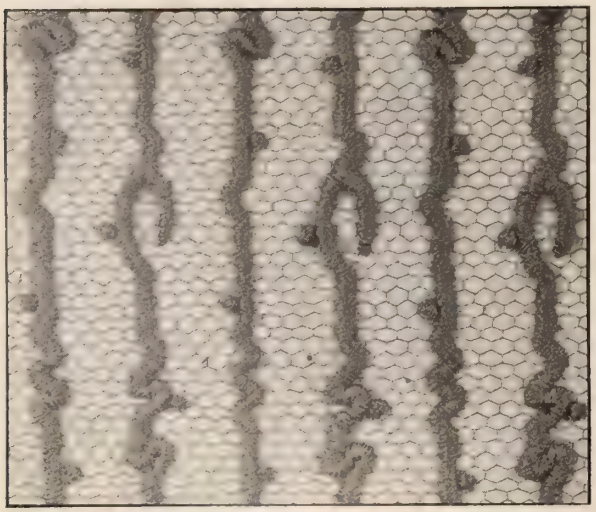
Novelty Lace Band; Fine and Heavy Mesh Ground, Dotted and Over-Sewn Pattern.

The new embroideries seen so far are mostly in combination of eyelet and fine French work. There are also some bold effective spot patterns and some good conventional effects in blind work.

The fact that the usual orders were not placed in the latter part of 1908, and that buyers who came into the market then delayed until December or January, is making St. Gall busy. New business is coming in from day to day, and on many lines later delivery is being asked for. Prices are also going up, and the discount rate is now 5 per cent. less than at the beginning of the year.

Parasols and Umbrellas.

Owing to the rainy days being few and far between during the Fall and Winter, the usual umbrella stock has been hard to get rid of and the January sales have seen some attractive prices. This has reduced the stock held considerably, and prospects are good for the Spring trade.



Large Mesh Ground Pattern in Braided or Over-Sewn Effect—Shown by William Weindler & Co., Plauen.

The new Directoire handles are the feature, and the trade is taking very kindly to these, where the style is not too pronounced. Large hats are expected for the Summer season, and when one of these hats is worn a longer handle on both umbrella or parasol is a necessity. The handles of the Spring umbrellas are largely in these long effects, and are developed in pearl and gold, gold and gunmetal, gunmetal, and in boxwood, and lemon wood.

Though parasol lines are on the road, and the usual assortment of Dresdens, fancies, and plains are shown, it is as yet early to say just upon what lines the season's trade will be done. Sample orders are being placed, and it is expected that the repeat season will be a good one, as buyers all expect an active movement.

Some extreme novelties show bright colored birds' heads on the handles. Little vanity boxes are also concealed in some of the new handles.



Allover Point d'Esprit Ground with Tucks and Embroidered Pattern—Shown by Rossbach & Nauman, Plauen.

Lace.

Sample lines for the Spring and Summer season are pretty well complete now, and a strong novelty season is expected. Following on the Fall success, tucked nets are in high favor, and new ideas and novelty designs on this order are shown in great variety. Indeed, it may be said that a great proportion of the new all-overs are of the tucked variety. Clusters of tucks with the space between ornamented with a pattern in wood silk, is the leading idea. The patterns come in heavy raised effects, chiefly on the spot order, and darned-in patterns. Colored patterns on a cream or ecru ground have been taken up by the leading buyers, and these goods, particularly in Oriental colorings, promise to be much used. Shaded embroideries done on net of the same color and with gold or silver freely introduced, are well shown. These goods are very handsome, and as the price is not excessive, buyers are inclined to expect that they will sell well.

Besides black and cream, ivory and ecru in all-overs and bandings, all-overs and bandings are shown in the leading colors. A new idea here is the over-sewn effect,



Net and Irish Pleated Jabot—Shown by Rhys D. Fairbairn & Co.

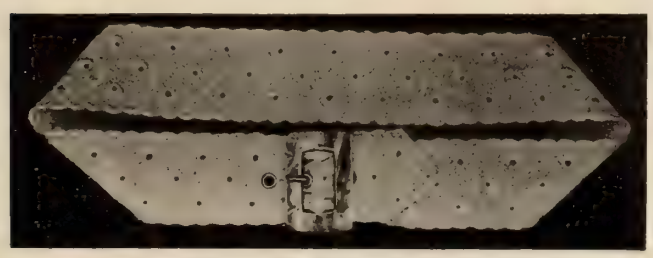
giving a soutache pattern effect to the net. Fine mesh nets and the coarse hexagon mesh are both used. Esprit net grounds are also new. Some handsome effects in bands and flouncings are shown, worked up in the fine and coarse nets outlined with the oversewn effect mentioned before.

Ribbons.

There is every indication that ribbons will be a strong feature for the Spring trade. They will be used in the wide widths for millinery trimmings to a great extent. Many Parisian hats show ribbon ties of double satin or velvet ribbons. There is a decided fancy for ribbons for sashes and belts. The latter are in most cases fastened with a bow at the back or side. Scares of ribbon are popular, and ribbons are used for ties, waistcoats, and to face the linings of coats.

High Directoire collars have a scarf of wide, soft ribbon passed under them and tied loosely in front.

A fashionable variety of stock is made of black or colored ribbon, topped with a wide ruching and tied in a



New Embroidered Wash Belt, Eyelet Effect, Button Hole Edge and Pearl Buckle—Shown by Rhys D. Fairbairn & Co.

bow with long-tasselled ends. Floral decorations for evening wear are made of ribbon.

Among the novelty colors shown for Spring are bois jolis, amethyste, vandique, apricot, Rouen blue and plastine. Among the staple colors moss, navy and brown will be strong.

Satin ribbons will lead in popularity and there is a strong feeling for failles. Taffetas are in good demand and velvets seem likely to do well.

Prices are on the upward tendency.

Gloves.

Without a doubt this month will witness a scramble for goods, and buyers who have delayed placing orders may have considerable difficulty in getting their wants supplied. There is certain to be a shortage of goods in this market, for even though importers have, to a certain extent anticipated a heavy demand, they have not felt justified in assuming all the risk, and retailers did not order for Spring in large volume. Importers argue that the retailer should take at least a share of the risk and place better orders than they have done.



Hunting Stock in White Mercerized—Shown by Rhys D. Fairbairn & Co.

Glove buying seems to be going on with less uncertainty as to lengths. The long kid glove is selling in good quantities, but the heavier demand is for the wrist lengths. In fabric gloves for Summer wear the sales of long gloves are surprisingly large. A certain Ottawa firm recently ordered 600 dozens of pairs of fabric gloves of which half were long. This seems to indicate that glove buyers place some faith in the three-quarter sleeve for Summer wear.

Sales of Ringwood gloves have decreased remarkably during this buying season, but this decrease has been offset by a corresponding increase in the sale of leather and lined gloves.

Imitation baby Irish in all-overs, edgings and bandings are called for. High class waist houses are making waists of this lace, and are using the bandings, etc., for trimming purposes.

There is a big demand for torchons and clunys, and in these laces, particularly in the close imitations of

the real lace, early deliveries are impossible. Valenciennes laces are selling freely, and as usual this will be a leading Summer lace. Ball and pendent effects are among the newest ideas in trimming laces. Oriental all-overs, insertions and edgings are fashionable.

Blouse fronts in Oriental lace are selling well. Importers are showing some very handsome designs in lace medallions, in imitation Irish crochet.

Metal effects are the novelty, and these are being taken up fairly well by the high class trade.

Old Fur Trader Retires.

George McKenzie, who entered the service of the Hudson's Bay Company in 1856 and is one of the commissioned officers of the old regime, of whom less than two score are now alive, has retired, and is now residing in Victoria, B.C. Mr. McKenzie was born at New Brunswick House, Lake Missanabie, in 1840, and entered the service of the Hudson's Bay Company in 1856, at the age of sixteen, at Grand River. In 1862 he was promoted to the rank of post manager and was stationed at Sageunay. In 1876 he was made a commissioned officer and held appointments at various places in eastern and northern Quebec, and in Ontario in the Lake Huron district. Retiring from the service in 1879, Mr. McKenzie took up his residence at Picton, Ont., where he lived until 1881, when he took the western land fever and went to Winnipeg, and purchased a large farm near Headingly, which he operated until 1893, when he re-entered the service of the H. B. Company with a post in Quebec. His last position was in the James Bay district, formerly known as the southern department, of which he was the officer in charge. This appointment he received in 1901, and held it until about a year ago.

Mr. McKenzie was one of the most successful traders in the company's service, and was highly thought of by the chief officials of the great corporation. He is one of the best posted men in Canada regarding northern Quebec, the Ungava district and the country between Lake Superior and Hudson's Bay. Mr. McKenzie's Winnipeg friends greatly regret his decision to make his future home in Victoria, having hoped that he would join the old-timers' colony in the neighborhood of the Prairie capital.

Sound Sense for Manufacturers and Wholesalers.

"Many and many the thousand-dollar note goes into general advertising of high quality, intelligent appeal, carefully chosen mediums and vigorous follow-up among customers; only to fall off lamentably when it comes to coaching the retail dealers who are the middlemen between advertising and actual sales.

"Retail merchants are pretty much like other human beings.

"They have sympathies, feelings, warm blood, ambitions.

"They want to make money, and therefore it is pleasant and pertinent for the manufacturer to dwell pointedly upon their profits. Show the retailer how much he can make on each sale, and suggest ways for bringing sales to a successful termination.

"The idea in enlisting the retailer is not to send him a warning to get off the track, but to impress upon him that the manufacturer's expenditure for general advertising is a sort of trust-fund enterprise in which he gets as much benefit. Partnership—that's the idea. Impress it upon him. Don't treat him as a silent partner, or a minority stock holder in the campaign, but show him everything that is being done—top, bottom, sides and insides of the box. Let him know that he has a vote. Invite his suggestions.

"Let the dealer come into the main tent.

"Don't regard him as the concert after the big show."—Printers' Ink.

Romance — Wedding — Monster Cake.

Charles P. McColm, of Muscatine, Iowa, the son of a multimillionaire button manufacturer, and Miss Aileen Davies, daughter of W. R. Davies of the Customs Department, Hamilton, were wedded recently. Thus ended a romance which had its beginning less than a year ago when the American bachelor met Miss Davies in a Japanese flower booth at a society function in Hamilton. It was called the "Feast of Blossoms," and was given by the Daughters of the Empire.

The wedding on Jan. 27th was one of the season's most brilliant social events. There were 600 guests. The cake weighed 400 pounds and was over five feet high with a five foot base. All of the fruit used was soaked for days in liquor. Some of the chief ingedients of the cake include 90 pounds of sugar, 900 eggs, 60 pounds of butter, 90 pounds of currants, 60 pounds of raisins, 62 pounds of citron, 37 pounds of chopped almonds, 120 pounds of flour, 1½ pounds of spice, 15 quarts of Cognac, and 15 quarts of Sherry wine.

J Prudhomme, Montreal, tailor, damaged by fire, insured.

It is a

Fownes

That is all you require to know about a glove

Fall 1909 samples now being shown by our travellers. : : : :

Fownes Bros. & Co.

Coristine Building

Montreal

Drygoodsmen Make Out Strong Plea for Local Option

No Grave Apprehension in Bowmanville Over the Enforcement of the By-Law — Figures That Look Good — Town Does Not Stand to Lose Great Deal to Neighboring Places — Funds Guaranteed for New Hotel.

BOWMANVILLE is now a local option town or rather will be after May 1st, when the measure endorsed by the people at the last municipal elections becomes law. The local option ticket practically made a clean sweep of it at the polls, and drygoodsmen were in the thick of the fight. One of them, J. J. Mason, was elected Mayor, and another, J. H. Cryderman, of Couch, Johnston & Cryderman, is a member of the Council. In this connection it is fitting to mention that W. B. Couch, of the same firm, is chairman of the High School affairs. Drygoodsmen, therefore, are taking a prominent part in Bowmanville's civic affairs.

"Are the merchants of Bowmanville in a position, as yet, to say what effect local option is going to have on the business of the town?" was the question which The Review asked of Mr. Couch.

"Let me answer that question by giving you a few figures," said he, "and then you may judge for yourself. From the three hotels here, the town receives something like $300 out of the licenses. Against that it is figured that the annual receipts of the houses from every source amount to about $45,000. One-third of that, it is claimed, represents the income from ordinary accommodation, while the remainder, or $30,000, goes to the beverage department. Does it not strike you that the amount might be placed with better advantage to the individual and to the community? So far as business is concerned, I cannot see where it will suffer. A considerable amount of money will be diverted in the direction of savings accounts, and undoubtedly many people will be in a better position as shoppers."

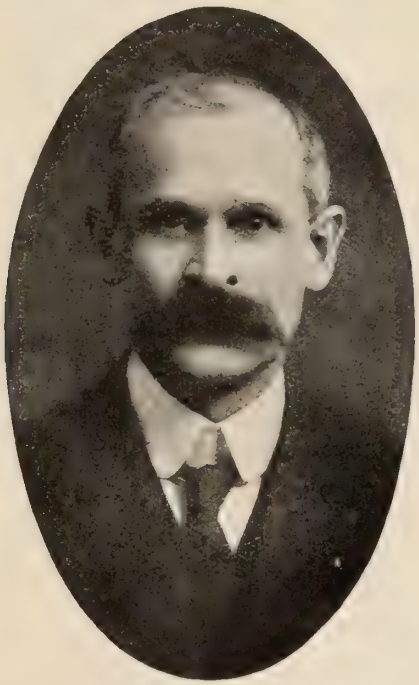
The drygoodsmen appear united in the opinion that Bowmanville does not stand to lose a great deal to neighboring towns as the result of local option. The farming community, from whom the merchants draw a large trade, is, on the whole, very well-to-do, and the fact that it is, generally speaking, backboned by thrift and directed by sound appreciation of the fruits of industry, would seem to require a better excuse for shopping and marketing elsewhere than the abolition of the bar. The agriculturalists are the people who in most cases are regarded as being more directly affected by the conditions enforced, and sometimes as the first to discriminate against the towns affected. In this case, however, there is no great apprehension.

Should the hotelkeepers boycott the town in the matter of accommodation, the merchants will be prepared. Already a sufficient sum has been guaranteed among themselves to equip a hotel, and to provide it with all of the facilities of an up-to-date hostelry minus the bar. In view of the enforcement of local option, hotel rates in Bowmanville are already beginning to show an inclination to advance, one of the items which stick out prominently in the complaints of travelers being a charge of $1 for sample room.

Bowmanville Drygoodsmen Honored by Election to Municipal Positions



W. B. COUCH
Chairman Bowmanville High School Board.



J. J. MASON
Mayor of Bowmanville.



J. H. CRYDERMAN
Member of Bowmanville Council.

Canadian Business Changes

Ontario.

R. Simpson, Berlin, dry goods; assigned.

A. Greenberg, Toronto, clothing; assigned.

Ed. Lock & Co., Toronto, tailors; assigned.

S. T. Morgan, Doncaster, dry goods; assigned.

Mrs. E. Hunter, Mountain, millinery; burnt out.

Mrs. J. C. Ludwig, London, millinery; assigned.

Sarah E. Wilkins, Hamilton, clothing; assigned.

Metropolitan Skirt & Suit Co., London; assigned.

C. H. Forster, Toronto, men's furnisher; assigned.

Mary S. Abbott, Coldwater, millinery; loss by fire.

Max Asler, Bracebridge, general store; loss by fire.

G. Goulet & Co., Hawkesbury, tailors; assets sold.

W. F. Fortune, Port Arthur, clothing; loss by fire.

John Carruthers, Bracebridge, general store; loss by fire.

A. T. Gilchrist, Niagara Falls South, tailor; assigned.

Miller, Cossman & Co., Brockville, clothing; assigned.

J. M. Assaly, Hawkesbury, fancy goods and notions; deceased.

Henderson Bros., Port Arthur, clothing; damaged by water.

Margaret J. MacCammond, Seaforth, fancy goods; assigned.

Theodore Masse, Chatham, clothing and men's furnisher; assigned.

Toronto Tenting & Awning Co.; amalgamated with Tobins, Limited.

W. H. Hardy, Port Arthur, clothing and men's furnishings; deceased.

McIntyre & Campbell, Cornwall, dry goods; John McIntyre deceased.

T. H. Morton, Little Britain, general store; succeeded by M. L. Tremear.

Fraser, McMillan & Co., London, W., hats and furs; succeeded by McMillan, Calder & Co.

Geddes Bros., Strathroy, dry goods; dissolved, Wm. Geddes continuing at Strathroy and James R. at Sarnia, Ont.

Brickenden, McCrimmon & Nelson, London, W., fancy goods; dissolved partnership, Brickenden and McCrimmon continuing business.

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Quebec.

Nesbitt Jobin, Montreal, hats; assigned.

Henri Dubois, Montreal, clothing; assigned.

Bruneau & Cie, Quebec, furriers; stock sold.

J. C. Lamy, Montreal, dry goods; assigned.

D. Lauzon, Breboeuf, general store; assigned.

British Canadian Fur Co., Montreal; dissolved.

A. P. Galipeau, Farnham, dry goods; assigned.

C. H. Greenspan, Montreal, clothing; assigned.

N. Rosen & Co., Montreal, costumes; assigned.

Louis A. Coderre, Sherbrooke, clothing; assigned.

Napoleon Boivin, Breboeuf, general store; assigned.

F. J. Coderre, Sherbrooke, hats, furs, etc.; assigned.

A. Tremblay, Montreal, men's furnishings; assigned.

A. Jacob & Fils, St. Tite, general store; assets sold.

Haskel Krezmer, Chambly Canton, clothing; assigned.

Chas. Gaouette, Kingsbury, general store; assets sold.

Bernstein, Goldman & Co., Montreal, furriers; registered.

Beaudein & Frere, Thetford Mines, tailors; registered.

Bilodeau & Goulet, Black Lake, general store; registered.

J. Bourdeau & Son, Montreal, hats and furs; dissolved.

D. Mercure, Montreal, dry goods; succeeded by Arthur Geoffrion.

Wheeler, Allardice & Co., Montreal, clothing manufacturers; assigned.

G. A. Boisey, Montreal, dry goods; assigned to Chartrand & Turgeon.

Hermann H. Wolff & Co., Montreal, wholesale dry goods; style now John Wolff & Co.

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The East.

Isaac Bell, Dartmouth, N.S., dry goods; deceased.

J. Sayre, Amherst, N.S., dry goods, clothing, etc.; out of business.

Miller, Cossman & Co., North Sydney, N.S., clothing and men's furnishings; assigned.

J. & M. Murphy, Halifax, W., dry goods and millinery; succeeded by J. & M. Murphy, Ltd.

Burchell & Gillis, Dominion No 6, N.S., general store, D. M. Burchell, assigned and dissolved.

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The West.

Rose Tufft, Saskatoon, Sask., millinery; assigned.

L. A. Tomote, Buchanan, Sask., general store; sold.

Miss Dow, Red Deer, Alberta, millinery; loss by fire.

J. N. Hammond, Fruitvale, B.C., general store; loss by fire.

J. E. Porter & Son, Andover, B.C., general store, loss by fire.

S. Fridsteinson, Icelandic River, Man.; closed up business.

J. N. Stinson, Brandon, general store, succeeded by A. A. Dodderidge.

A. A. Barber, Nakomis, Sask., general store, sold to Nakomis Mercantile Co.

Keyfitz, Wolfson Co., Hasket, men's furnishings, succeeded by E. Wolfson.

Brief Talks on Good Advertising

IF you were writing trade-letters to one person you would make those letters conform in length and style to your impression of that person's circumstances, calling, and general disposition.

You would write letters altogether different—for instance, to an interested woman and to a busy and indifferent man.

The very best you could do would be to group your readers in general classes, governed by like conditions, duties and general environment.

You would not address an assemblage of miners with the same arguments, figures of speech and general treatment which you would lay before an audience of lawyers—not if you were after the best possible results.

Why, then, should you tell your advertising story in the same way throughout a score of mediums?

Several of these mediums go to the same person. In that case you are merely repeating; paying for space in several publications to tell your reader the same thing several times in the same way.

Again, some of these periodicals are "specials." You can reach a certain class of readers only through them. Why then should you tell your story to them just as you have presented it to totally different readers? They buy this publication because it appeals very closely to them. It is built and maintained their way. Then why not write your advertisement that way?

Here's an open avenue—the best possible avenue—to the convictions and sensibilities of the particular readers of this publication. Why not take it? If you don't, you will either talk over or under the heads of this class of readers and purchasers.

You go after them by selecting the paper which they read, but instead of going to them—to their own hearthstone—you drift off at a tangent and shout in the air. The greatest value a good medium can give you as an advertiser is the force of personal representation. It gives you in every home it enters a part of its own welcome. Is it not reasonable, then, that you should talk the way your publication talks?

Specialization of copy is one of the pressing needs in modern advertising. It is demanded both by the development of the periodical press and by the exactions of present-day advertising.

Take first the development of the press.

Specialization is most noticeable perhaps among the daily newspapers. In the great cities and in many smaller ones the lines are quite sharply drawn. There are papers for the masses and for the classes.

All dailies cannot be so sharply divided, but most of them can.

Many are written editorially, and column by column—illustrated, too, perhaps—to coincide closely with the temperament and philosophy of their readers. And their strength lies in this specialization of field—not alone for their publishers, but for the advertiser as well. You cannot reach these people quite so surely or so effectively as through the papers they read thoroughly and believe in.

But by all means go after them the way the paper does. Make them read your advertisement for the same reason that they buy and read the paper every day, year in and out.

It is difficult for a paper to appeal successfully to both men and women. And here at once are two utterly different classes for the advertiser. He cannot approach each in the same way.

The advertisement which convinces a woman will generally make a man yawn or grow disgusted.

A woman looks for and expects a thorough-going dissertation upon the article exploited. She will not purchase until you get her confidence, and you can't get her confidence until you have told her all about the product.

She is bargain-wise and suspicious. She expects a complete anticipation of her many inquiries, and she won't decide until she gets them. You may have to reiterate, for she often asks the same questions twice; but you must tell it all and tell it plainly.

It has been shown by investigation that women answer advertisements for two main reasons; first, because the advertisement compelled their confidence, and, secondly, because it made it very plain and easy to buy the article advertised. Here are two important facts which the general advertiser cannot afford to overlook.



A Uniformity of Type Display Would Have Increased the Effectiveness of this Ad.

Of course this discussion, like almost any other viewpoint in advertising, reverts to the general truth that, it all depends upon the article advertised. But it will be found by casual investigation that almost every advertisable product demands specialization of copy to fit the medium.

This plan, again, calls for greater expense, in the way of plates and preparation of copy and illustrative matter. But this, I believe, will be found a most economical expense.

The printed word is a very costly thing—although, generally speaking, the more costly it is, the more economical it is found to be. In any event, however, publicity is expensive and every ounce of it must be utilized for all it is worth—must be squeezed to the last drop.

Advertising is made closely co-operative with actual selling work. It has been made and is regarded as a big and most practical selling factor. It is no longer looked

upon as a flag to be nailed upon the top of a factory and left fluttering while the real selling effort is going on under the roof.

Inside follow-up work is doing this, but its foundation is all created by publicity. You must make your publicity produce the best possible results, if your follow-up work is to make the best possible sales.

Your advertisements will pull according to the closeness with which they reach the reader. And it is evident that the extra cost of plates and preparation will count little in view of the added returns of specialized copy.

Many mediums to-day grade their advertising values by the "purchasing power" of their readers. They present their claims to the advertiser upon this basis.

This term—"purchasing power"—is so commonly used that its real significance is overlooked. As a matter of fact the advertiser isn't greatly interested in the power to purchase. The real act of purchasing isn't generally governed by the power to purchase. The very wealthy


A CLEAN SWEEP SALE

YOUR $ WILL BUY 2 AND 3 TIMES AS MUCH AS EVER BEFORE

THOUSANDS OF DOLLARS WORTH OF SEASONABLE MERCHANDISE TO BE CLEARED REGARDLESS OF PRICE

5 Cent Specials 5c

10 Cent Specials 10c

15 Cent Specials 15c

A 25 Cent Sale of Fleeced Underwear and Cashmere Hosiery

A Clean Sweep of All Winter Underwear

Corsets at 50c a Pair

50 cents

25 Cent Specials 25c

50 Cent Specials 50c

One Dollar Specials $1

All Prices Quoted Here Are For Cash Only

A CLEAN SWEEP SALE

All Prices Quoted Here Are For Cash Only

Furs at Just What They Cost

Dress Goods at Unheard of Prices

Wool Shawls at HALF

A CLEAN SWEEP SALE

HOW ABOUT COMFORTERS?

Children's Coats and Dresses at Prices to Clear

Glanville's Calgary Limited

With the Introduction of a Few Illustrations this Would Have Been Hard to Beat. Standing as it is, the Ad. is a Good One.

are the average advertisers' poorest patrons. So, too, are the so-called "classes." He must depend most greatly upon the great middle classes for the sale of his product.

"Purchasing power" cuts very little figure in the matter. Purchasing disposition, purchasing responsibility, purchasing necessity, purchasing ease are the real factors.

The ad-writer of Glanville's, Calgary, Alta., sends us a copy of full page ad. which appeared in the Daily News of that city, announcing a clean sweep sale. He says 'it proved a great success, as a money-bringer," which is the best test of an ad's excellence. We're not surprised at that, because it is a good sample of advertising, from a typographical standpoint slightly top-heavy possibly, but it is a serious attempt to tell the people of Calgary that Glanvilles are prepared to make some sacrifices to get their business during January. And it has a convincing tone about it. The line which states that "Thousands of dollars worth of seasonable merchandise is to be cleared regardless of price," seems pretty strong, and is not exactly a new phrase in ad. writing. It belongs, though, more to type of advertising which has now come to be looked upon as representing the best. No doubt the writer of that ad. could have hit upon a phrase which would have been a little more original and equally as convincing.

The lower half of the page could have been made more readable and the general effect improved had some illustrations been introduced and the solid panels broken up. This would, of course, have necessitated the omission of some of the items, and this would not have been at all undesirable. In his anxiety to let the good people know the bargains awaiting them he crowded too much into the page. We repeat, however, it is a mighty good ad. and since it brought the business in satisfactory volume, any severe criticism must be discounted in the face of that fact. Would it have brought more if the improvements suggested here had been made when the ad. was drafted ?

The ad. of Crowell's, Sydney, C.B., occupying five columns, half page deep in the Record, has a number of good points, and some not so good. We would not call it a particularly effective ad., the printer having failed to make the best use of the material supplied. It does not bear evidence of special care in its composition, one of the faults being a lack of uniformity in typographical display. The sub-heads in the panel at the left are hand set in black, while in that at the right ordinary machine caps are used. Then in the body of the ad. some portions are machine set and others by hand, and the different type faces does not tend to improve the effect. The descriptions of the whitewear specials on sale are good, and no doubt brought good results ; the woman who was interested could obtain from these descriptions a fairly accurate idea of the character of the goods. Successful retail advertisers are those who have most fully solved this problem of presenting a word picture of the goods, making them so real that the woman reading the ad. sees the articles—and wants to possess them.

The advertisement of W. E. Hooker & Son reproduced in this department, was not a newspaper ad. Scotland is a town of a few hundred inhabitants and circulars form the means by which this firm announced to their friends the bargains which await them at their store. The writer of this ad. assures the Review that it proved a great success—judged by results, which are the best test of an advertisement's value. We believe that an improvement could have been made in the composition of the ad. reproduced. "Hooker & Son's Inventory Sale," is not a particularly strong line with which to introduce the talk. Farther on Mr. Hooker says, "Come and see how much a little money will buy." Why not start off with that invitation ? It would have at once suggested to the reader some benefit which might come to her. An advertiser should always remember that it's the things which seem to promise some profit or advantage to the reader that he or she is most interested in. To Hooker & Son, the thing of greatest interest was the "Inventory Sale," but to the women not particularly interested in the welfare of that firm, something which will help her to make a dollar go the farthest will claim her attention first. Arguing from the same premises the last sentence before the name at the bottom is a mistake. It suggests that by buying at Hooker's the reader will be helping that firm to accomplish something they are aiming at, making it "a bumper month"—for Hooker & Son. Make your appeal for business from the other standpoint ; benefit to the buyer. If you can convince the people that you have bargains waiting for them you will have a satisfactory

volume of sales, but don't ask people to help you out. We are quite ready to believe that this ad. brought business, and good business, and while it might not have pulled any better if it had been written as we would suggest it, we think that it would have improved it. Very few things are ever done upon which an improvement could not have been made ; someone might be able even to improve this criticism, which, we may repeat, is made with an honest effort to suggest means by which dry goods advertising may be made more effective, and not merely for the sake of pulling things to pieces.

Interesting Extracts and Ideas.

There is no halt in this store's schedule—we are off again to-day on a new campaign and prepared to serve you as well as we did through the holiday.—John White Co., Woodstock.

"Cairns needs money—needs a lot of it, and needs it now. Cairns is going to turn half his stock into cash at once. Cairns offers anything and everything in stock for the next few days at wholesale cost."—J. F. Cairns, Saskatoon.

"The past month marks the close of a quarter of a century of successful merchandizing by this firm. Commencing Monday, Jan. 11th, we will celebrate this unusual event by the greatest feast of bargains ever offered to the people of Peterborough and vicinity."—Robert Fair & Co., Peterboro.

"Emerson said "that a man could preach a better sermon, write a better book, build a better mouse-trap, though he lived in a hut in the forest, the world would beat a track to his door." It is this continually doing better that has put "the shrine of fashion" in the front rank for all women's wearables and given supremacy to Bradley & Tuck in the dry goods realm."—Bradley & Tuck, Calgary.

Clearance simply means that everything has got to go—that decks must be cleared for our spring campaign. Clearance is opportunity and opportunity is knocking at your door and tremendous savings await your welcome. We never carry goods over a season. It's store policy—one of the unbreakable rules of our business. We dispose of our goods while they are new and seasonable. We stop at no sacrifice to effect absolute clearance of one season's goods before embarking on a new season's campaign. No eight months' rest in moth balls for our merchandise."—Richard Hall & Sons, Peterboro.

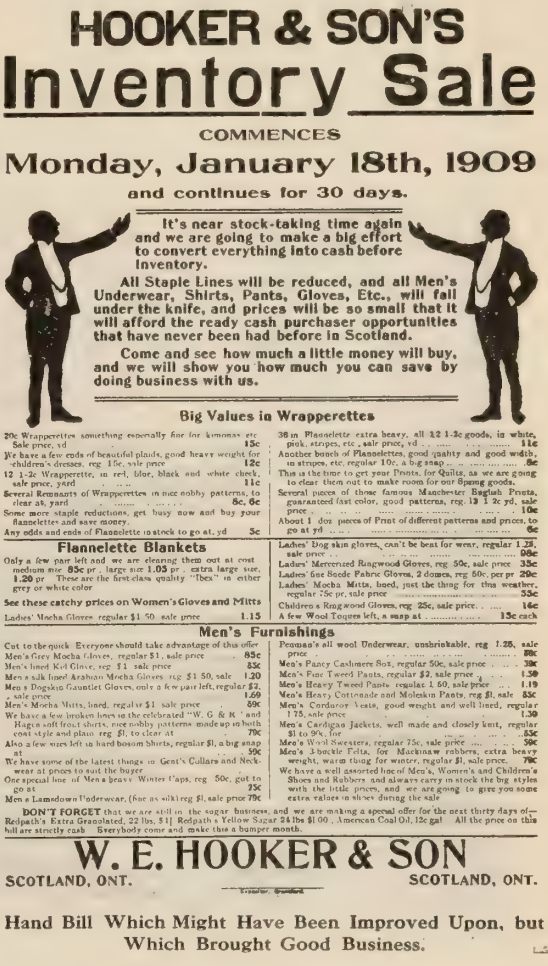
"Biff ! Bang ! Another crack at this $200,000 stock of seasonable merchandise which is being bombarded in every section by our Department Managers."—J. F. Cairns, Saskatoon.

"To come right out in the hustle bustle of the January sale with an exhibit of the very newest evening wear materials and laces may seem a pecular action. It is peculiar. It is a genuine Murphyism. We want to get out of the sale atmosphere, if only momentarily. We want especially to make you aware that there are here evening lace robes, dress nets and laces which are too new, too novel, too exclusive to have an association with sale prices."—The John Murphy Co., Montreal.

Dividing the Losses of an Estate.

A subscriber writes : "A and B form a partnership, A contributing 75 per cent. and B contributing 25 per cent. of the capital. A, in his will, provided that his interest shall be left in the business in the event of his death, to be under the sole control of B. A dies within a few months afterwards, and B elects to carry on the business. In the articles of agreement the profits were to be divided equally between A and B or the estate of A and B. Business was continued under this arrangement for 15 years, the balance sheets being signed yearly by the executors of A, and were always entirely satisfactory to them. The estate interest decided to wind up the business and forced it into liquidation, and afterwards forced it into court for settlement. They now claim that in winding up the business that the loss of about 14 per cent. on the capital of the two interests must be divided equally between the two interests. I claim that this loss should be divided pro rata with the capital of each. Interests of each at liquidation were slightly reduced from amounts as standing at the time of death of A."

Remarks : The answer depends upon how the loss of 14 per cent. on the capital is made up. If in this loss



Hand Bill Which Might Have Been Improved Upon, but Which Brought Good Business.

are included any expenses of winding up the business, then B pays one-half of such expenses. If, however, the accounts have been correctly kept, and the loss of 14 per cent. represents the difference between the amount of cash put into the business and the amount received in payment for the business, then the division of the assets should be pro rata 75 per cent. and 25 per cent., and B would therefore bear only 25 per cent. of the loss. If B were entitled to pay one-half of the depreciation he would be entitled to receive one-half of the assets. If A's executor wishes to establish B's right to a half interest in the capital of the business, they should pursue their present claim. This opinion is given on the facts as presented and on the supposition that B had not altered his position by any definite agreement at the time of commencing the liquidation.—Editor Canadian Grocer.

Flowery Chariot for Live Dry Goods Merchants

Celebrated New Year's Day in Carriage Adorned with Marguerites and Smilax — Canadians Rode Amid Carnations and Violets.

THERE is a vast difference between a tournament of roses and an ice palace or, for that matter, a tournament of snowballs. Such a difference must at once be attributed to the existence of direct climatic opposites. That is how it comes about that, while the average Canadian dry goods merchant drives to the polls on New Year's day well wrapped up in furs or their equivalent to protect him from the winter's frigidity, his American brother in Pasadena, Cal., may disport himself in a carriage decked with roses, marguerites, carnations, chrysanthemums, geraniums, or other delightful selections from the floral wealth of that summery country.

The people of Pasadena have been celebrating New Year's day amid a carnival of flowers for the past twenty years. The day would seem to be possessed of a certain amount of charm, for in twenty years the festival of flowers has been kept without interruption and without failure.

Every year the Pasadena pageant is made up of representative floats and carriages, in the adornment of which floral designs enter into the creation of richly beautiful effects. The school children, college students, merchants, manufacturing concerns, governmental departments, fraternal societies, and in fact every institution and organization to whom it is a possible and appropriate thing, takes part in the celebration.

Covered with Marguerites.

A prettily decorated two-horse Victoria was the entry of the Pasadena dry goods men. It was decorated in white with blue trimmings.

The body of the vehicle was covered with marguerites while the wheels were trimmed with green smilax with banks of marguerites at the hubs, topped by a bow of blue ribbon. Wreaths of marguerites and smilax were hung from scrolls at each corner of the Victoria and each wreath was decked with a bow of light blue ribbon. On a blue banner were the words "Pasadena Dry Goods Merchants, 1909," done in letters of gold with black border. Two black horses with harness wrapped in white and decorated with blue ribbon drew the Victoria.

"Canada" in White Carnations.

The base of a beautiful float by Canadian residents was a background of red geraniums against which stood out the single word "Canada" in white carnations. A maple leaf design was twined around the top of the base and was bordered by wheat heads. Above the base and leading to the centre, inlaid with carnations and violets, was a representation of the American and Canadian flags. Extending from the centre was a throne on which was seated Miss Pearl McAdam, wrapped in the colors of the two countries. The corner posts were decorated with sheaves of wheat and on the front stood an immense moose head from Nova Scotia. Roses and carnations were used extensively in the decorations. Outriders representing the Canadian Northwest Mounted Police, O. A. Nickerson and Max Smith, were headed by Arthur K. Wyatt as an officer of the Rocky Mountain Rangers, The float was drawn by four grey horses wearing red blankets with the letter "C" in white carnations and a wreath of roses around their collars.



The Dry Goods Men Rode in a Victoria Adorned with Marguerites and Smilax.

Men's Furnisher and Clothier

The Way to Sell Clothing is Campbell's Special Order Clothing

The theory that singles out "special order" clothing as one of the most scientific means of selling clothing ever devised, is so well founded, we believe, that nobody can turn it down, and anybody who takes the time can prove it for himself.

Years ago we were able to offer you on behalf of Campbell Special Order Clothing very little but theory.

NOW we give you facts. **Campbell's Special Order Clothing has proved a success with every merchant who has given us reasonable co-operation.**

And then, even though you had no time for theory, you cannot overlook the above facts.

And if the combination—sound theory proved by solid facts—receives a reasonable amount of your attention, we feel confident of your interest and co-operation.

Your inquiry will soon lead to your starting in the most scientific, economical and profitable method of selling clothing yet devised.

The Campbell M'f'g Co., Limited

23 Cote Street, Montreal

"EXCELDA" Handkerchiefs

Made from a new fabric of a superior quality.

Don't be misled when buying from the wholesale trade. Please insist upon having the genuine "Excelda."

The wholesale trade are offering the

"Excelda"

Handkerchief at a price to meet the requirements of the retailer to sell at popular prices.

A good article commands respect from your customers and increases your business.

A bed-rock reputation for a good article will stand forever and do justice to every one of your customers.

A small ticket stamped "Excelda" upon every handkerchief

Gold Medal awarded for "Excelda" Handkerchiefs Franco-British Exhibition.

Styles and Designs to suit every taste

The manufacturers of "Excelda" are determined to maintain the same high standard of quality every attention being given to all details in production.

Travelers on the road have got samples of "Excelda" Handkerchiefs.

Mind you get the genuine "Excelda"

Men's Clothing and Furnishings

CLOTHING manufacturers are, as yet, not saying a great deal about styles for next Fall. Designers, they state, are now preparing their sample lines and it would be unwise at this stage for any one maker to give descriptions of the goods he intends to market. There are, however, a few things to be said without disclosing innermost secrets or breaking confidences.

While all of the manufacturing houses declare that the novelty suit has taken well for Spring, there are those who state that their production in the cheaper grades for Fall is an effective hint that something more exclusive must be secured for the better class of trade. So far as overcoats are concerned there seems to be no two opinions that the ulster will be as popular as ever and probably weightier than ever, in fancy heavy tweeds and Irish friezes.

"It took the general public some time to enthuse over this coat," said a manufacturer, "but now that it has taken a place they seem to be reluctant to let it go. As a garment combining warmth and neat appearance there is nothing that can quite equal it. We made the ulster for three seasons before the trade took to it with any kind of spirit. Last season it was the big noise and it certainly looks good for next Fall. The neck will be close fitting and collars both deep and narrow."

Browns, Greens, Olives.

It is the opinion of the manufacturers and of woolen men alike that browns, greens and olives would hold the predominating place in next Fall's productions.

"Although, when we say green, we do not mean solid green, that color is going to be prominent in some form or other in almost every design or pattern. No matter how you look at a piece of cloth you will be able to see green in it somewhere, although at a glance it may not appear to figure very strongly in the fabric. It goes without saying, therefore, that stripes will still be an outstanding feature. There seems to be a slight inclination in favor of the rougher finished goods."

While there were quite a number of Canadian tailors in Toronto attending the Cutters' Convention, woolen men state that they noticed no great tendency on their part to take advantage of their visit to do any ordering. The occasion was turned to good advantage, however, for while the tailors were not buying, they showed a healthy inclination to inspect goods. Results are, therefore, expected. American representatives who visited wholesale woolen houses were very favorably impressed with Canadian goods shown them. One man stated that there were those among his best customers who would wear nothing but the genuine Canadian homespuns.

The Coat Styles.

Discussing coat styles for next season a maker described one design as having pleats down the outside seams of the sleeves. The pleats are pressed down flat. They seem to suggest the directoire sleeve which is now the vogue in ladies' wear, and that recalls a statement made to The Review by one of the Chicago representatives to the Custom Cutters' Association held in Toronto during the latter part of December.

"We do not care to say a great deal about styles in advance," said he, "but it would not be out of the way to state that for Spring the shaped back is going to give way to a more draped effect—something after the sheath style that we hear so much about. That is, the custom cutter will design his garment so that it will hug the shoulders nicely, and fall neatly to the hips."

Should that prove to be a feature of the custom made garment next Spring, it is likely to differ somewhat from the ready-made styles, in which the shaped back is one of the strikingly dressy features.

Another custom cutter told The Review that the next few months would see a sharp break in made-to-order lines from novelty features. This seems interesting in the light of a statement made by a manufacturer of a high class line that, judging from present demand, the novelty styles were in for a good run for some time to come, particularly for young men, and that masculine taste in the matter of dress was becoming almost as freakish as that credited to the ladies.



The Spring Outlook.

Ready-to-wear men generally appear satisfied with the outcome of Spring placing. Those who are behind to any extent are confident that with the opening of the season their average will be easily maintained.

It is undoubtedly the case that any line of goods when properly handled and given the effort to which it is entitled will never become dusty on the shelves. That fact holds good with reference to ready-to-wear clothing. Too often is it the case that the merchant slaughters business as the result of negligence in display or in otherwise promoting the selling qualities of his garments.

A very good example of retail specializing in ready-to-wear lines is the store of the Mason Co., in Bowmanville. Formerly it had a dry goods section, but now it is devoted entirely to clothing and men's furnishings. The garments are suspended from recessed racks on each side of the store and from stout rods supported by hardwood posts in the centre of the floor. The customer, if he be keen in the matter of suggesting his preferences, may use his own eyes in assisting the salesman. Wideawake salesmanship appears to be characteristic of the staff. It was observed that one clerk tried on no less than six coats of the latest style, merely to please the curiosity of a youth who had "just dropped in" with no intention of buying. It is a fact that he did not make a selection, but he became mightily interested in the garments that were shown him, and was delighted with his appearance when on trying on one which suited his fancy he squared himself up to a convenient glass. Though there was no actual sale at the time, the coats being chiefly from Spring sample lines, it is safe to predict that the young man will be around with an enquiring mind when the time comes for him to look summery.

It is this same activity in salesmanship which reduces to a minimum the amount of stock which the merchant may find necessary to sacrifice at the end of a season.

Hat and Cap Styles for Next Fall

IN hats and caps, as in almost every other division of the clothing trade, manufacturers are speaking of the hand-to-mouth inclination on the part of buyers, and a very conservative feeling generally. The statement is made by some, however, that business is working toward desired results.

"What of the risk in having to carry large stocks?" was the question asked of one manufacturer in Toronto.

"The risk is necessary; but when your stock is right it does not work out that way. That has been our experience. It is a fact that our placing business was away behind what it was last year, but during December and January it developed so well that now we are in advance of last year's record by a nice margin.

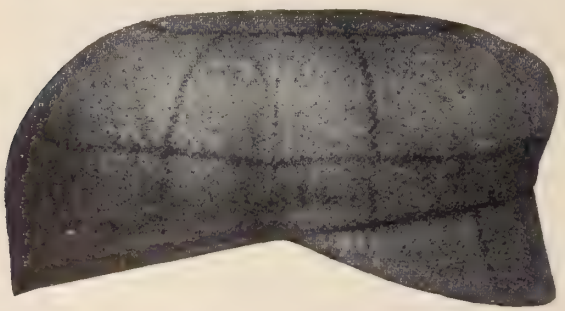
The same man had a message for the retailer who, by neglecting his stock scarcely ever realizes well on caps or hats.

Giving Caps Their Due.

"All I have to say is this," he remarked, "if the retail merchant, who may be dubious about his caps, would only give them better display and a more prominent place in his advertising, he would be better pleased. To my way of thinking, when caps are properly featured, they pay almost as well as if not better, than any other division of the men's furnishing or dry goods store."

The plaint of the manufacturer is not without some point. It is very often found, particularly in the dry goods stores of the smaller places, that the caps are not given the selling chance they are entitled to. They sometimes seem to be regarded by some dry goods merchants as the stock which they can fit in to best advantage in the most remote part of the store. They are very seldom used for exclusive window display. The men's furnisher treats them more considerately, but all through there appears to be room for improvement.

A very good plan was adopted by a West Toronto men's furnisher recently. He has specialized on caps. He did not keep them in boxes underneath the counter, but in a fine glass case where they could be seen. At the end of the season, he saw the advisability of clean-



Bull-Dog Golfer, one of the Good Selling Cap Lines for Spring.

ing up his left-overs. To advertise the sale he dressed a window with caps, and in the centre of it fixed a gun. He described it as the weapon which would shoot cap prices to pieces. The window attracted attention, the values were good and the sale was an unprecedented cap success. It was simple, but it demonstrated just what can be done with caps..

Discussing this question of cap publicity, one of the largest manufacturers in the Maritime Provinces writes:

Window Display Effective.

"We find the merchants in the Maritime Provinces pay very good attention to their hat and cap trade, quite a number of them making a very good window display, and although they do not advertise caps very much in their newspaper advertisements, still they are occasionally referred to.

We think however, the best advertisement for caps



New Buckley Spring 1909 Shape, Showing New Flat Ribbon Guard

is counter or table display. On interviewing several of the different merchants we have found them very enthusiastic on this line, and say that a table of caps with the covers of the boxes off, has increased their trade a great deal.

"Caps are not an expensive article as a matter of wear, and if a customer entering a shop sees a particularly nice pattern he is very apt to buy the cap, whereas if it were not displayed he would walk out of the store without the slightest idea of buying.

"Another thing that strikes us as particularly good in the matter of increasing the sales, is the placing of different styles and patterns in the window. We have noticed in window displays where caps are shown, the same cap is allowed to remain in the display, whereas, if a different style or pattern of goods were shown, it would be more apt to attract attention of the cap as well as other articles in the window.

"As to the hat display, we find that the brightest and most up-to-date stores are placing hat cases in which they can display their hats to a better advantage, and which was a great advantage to their sales."

Good Selling Lines.

The bull-dog golfer is a likely-looking shape for Summer. It is clean-cut, straight in front, fits the head snugly, and it is light. It is regarded as one of the best sellers. It will make its appearance for Fall wear in darker colors, along with medium golf, the narrow, egg-shaped crown and other lines of which much is now predicted. One manufacturer states that so far his best placing has been done in the three styles mentioned. The opinion is expressed that hairy cloth goods are going to be in the selling class this coming Fall, an opinion which English styles are now confirming.

Greys and browns in checks and plain effects are decidedly popular colors in the Summer lines, while for



THIS LABEL

MADE FOR THE
B.V.D.
BEST RETAIL TRADE

on

COAT CUT UNDERSHIRTS,
KNEE LENGTH DRAWERS,
UNION SUITS,
SLEEPING SUITS,

insures the wearer positive satisfaction.





GOODS of the **positive satisfaction** kind are sold for you the moment a possible customer appears in *your shop*, providing the merit of the goods has been widely proclaimed through extensive publicity. **More customers than ever before will come to** *your shop* this Spring and Summer asking for B.V. D. Products as the result of the *largest advertising campaign* in B.V. D. history.

Are you prepared to meet the B.V. D. Demand?

The B.V. D. Company, New York

CANADIAN WHOLESALE DISTRIBUTORS

TORONTO
Caulfield, Burns & Gibson, Ltd.
The W. R. Brock Company, Ltd.

MONTREAL
Matthews, Towers & Co.
McIntyre, Son & Co.

WINNIPEG, MANITOBA
Stobart, Sons & Co., Ltd.



Gloves and Mitts

This is the Sign of Satisfaction

CANADA

TRADE MARK.

Will you arrange to see this line before placing your order for 1909

It's Worth Your While

W. P. King & Son

511 Coristine Bldg., Montreal 74 York St., Toronto

Fall and Winter the darker tweeds and blacks and blues are entering largely into the manufacture.

Makers are promising something new in the golfer styles with flaps turned under. One manufacturer has already secured his patent on a type which he describes as "a rattling good seller."

In some quarters corduroys are said to be doing poorly. One buyer states that this was the only cap that did not sell out this season, and he is now ordering heavily for next Fall in all lines save that.

For children's wear one of the newest lines is a double-band skull-cap. The band is made either of fur or imitation. This style is being very well received. Tams, either of cloth or leather, are also reported to be selling freely.

Stripes Still the Thing.

Shirt makers state that next Fall's lines will contain an array of stripes equally as varied and dressy as was the case in Spring lines—the stripes if anything being narrower. The advance business for Spring and Summer is said to have developed very satisfactory proportions.

The Box-Backed Coat.

On the subject of suit styles for next Fall, a large manufacturer expressed the opinion that the built-up shoulder, appearing in certain American lines, would hardly make its appearance in pronounced form in Canada. The tendency, however, he stated, was to get away from the shaped designs and to reinstate the box back to favor. The novelty styles had met with a good demand for Spring, particularly for young men's wear. Buyers were inclined to handle these lines very cautiously in prospect of a sharp change.

While some houses give out the statement that the knitted vest is waning in popularity, others declare that the opposite is the case, and they produce a very attractive line of garments with which to back it up.

Colors are not retreating from their place, so far as Fall lines of men's hose show. Plain tones have taken a very strong position. Clocked lines are always good, and are well represented in sample lines now showing.

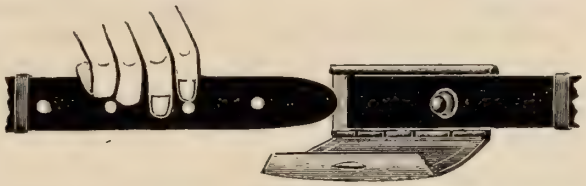
Wool Used in Canada.

In reply to a question as to the number of woolen mills in Canada at the end of the fiscal year ending 1896, Hon. William Paterson, Minister of Customs, stated in the House of Commons that the nearest he could give was what the Census Department had furnished him with. This showed that at the end of 1901 there were 218 mills, with an annual output valued at $11,307,440. In 1906 there were 227 mills, with an annual output valued at $12,676,642. The amount of Canadian grown wool used by these mills in 1896 was 2,571 pounds, valued at $346. While no amount was given for 1908, the value was placed at $405. The foreign wool used in 1896 weighed 8,992,244 pounds, the value being $1,215,584. In 1898 the figures were 11,785,899 pounds; value, $1,885,489; 1908, 6,129,216 pounds, value, $1,407,274. Foreign noils and worsted taps, 1896, $31,945; 1908, $496,859. Rags, all kinds, and waste, except mineral, 1896, 370,224 cwt., value, $241,822; 1908, 323,453 cwt., value, $760,797.

ASK YOUR JOBBER TO SHOW YOU

THE "EASY" BELT

Quickly Adjusted,
No Pulling of Straps,
No Tongue Buckles or
Harness Effects.

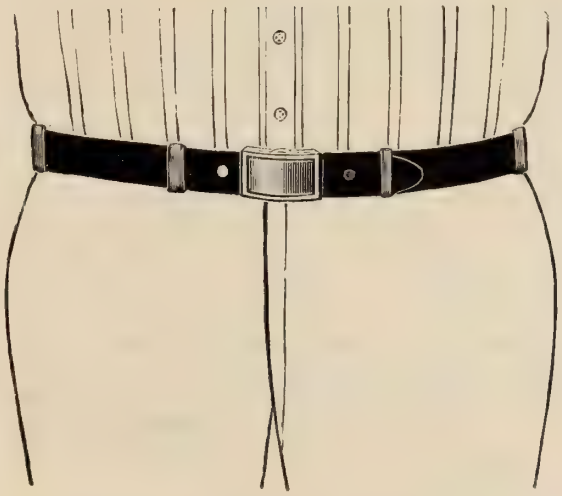


OPEN

Patent Serial
No. 458,035



PARTLY CLOSED





Has a front plate on which may be engraved initials, monograms or emblems.

Buckles finished in Gun Metal, Gold, Oxidized Silver, Rubber, Oxidized Copper, Silver, etc.

In All Leathers, to Retail at 50c. and more.

Patentees and Sole Mfrs. **Champion Mfg. Co.,** 598 Broadway New York

You Want a Waterproof Collar

that you can honestly recommend to your customer as the best imitation of a linen collar made. There is only one collar that answers this description — it is the **Arlington Challenge Collar.** This collar in your stock will help swell your sales, because it doesn't stay on your shelves long — it moves out. A collar that sells readily and that pleases the customer is a pretty good one for you to stock. This again applies *only* to the Arlington Challenge. It makes good both with the retailer and the wearer. It's an easy matter to test the truth of our claims. Let us send you a sample collar, and show it to one of your customers who wears rubber collars. We'll take chances on his opinion. All wholesalers will give you Arlington Collars if you ask for them.

Arlington Collar Supports are also good sellers.

We manufacture Dressing Combs, Fine Combs, Martingale Rings, Harness Loops, etc.

The Arlington Company of Canada
Limited

54-64 Fraser Ave. - Toronto

Representatives

Western
J. A. CHANTLER & CO.
Toronto

Eastern
DUNCAN BELL & CO.
Montreal

Meetings Carefully Guarded.

Henry A. Taylor, of Toronto, was elected president of the National Designers' and Drapers' Association, at their annual convention in that city last week. The designers and drapers attending assembled as the International Custom Cutters of America, but the name was changed during the convention. Practically nothing of the technical discussion in the meetings reached the public through the press. Every man who entered had to show a properly certified passport. It was stated that the representative of a large ready-made tailoring establishment offered a considerable sum to be admitted to the meetings and the style exhibit, but this was denied. The drapers and designers took care to guard well their ideas and their demonstrations.

In his annual address, the president, John T. Berry, made reference to the great progress which the association had made in the course of the past two years. The association had grown from nine branches to twenty-one subordinate associations, while the membership had increased from 350 to about 800. He recommended that the convention should consider the establishment of trade schools in connection with the apprenticeship question. He also advocated an advertising campaign for the creation of public opinion in favor of custom-made garments.

Several important addresses were delivered during the convention. W. P. Walker, of Peoria, Ill., dealing with the subject, "Ideal Clothes," contended that the tape measure should not be the hard and fast guide in the designing and building of clothes. The tailor, he said, must know his man and his profession before he cuts his clothes. Mr. Walker sized up the cutter's ideal not from his ability to produce freak styles, but clothes which a gentleman would wear.

A motion was adopted changing the title of the association from the International Cutters of America to the National Designers' and Drapers' Association.

As it was contended by some that the diplomas awarded formerly in connection with exhibits had been wrongfully used for advertising purposes in a good many instances, and that ill-feeling had been occasioned, it was decided to do away with these awards.

Many of the delegates were accompanied by their ladies, and the social side was not neglected. There were drives about the city, receptions at City Hall, the National and other clubs, theatre parties, and a banquet on Thursday evening in the King Edward.

The officers elected were:—President, Henry A. Taylor, Toronto; first vice-president, P. J. Foley, Washington; W. P. Walker, Peoria, Ill., second vice-president; J. Scott, Guelph, secretary; C. S. McKee, Columbus, Ohio, treasurer; and D. Sherwin, Milwaukee, chairman of practical work.

Hat Prospects Promising.

It is a trifle early to consider hat styles for next Fall. Buyers are busy receiving their Spring lines, and makers have little to talk about save repeats and sorting. These appear to be shaping up very satisfactorily. Retailers interviewed gave expression to their expectations that the Summer trade in straws would be unprecedented. They had ordered heavily in the merry widow styles, some brims having a width of three inches. There is very little showing of colored straws. Greens in telescopes and fedora shapes also occupy a prominent place in Spring orders, and a great deal is

A Warning to the Trade

about

"Cravenette" (Regd.)

There are some drawbacks as the result of great successes! For Example:

A "Mackintosh" is now generally understood as meaning any Rubbered Garment.

As a similar mistake is sometimes met with in connection with "CRAVENETTE," we wish to point out that this name is a Registered Trade Mark belonging to us, and to us only.

WHEN PURCHASING RAINCOATS, therefore, remember that they are not genuine "CRAVENETTE" unless they bear this stamp:



Insist on seeing it—it is your safeguard!

As infringements have lately come to our knowledge, we here by give notice of our intention to institute legal proceedings in any such cases in the future.

The Cravenette Co., Ltd., Bradford, Yorks.

BDA (Copyright.)

BRANCH OF THE BRADFORD DYERS' ASSOCIATION, LTD.

We will gladly send Showcards or Booklets, if desired.

Consider the evidence

Whiteco Brand "Kosmo King" Workingmen's Shirts

Fill a long felt want among lumbermen, mill hands, surveyors, ranchers, farmers, laborers, etc.

Because they retail with good profits at a fair price, free and easy in the wearing and above all things, durable.

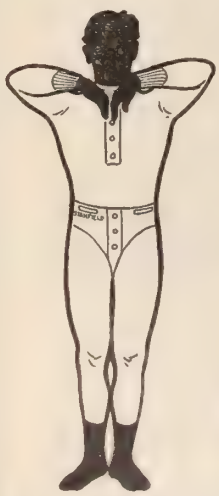
The best and strongest workingmen's shirt made in Canada to-day.

Send for samples and prove this statement

The White Mfg. Co., Limited

OTTAWA, - ONT.

STOP DRIVING Trade Away From Your Store



Some people resent the fact that you haven't their size in Underwear. They take it as a personal slight, especially as that "other store carries all sizes."

"Those people are unreasonable" perhaps but their money is good, and **SALES** are what you are in business for.

STANFIELD'S
Unshrinkable
UNDERWEAR

gives you a range to suit every figure. Made in all sizes from 22 to 70 inches chest—and every garment fitted on models to determine its exact measurements. We supply these sizes in 3 winter weights too.

Write for Samples

STANFIELDS Limited

TRURO, - - - N. S.

THIS TRADE MARK

Indicates the Very Best Quality in High Class

Woolen Fabrics



Harris & Company, Limited

ROCKWOOD - ONTARIO

Representatives

MONTREAL	HECTOR PREVOST, 710 St. Hubert Street
HALIFAX	G. A. WOODILL, Roy Building
LONDON	J. A. IRWIN, 341 Princess Avenue
WINNIPEG	McRAE & WALKER, Ashdown Block

The Price Consideration

Your business success depends a great deal on selling your customers goods of quality at a reasonable price. By confining our efforts to Shirts only, we are enabled to quote you some really attractive prices. Selling your customer the most satisfactory line to be had will be the most profitable one for you as well. The Deacon Shirt is a satisfactory Shirt because it is made right, having all the advantages that a well-made Shirt ought to have.

DEACON SHIRTS ARE ALL RIGHT
BECAUSE THEY ARE MADE RIGHT

THE DEACON SHIRT CO. - BELLEVILLE, CANADA

This Collar will go for the Summer.

VULCAN COLLARS

Stocked in 1¾ and 2-in.

Get a free sample.

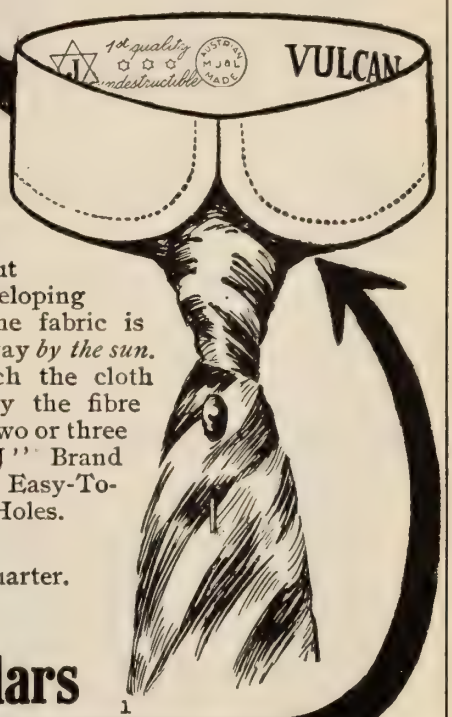
The
Canadian Underwear Co.
309 Notre Dame St. West
Montreal

They Wear Like Leather

One reason why "J" Brand Collars wear so long without cracking at the ends or developing "saw" edges, is because the fabric is *bleached* in the old fashioned way *by the sun.* The modern way is to bleach the cloth with *chemicals* which destroy the fibre (such collars wear out after two or three trips to the laundry). "J" Brand Collars also have our patent Easy-To-Button, everlasting Button Holes.

Two grades—
3 for 50c., and 2 for a quarter.
Ask your dealer for

J Brand Collars





Do you want to increase your profit and sales on Suspenders for this year?

The only sure way of doing it is to see the Globe man before placing your order. He will show you some neat and nobby patterns that are trade winners.
We are also sole Canadian manufacturers of the Gamble Shoulder Brace, the only recognized brace that will make crooked people straight.

Ask to see the Boniface collars and cuffs. They are warranted not to tear or turn yellow. : : Give us a trial and we are sure you will continue as customers.

GLOBE SUSPENDER CO.
ROCK ISLAND, QUE.

J. A. OUIMET,
366 St. Paul Street, Montreal

L. O. PAQUET,
70 Church Street, Quebec

Please mention The Review to Advertisers and Their Travelers

Your Glove Trade

will stay with you and keep on growing if you are careful about quality. We claim for our gloves an unbeatable combination of high quality, finish and good appearance that will add to the good reputation of any house that sells them.

Cut shows our No. 719

"DRAB HORSE"



Driving Glove, medium weight, unlined, with band wrist; continuous thumb; outseam; no seams on back of hand or in front of fingers; wide extension welt; string fastener on back.

WRITE FOR CATALOGUE

Imperial Glove Co., Limited

DUNDAS, - - - - - ONTARIO

Manufacturers of specially good Gloves and Mittens for Farmers, Railroadmen, Drivers, Hunters and Automobilists.

Wreyford & Co.

TORONTO

WHOLESALE MEN'S FURNISHERS

Sole Agents in Dominion for :—

Young & Rochester's

Shirts, Collars, Neckwear, Fancy Vests, Dressing Gowns. Best selection Flannel Shirts in Canada.

FACTORIES : London and Londonderry.

T. H. Downing & Co., Leicester

Underwear, Hosiery, Cardigans, Club Jerseys, etc.

Cellular AERTEX Underwear

United Garments and 2-piece.
The original Cellular, the only "AERTEX"

FRESH SHIPMENT of our Noted

SWEATER COATS

$30.00 for Men's size, all shades and combinations.

Dressing Gowns Good values at $5.35 and $6.00

Latest English Neckwear

Open-end Derby, $4.25 doz.

also expected of the brown derbies. With regard to next Fall, the word is that there will be some movement away from decidedly flat brims; that while crowns will still remain full, there will be a decided furl in evidence, and that trimming will be heavier.

Rubber Jobbers' Officers.

At the annual meeting of the Rubber Jobbers' Association of Canada, held last month in the Windsor Hotel, Montreal, Mr. Wm. Pocock, of Toronto, was elected president; Mr. Joseph Daoust, of Messrs. Daoust & Lalonde, Montreal, was re-elected treasurer, and Mr. N. L. Martin, of Toronto, was re-appointed secretary.

Sherbrooke Firm Assigns.

L. A. Coderre, wholesale and retail men's furnishings and furs, Sherbrooke, Que., has assigned for the benefit of his creditors. The liabilities are estimated at $126,000 and the stock is valued at $40,000. A meeting of the creditors will be held on Jan. 15th. The largest creditors are the Banque Nationale, $68,000, of which $38,000 is indirect; Sherbrooke Building Society, $25,000, and the Paquet Co., Ltd., Quebec, $13,000.

Will Conduct Open Shop.

According to a despatch from South Norwalk, Conn., a meeting of the Associated Hat Manufacturers held recently was representative of 75 factories employing 20,000 to 25,000 people. These representatives unanimously agreed to open or attempt to open their plants on Tuesday, February 9, and if the strikers do not go back to their benches any hatters the manufacturers can secure will be put on, everything to be run "open shop."

Thus far the strike is said to have been one of the most peaceful in the history of labor troubles and has been absolutely without disorder. The outcome of the attempt of the manufacturers to reopen before the difficulty is adjusted is, therefore, looked forward to with interest. The hatters have been receiving many tenders of financial assistance from other lines of trade.

Report on Woolen Industry.

An Ottawa despatch states that there is now in the possession of the Government at Ottawa the report of Mr. Costello, of the Customs service, who was appointed by the Government to make a comparison of the Yorkshire woolen mills with those of the Dominion. The report has not been made public, but unconfirmed press despatches state that the commissioner has reported that the Canadian woolen industry does not require more protection, and that all that is required to enable Canadian mills to hold their own with those of Yorkshire is modern equipment and improved methods such as is to be found in English mills.

The firm of Fraser, Macmillan & Co., wholesale hats and furs, London, dissolved on Jan. 2nd, by mutual consent. The stock in trade, goodwill and other assets have been taken over by their successors, Macmillan, Calder & Co., who will in future carry on the business.

BRADBURY GREATOREX & CO., (COLONIAL) LIMITED

ALDERMANBURY

Also Fountain Court and Dyers' Court

LONDON, ENG.

GENERAL WAREHOUSEMEN



Departments :

LINENS	MANCHESTER	VELVET AND CRAPES	RIBBONS
CALICOES	OXFORD SHIRTINGS	MANTLES	FLOWERS AND FEATHERS
BLANKETS	VELVETEENS	COSTUMES	MILLINERY
FLANNELS	QUILTS	HOSIERY	NECK WEAR
FLANNELETTES	COTTON DRESSES	GLOVES	HANDKERCHIEFS
SCOTCH	FOREIGN DRESSES	UMBRELLAS	LACE
TABLE COVERS	BRITISH DRESSES	FURS	STRAWS
CURTAINS	SILKS	MEN'S SHIRTS, &c.	UNDERCLOTHING
TRIMMINGS	HABERDASHERY	CHILDREN'S OUTFITS	LADIES' BLOUSES

HEAD OFFICE IN CANADA : Mr. C. I. W. Davies, 19 Phillips Square, Montreal

Also Mr. R. H. McMillen, Victoria, B.C. and Mr. W. MacKenzie, Toronto

LINOLEUM

MADE IN CANADA

FIVE GRADES
A, B, C, D, E

TWO WIDTHS
8/4 and 16/4

DESIGNS—Chosen expressly for Canadian trade.

QUALITY—To suit the Canadian climate.

PRICES—To meet Canadian Purses.



Floor Oil Cloths

THREE GRADES
4/4, 5/4, 6/4, 8/4, 10/4 wide

Table Oil Cloths

One quality and that the best. 5/4 and 6/4 wide.

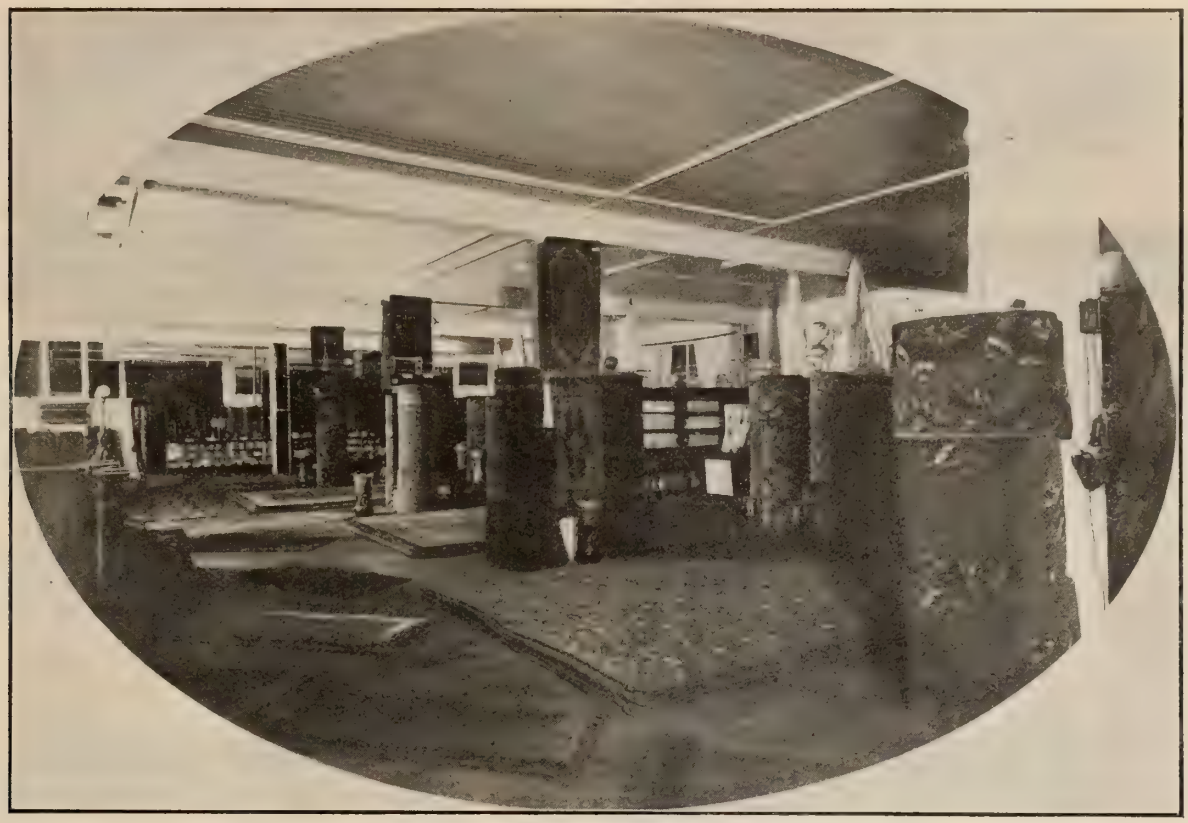
We have no hesitation in stating that all our lines are
THE EQUAL OF ANY ON THE MARKET.

WE ALSO AIM TO GIVE PROMPT DELIVERIES.
Our Goods are handled by all the Wholesale Dry Goods Trade.

The Dominion Oil Cloth Co., Limited

MONTREAL

Housefurnishings and Decorations



Interior of Carpet Department Acme Co's. Store, Edmonton, Alberta.

THE inactivity noted in the carpet trade by some houses at the present time is summed up by them in the two words "between seasons." Spring business has been placed and repeats are not expected to put in their appearance until the Spring selling has been nicely under way.

In those lines which retailers do not stock very far in advance, such as cretons and art sateens, there is a free movement at the present time. Small conventional designs in art denim effects are taking well.

Carpt men are looking for a good Spring season. Importers state that, so far as the Old Country manufacturer is concerned, some difficulty has been experienced in having repeats filled promptly. Manufacturers, it is pointed out, have not the stocks on hand which they had in former years. The depression caught them with their hands full, and now they are going very very cautiously. Output is apparently being measured in some cases, only by immediate demand.

Conditions in England.

In regard to this feature of carpet trade conditions in England, the Kidderminster Shuttle states: "Seeing that not only the home, but nearly the whole of the markets of the world have been depressed, it is not surprising that such an industry as the carpet trade, so sensitive to the slightest disturbance in financial circles, should have suffered somewhat acutely during the year. It is estimated that the output of the looms of all grades of carpets has been quite 15 per cent. less than that of last year, and even more than that if contrasted with 1906, which was the year of high-water mark in the trade. But then the very boom of that year has partly contributed to this result. For with the increased demand many manufacturers enlarged their mills, and laid down new plants, enabling them to considerably increase their output, and now it is abundantly clear that production has more than overtaken the consumptive capacity of the people.

"The year has beyond doubt been a very trying one for carpet manufacturers and weavers alike. It opened with a slowly declining market for raw materials, which was considerably accelerated in the Spring. As warehousemen were very lethargic in placing orders it was believed that they were anticipating reduced price-lists. These were issued soon afterwards—all grades of Axminsters, Wiltons, Brussels, tapestry and ingrain carpets participating in the reduced quotations. The result was disappointing to manufacturers, for the anticipated stimulus to industry did not follow; and it is now regarded as an open question whether an additional yard of carpet was ordered as a result of that substantial reduction. It is now clear that—with an advance in all qualities of woollen and worsted yarns of from 15 to 20 per cent. during the last two months—there must, inevitably, with the New Year be a return to the prices which obtained in the Spring of the now dying year.

"There has been very little change in the taste of carpet consumers during the year. The development of taste is often a slow process, although sometimes in some departments fashions are very capricious and change with remarkable rapidity. In the best quality of goods,

and especially in deep-pile seamless carpets, historic and Oriental designs have been in much favor; and in some quarters there has been a tendency towards greater simplicity and more useful qualities. Many firms have given much attention to the manufacture of large magnificent carpets in one piece, requiring the erection of special machinery alike in the manufacturing and finishing departments; and, while probably the financial return has not been satisfactory, the reputations of such concerns have been greatly enhanced by their readiness to adapt themselves to meet the special needs of consumers. Taking the trade as a whole, there has not



A Formal Drawing Room

been any very great falling off in piece goods, and the Jacquard looms have fairly well held their own."

✣

The Trend of Taste.

Statements from buyers returning from the Old Country, bear out the above treatment of the situation. With reference to the trend of taste a representative of one of the very large departmental stores had this to say:

"There is less featuring of any distinct color or design than in any previous season. There is a wider variety and at the same time a noticeable elimination of ostentatious or obtrusive ornamentation.

"We find ourselves with a beautiful range of fabrics imitating the antique in embroidered goods. There is an increasing use of chintzes and of block print fabrics in which copies of old designs have a preferred place. These designs are only such as may be sanely used in this present day. There is no tendency towards the extreme.

There seems to be a desire on the part of the manufacturer to supply the buyer with fabrics which will appeal to the customer's individuality of taste. The variety is so very wide that no one finds himself under the necessity of adopting anything but that which appeals to him. So far as colors are concerned, there is a tendency towards lighter shades.

"What has been said is based on the work which is being done by the best decorators on this continent, and on the other side of the Atlantic. Under the circumstances it is hard to tie up to any one particular season or assign different fabrics to different periods of the year."

One of the newest decorative appliances for the house window is a cornice to fit over the top of the frame. The curtain is adjusted to the inside of the cornice which is covered with cloth or painted to match the predominating tone of the draperies.

✣

For the Formal Drawing Room.

The accompanying cut from the Staunton Book on Interior Decoration illustrates a formal drawing-room treatment. Appropriate papers are in light and dark green velour, in the distinctive colorings that only velours have, and in silk in pale green and creamy white with gold edging, buff and cream with the gold, another and paler green combination in self-tones, and in a light tint of Japanese blue.

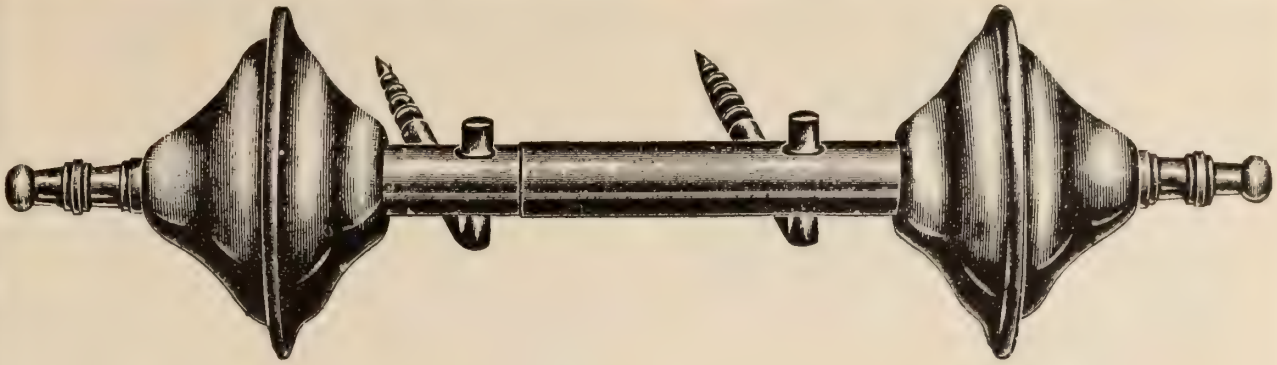
"The border is "cut out,' both along the top and the bottom of the festoons and applied over a filler of light fabric chambray of harmonious blending with the stripes in the wall. The bold drawing of the frieze and its rich elaboration in applique relieve the otherwise excessive formality of the stripe pattern. The woodwork should be enameled white and the carpet should be in dark, somewhat plain designs of the color complementary to the dark stripe of the wall hanging. As the walls will show a rather great expanse of unbroken space in

Carpets—There is a general feeling of confidence that with the opening of Spring, repeats and sorting will go far to bring up advance selling to a good level.

Some difficulty is being experienced in having repeats filled by Old Country houses. Manufacturers, it is pointed out, have not been carrying large stocks.

Curtains and Draperies—Buyers returning from trips abroad stated that so far as the trend of taste is concerned, there is less featuring of any distinct color or design.

Wall Paper—The selling season confirms the preference for dainter effects. Violent things have been pretty well ignored.



No. 195. Full 2-inch head, extra heavy brass, full polished front and back with polished turned tips. Extends 50 to 54 inches. Retails for 25 cents.

Also thirty-seven other styles retailing from 5 cents to 75 cents.

May be obtained of any Jobber or of

The Newell Manufacturing Company

Prescott - Ontario

You "Mus Tav" Newell's Patent Extension Curtain Rods. They Fit Any Window.



"Why not open a

Furniture Department ?"

Increase your **Business** with same **Expense !**

" Ask 1909 Catalogue and Prices "

The Victoriaville Furniture Co., Victoriaville, P.Q.

the average room it will be well to relieve this with hangings of appropriate color but rather rich design.

"The ceiling offers a fairly large range of choice, though the one most admirable plan (especially if there were a cove effect) would be to continue the filler used behind the applique border up on to the ceiling to the distance of about two feet from the walls, setting this off with a narrow panel divider and using a cream or ivory ceiling paper in the centre. This would tend to balance the effect of the stripes and would give the clusters of roses at the apex of each festoon almost the appearance of being on the ceiling with the festoons themselves hanging away from the walls. A clever frescoer could add to this illusion by the sparing use of a light shadow under each curve of the festoons."

Staunton's Book on Interior Decoration.

Staunton's Book on Interior Decoration is one of the most informing and artistically illustrative brochures yet issued by the decorative department of Staunton's, Limited, Toronto, manufacturers of fine wall papers. It is volume three of the Staunton Dealers' Library. Its great value consists in the suggestions which it contains with reference to mural treatments. There are sixteen different plates, illustrating an interesting educational talk upon as many distinct subjects, every one of which is entitled to the consideration of every wall paper dealer whose aim is to develop his department or business along lines which will produce the best possible results, not only to himself, but likewise to his customers. In this connection a paragraph or two from the foreword of the Staunton book will be in place.

"A greater sanity is everywhere evident—and room decoration is now reaching a plane in Canada where comparison with the productions of the old world designers brings the "glow of pride" rather than the "blush of shame."

"The development of this better taste in the selection of wall paper lies in no small degree to the credit of the Staunton dealers. Their consistent and energetic work has told heavily in the fight for improvement and the ammunition we have provided from time to time has been well expended.

"It is with the idea if giving them one more weapon that the Decorative Department has prepared this Brochure. We believe the results will warrant its publication and that you will welcome it as a valuable addition to you working library."

Canada's Trade with United States.

The latest returns of the importations into Canada for the United States fiscal year ending March 31, 1908, show that Canada bought 175,148 square yards of oilcloth and linoleum from American manufacturers and dealers valued at $45,998. For the same period Canada bought 2,597,709 square yards of these goods valued at $874,437 from Great Britain.

The statistics of carpetings reveal the fact that very little Axminster, Brussels, tapestry or ingrain carpetings are bought from the United States, most of the importations being from the mother country, which enjoys a preferential tariff.

Out of a total of 235,260 square yards of Axminster, Aubusson and Moquette valued at $224.554, the United States sold only 708 yards valued at $1,219. However, the sale of Oriental carpetings and rugs from the United States to Canada represented the biggest item, being 4,121 square yards worth $590,000 sold for the year, as against 301 396 valued at $273,024 bought from houses in Great Britain.

Wall Papers.

It is now possible to size up the selling season for recapitulative information. It is noted that browns, tans and greys in their various tones have taken a very good place in the demand. It is also evident that violent things have been pretty well ignored, and that the more dainty effects have been well patronized. Silks and silk-embossed stripes have done well. So far as prices are concerned, there appears to be no great change in sight. One large manufacturer stated that while his lowest price this year was half a cent higher than last year, prices throughout the line were, on the whole, a shade lower.

Change in Location.

The Textile Trimmings Co. have removed from Queen West, Toronto, to larger and more convenient premises located on the corner of King and Bathurst. This change has been made because of the increase in business in their established lines, and to enable them to undertake the manufacture of other branches. They have put in a new plant for the manufacture of tapestry curtains and are building additional machinery for the manufacture of their regular lines.

Permit to Run Night Shifts.

The Toronto Carpet Company have been granted a permit to run part of their factory with a night shift of women workers. The company had undertaken to operate without a permit, but the factory inspector had ordered a cessation and a subsequent interpretation of the law made the action permissible. J. P. Murray, manager of the company, stated that by working thus in shifts employment could be given to many in need of work during the present busy time.

Death of John C. Burt.

John C. Burt, one of the best known commercial travelers in Canada, died at his home in Listowel, Ont., on January 11th, after an illness of about a year. Mr. Burt was a native of Ontario, having been born near Listowel, fifty-five years ago. During the past fourteen years he represented the firm of Brophy-Cains, Limited, of Montreal, traveling west of Toronto. Previous to his connection with the above firm, Mr. Burt was engaged in the dry goods business in Listowel. He was well and favorably known to the trade, among whom he had made many sincere friends during his business career.

The Toronto Glove and Tanning Co. have surrendered their charter and the Lieut. Governor has issued an order cancelling the same. The 15th of February has been fixed as the date of dissolution.

Trade Revival in British Columbia.

Vancouver, Jan. 26.—Just now retailers are stocktaking, and only sorting up orders are coming in to the wholesalers. The cold weather of the past two weeks has also been a little dampener on the casual trade, but altogether there is a very optimistic feeling. The Christmas trade, which was good in all other lines, extended to the dry goods business, and it indicates that a recovery is being made from the effects of the depression which was so marked last year. The panic is over, and the outlook for the present year is the most encouraging yet. Travelers who are out, report business good. Lumber camps are beginning to open, and this will bring a fair line of trade in the heavier goods. It is confidently expected that there will be a revival in the lumber industry, and that being so, there will be more doing for the drygoodsmen. Mines, too, are opening up, and with copper advancing and a demand for silver and lead, British Columbia merchants expect the best. This field is an attractive one.

New Westminster merchants are justly incensed over the placing of an advertisement in one of the Vancouver papers, which read: "Wanted badly—Smart dry goods store in New Westminster." It is pointed out that if this was intended as a reflection on the stores already there it is not only in bad taste, but uncalled for, as it would be difficult to find better dry goods stores in any city of the same size as New Westminster. Moreover, the large turnover in a year shows that the business methods of the two principal stores are satisfactory to the people as a whole. It is also suggested that very likely the person who is anonymously smart is one of those who, whenever they have an order, sends it off to a departmental store in one of the large cities, and fail in giving that support to home merchants that they deserve. It is felt that if large city mail order houses were let go for two or three months, there would be enough business at home to place any and all stores in the best of positions, so that they would be beyond the cavil of disgruntled people.

James Stark, head of Stark & Sons, dry goods merchants, recently met with a painful accident, when he dislocated one of his knees. The wheels of his automobile skidded in rounding a corner, and the machine struck the curb with such violence that Mr. Stark was thrown out on the sidewalk.

The Purchase Concluded.

R. C. Wilkins, Montreal, manufacturer of the famous Rooster Brand overall has concluded the purchase of the premises which he now occupies. The announcement with reference to the transfer was as follows: "Estate McCready sold to Robert C. Wilkins lot No. 514 in St. Lawrence Ward, with buildings on north side of Dowd Street, near Bleury Street, for $24,871.55."

New Wholesale House.

Fred. L. Cains, Limited, 301 St. James St., Montreal, is the style of a new Canadian wholesale dry goods firm. Mr. Cains withdrew recently from the business of Brophy, Cains, Limited, Montreal, and commenced business on his own account in comfortable quarters at the above address.

As a member of the firm of Brophy, Cains, Limited since its formation he has been intimately associated with the history of the Canadian wholesale dry goods trade. Mr. Cains has an enviable connection with retailers in many parts of Canada.

The Harvey Quilting Co LIMITED
NO ODOR. NO DUST. NO QUILLS. SANITARY.
35.37 PEARL ST TORONTO.

Quality and Style

are the two outstanding features of the comforters and cushions made by the Harvey Quilting Company. The quality enables you to offer your customers good value and the style insures quick sales. Our range for Fall will please you. See our travelers' samples before you buy.

Muff Beds are our specialty.

The Harvey Quilting Company, Limited
33-37 Pearl Street
Toronto

KING'S
Established 1778

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Sole Selling Agent:
SYDNEY MOSS,
Empire Bldg., 58 Wellington St. W.
TORONTO

Spring Opening

Monday March First

Ready for Early Buyers
In All Departments
Monday 15th Feby.

The
Smith-Runciman Co'y, Limited

100 Wellington St. West - - Toronto

"An up-to-date house
for up-to-date people."

. . . . .

You will find in our warehouse
an aggregation of millinery goods
unequalled in both style and value

The Canadian Millinery Review

IN the season just opening the millinery trade has the stimulus of improving trade conditions to give confidence in buying. There is also the fact behind that in spite of the financial troubles of the past eighteen months, millinery sold in Canada has shown a big advance in style. Better materials and more artistically made hats have been universally called for. As a fact the trade has, during the period of depression, not only kept up to standard, but the standard itself has advanced. Milliners are now able to ask better prices for their hats than they did even a few seasons back. This is a condition that every milliner welcomes; for there is much of the artist in the successful milliner and not only does she feel the joy of work more, but she finds more of that inspiration that makes for success when her work calls for better, and therefore richer colored and more artistic goods.

The millinery fabrics and materials for the coming season should truly inspire milliners to their best efforts. The new colors are of great beauty. There is the soft sheen of silken fabrics and the gleam of gold and jet; flowers come in their natural tones and are blended as in nature with moss and foliage. Even the straws are more soft and pliable than ever, and fall into graceful shapes and folds under the manipulation of skilful fingers.

Picturesque effect and a becoming softness of outline are the keynotes of the new mode. Many of the charming shapes shown are very close copies of those seen in eighteenth century pictures and prints. They accord well with the graceful gowns designed for Spring wear, and like them have, besides their old world charm, a characteristically modern note that makes them eminently becoming to their twentieth century wearers.

Turbans and toques will open the season, but all authorities are agreed that Midsummer days will see the large shapes back again. Toques and turbans are always well received by Canadian women for Spring wear as they are well suited to the nature of our Spring weather.

The hats shown are often spoken of as small, but really they are only small by comparison, and some of the turbans are of certainly more than moderate size. Right here is where the clever milliner's chance comes, as she can make the shape of the size that best becomes her customer.

For early selling nearly all the hats are of the made order, and many milliners predict a big made season.

Braids in all the old varieties and in some new ones are out in force, and braid-covered hats, at any rate for the early season, are those most in evidence.



Two French Pattern Hats. The Large Flower Trimmed Mushroom by Delval and the Small Turban by Lucette—Shown by D. McCall & Co.

Shapes and Models.

The advance lines of Paris models for the coming spring have arrived, and, as expected, show strongly the influence of the turban shapes in fur and feathers that have been so marked a feature of the later half of the winter season. Turbans and toques are strongly indicated for the early spring, and the two favored shapes are the Russian or moujic and the pot turbans. Both these shapes show a tendency away from the very flat shapes of the winter, though perhaps, the shapes are not in many cases any higher, the added height is given by the manner in which the trimming is placed.

Many hats have the bowl crown, and there are a number of smart little turbans that are of this shape.

The turban of the moment certainly is the jet turban. There is a perfect furore for jets, and jet is used enormously at present. Glittering turbans of jet are

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developed from net closely studded with nail heads. The brim is covered with a bandeaux studded with nail-heads, olives, and rounds of jet, and large jet cabochons are used at intervals around the crown. Generally, a large shah osprey fastened with a cabochon forms the trimming placed a little to one side of the front.

Turbans of this class have the crown of net and the jetted brim. Pot crowns of crin are used with the brim in pleated maline decorated with strings of large jet beads.

There are many large turbans in straw trimmed with bands of spangles, jet cabochons and feathers or quills. Many of these cabochons have jetted fringes, and jetted tassels are also used.

Large turbans of straw are edged with a floral brim. Generally, there is a mixture of flowers in these brims—pink roses as a rule being always used. Contrary-wise flower crowns are used with straw brims. All flower toques or toques of flowers and foliage are very much in evidence. Here, the violet comes into play, but it is not the ordinary bright mauve flower that is used, the violets are in the rich deep amethyst tones and are of the large single variety. Lily-of-the-valley and other fine flowers are used for toques. Very large Empire turbans are seen trimmed with floral cloth and with cabochons of flowers.

Many mushroom shapes are seen. Practically all of the larger shapes have the new mushroom brim—that is, the brim droops without any curve, the line being a straight slant. There are many small shapes that show this brim. Sometimes the crown accompanying is square, but the dome and bowl crowns predominate.

There is some tendency in favor of hats with the brim drooping down at the back, and of this type are all the new poke or Directoire shapes, and also the Royalist and the new Henry of Navarre models.

Hats of this type show moderately high crowns and as several of the best Paris houses are favoring higher crowned hats it is expected that the later models will go further in this direction. The model houses in Canada are feeling their way by placing the trimmings higher. There are, however, a number of distinctly flat effects shown in the new shapes.

Among hats of the larger types, the Directoire pokes predominate. These vary from the cabriolet shape to hats that while they are large and retain some of the features of the shape have the brim rolling upwards in front. Many so called pokes have large rounded crowns.

One of the most notable French pattern hats was a true Directoire poke covered with a jetted net in nail-head effect. The trimmings were of extreme simplicity and consisted of a handsome panache of black plumes and ties of wide satin Duchesse ribbon. Another handsome poke seen was not so severe in outline. It was of rich black lace lined with a soft shell pink crepe, and

Better materials and more artistically made hats have been universally called for.

The new colors are of great beauty. There is the soft sheen of silken fabrics and the gleam of gold and jet.

Flowers are shown in their natural tones and are blended as in nature with moss and foliage.

Straw fabrics and wide braids that may almost be classed as ribbons, are shown.

The colors for the Spring are very much on the order of those shown for last Fall, only softer and in lighter tones.

The House Famed For Flowers

COCKBURN & REA, LIMITED

54-56 WELLINGTON ST. WEST, TORONTO

Spring Opening, March 1st and 2nd and following days.

Our Paris creations will be on display and our stock ready for early buyers on Monday, February 15th. Our Hat Department is now complete, comprising all the newest American and French shapes.

We have a surprise for you. It is our No. 555 Liberty Satin Ribbon, in all the leading shades.

Special Values in Ribbons Chiffons Malines Sen Sen and Russian Net Veilings



We are known to be the strongest flower house in Canada. The proof is here waiting.

Sequin Hats are in demand for early Spring. We have prepared for this demand.

had a cluster of rich plumes in the pink at the side. The ties were of black satin ribbon. The majority of the black hats and they are very numerous shown this spring are of the poke type. Pokes are developed in Leghorn ecru or Neapolitan and chip, and rows of jet beads, jet



Flower-pot Shape, Trimmed with Hyacinths, by Pouyanne —Imported by Debenhams (Canada) Ltd., Montreal.

cabochons, and other ornaments of jet are very much used on them.

Ornaments.

Jet and sequins head the list. Big jet cabochons, jet bands, barrettes, buckles fringes and bandeaux are shown as well as ornamental pins of generous sizes. Many hats are complete masses of jet, and were it not that the new jets are of some extremely light substance the weight would seem to be unsupportable. It may be said, however, that although all hats are on the heavy side as far as appearance goes there never was a season when their actual weight was lighter.

Jet beads in strings and pendent effects are much used. Sequins glitter over everything. Sequin bandeaux showing large discs and rounds made up of small circular sequins of jet, and having high raised bosses of the same, are shown. Other bandeaux novelties are of embroideries worked out upon net with silk shoe laces.

Many fancy cabochons are seen, and straw quills and straw pendant ornaments are used on many hats.

Flowers and Fruits.

There is a complete turnover from the large flowers used on hats during the fall and winter. The largest flowers seen on the new hats are only of the natural size, and the majority of the floral effects seen are of the small fine type.

This is a favorite class of flowers for spring and summer use with the majority of milliners, and one with which they generally produce their prettiest trimming effects.

Roses, of course, stand first, crushed roses in the natural shades and in shades of pink shading out to the golden pinkish shades or to the bluish purples being most employed. There are roses in the fashionable tones, but the best liked are those that have some semblance of the natural coloring. Moss roses are in high favor. The rose shades blend in with nearly all the colors prominent this spring and roses are found on nearly all models.

Fine field flowers, such as forget-me-nots, lily-of-the vally, violet, clover, cowslip, etc., are all freely used, and lilac, hyacinths, wistaria, heliotrope and many others are seen. It is seldom that one bloom alone is seen on a hat, but three and even more kinds are used together.

Big cabochons formed of flowers are one of the leading novelties. These trimmings are from five to eight inches in diameter and are made up of flowers surrounded by moss, ferns, or foliage, or of two or three different kinds of flowers. Thus, a rose will be surrounded with wistaria blooms or hyacinth, or a bunch of moss roses will have a circle of forget-me-nots for an outer circle. Then, again, crimson rambler roses will be bunched with moss and maiden-hair fern. The variety is great and the combinations almost infinite.

Fine flowers are sewn thick upon tulle, and a band of this flower cloth is used to cover the brim or to go around the hat. Flowers everywhere are used in masses.



The New Pot Turban in Jet. One of the Leading Models of the Season—Shown by J. C. Green & Co.

Crowns and brims are covered with these set thick and flat.

Fruit also has made an appearance and promises to be very much used. Grapes are much in evidence, not only in silver and gold, with foliage to match, and in



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THE W. R. BROCK COMPANY, (LIMITED)

MONTREAL

the natural size but grapes the size of plums and in all the fashionable colors are shown. Cherries are also much used and here again they are larger than life and in all the new colors as well as the natural shades. These large fruits are made of some very light composition and are practically feather weight. They have also the extra merit of being unbreakable. Black and red currants and their leaves decorate some hats.

Braids and Straws.

Not only are braids used for the making of the new hats, but straws are immensely in vogue for trimming purposes. Straw fabrics and wide braids that may almost be classed as ribbons are shown for this purpose. All these effects are, as before stated, of the softest and most pliable finish, and the milliner can bend and drape them into any shape desired.

The favored straws are those with a rough bright finish, and straws of this class are not only scarce, but their prices are advancing. Practically all the old favorites, that were in use when braids were in favor three or four years ago are shown again. Yeddas, Japs and ramie braids are all fashionable. Wood silk and pyroxylin braids are shown in great variety. Fancy effects such as fluted and tubular-edged braids are all selling.

Hoods and plateaux of crin and Tagel are used for crowns, and hats of this class often have the brim developed in the rougher braids. Wide soft Yeddas are sewn together for crowns, and there are also straw fabrics from which crowns and trimmings are developed.

Straw quills, straw bows and rosettes, and flutings of straw help to trim many of the hats. Hanging balls and ornaments made from braid are a new decoration.

Straw is made to do duty in many unexpected ways, and is put to many uses beside the usual one of making the shape. The straw worked bandeaux is an idea that has appeared before, but the bandeaux of tucked tulle, edged with tiny straw bugles, are totally different from anything that has been seen of late years. These are attractively used for fancy crowns and brims.

Pressed hats are developed from the rough and the satin straws, and for the large hats come to the front later in the season, chips, Leghorns, Javas, Milans, Tagels, Neapolitans and pyroxylins are shown.

Colors.

The new syndicate card has been received with unusual satisfaction. It is rarely that the card so closely indicates the colors that are acceptable to the popular trade. This year, not only are the colors on the card accepted, but their popularity comes pretty much in the order they are placed on the card.

The colors for the spring are very much on the order of those shown for last fall, only softer and in lighter tones. Bois joli, the first set of colors on the card is by most houses placed as the leading color. The literal translation is "pretty wood" or "rose wood." This color is rather hard to describe, but it may be said to be a soft greyish pink somewhat on the ashes-of-roses color only with a suspicion of a yellowish tinge.

The second set of colors on the card is also placed high. Maryolaine is the name given to it there, but many of the leading Canadian houses call it amethyst. It is a soft greyish mauve.

The third color is also hard to describe but may be said to be a cinnamon brown with a pinkish cast.

The taupe shades that have gone so well in the fall and winter are shown again in a very soft and beautiful set of shades. There are few colors that combine with others as well as taupe, and it promises to be much in evidence, particularly in the early trade.

In the high-class trade, the series named Abielle is much talked of. This is really the color known as old gold. There are three shades and the mid shade is the one most confidently put forward. It is a splendid foil for jet.

Blue shades, at any rate for the early season, are not so much shown. The reason may be because this spring the shades are so clear and cold in tone. Bosphore seems to be the set of blues most talked of. There is a beautiful set of Chinese blues shown under the name of Pajade.

Three good green shades, closely resembling Empire, are named Veronese. There is also a set of moss greens, and three beautiful reseda shades shown under the name of lichen.

The other pinks are framboise, and a rosy pink known as joyuse. A color much talked of is pan bruile or burnt bread or toast. This is a new burnt shade that promises to be good in straw.

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Gainsborough Millinery

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We also control for Canada the far-famed makes of

Gainsborough Feathers

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Gainsborough Ribbons



The one idea is absolute perfection in Millinery of every sort, with nothing better to be had in the lines that we control.

This house is at your service with all the broad and liberal spirit which has characterized it in the past.

Our Spring Catalogue, the handsomest ever issued in Canada, is now in press, and will be cheerfully sent on request.

John C. Green & Co., Limited

70 and 72 Wellington Street West, Toronto

Branches at

230 McGill St., Montreal 63 Albert St., Winnipeg 111 Sparks St., Ottawa

Spring Opening, March 1st, 2nd, 3rd and 4th

Ribbons and Materials.

There have been seasons when more ribbon has been used on the new hats. The majority of the pattern hats show ribbon in some form or other, and all the ribbons used are in the wider widths. Satin Duchesse ribbons are those most used, but failletines and silk ribbons are



JOHN D. IVEY

Of the John D. Ivey Co., Chairman of the Wholesale Dry Goods Section of Toronto Board of Trade.

by no means discarded. The novelty ribbons are represented by rich Ottomans, and these are further embellished by the addition of satin stripes and edges. Satin ribbons have an edge of crinkled or crepe stripe. All kinds of nets are in high favor. Gold and silver nets are shown, and some extremely handsome turbans are shown in these metallic nets and jet.

Chiffons, tulles, malines, crepes and mousseline de soies are all used. Many of the hat brims are lined with these soft silken fabrics. Faille and taffeta are also used for lining the brims of hats, and every hat has a lining this year.

Where bandeaux are used in Paris hats tulle is swathed over them. Hats of shirred taffeta with large mob crowns have made their appearance in Paris.

Many of the hats have long ribbon ties, and this fashion will call for the large use of ribbon. Wide velvet ribbons are very much used.

Wings and Feathers.

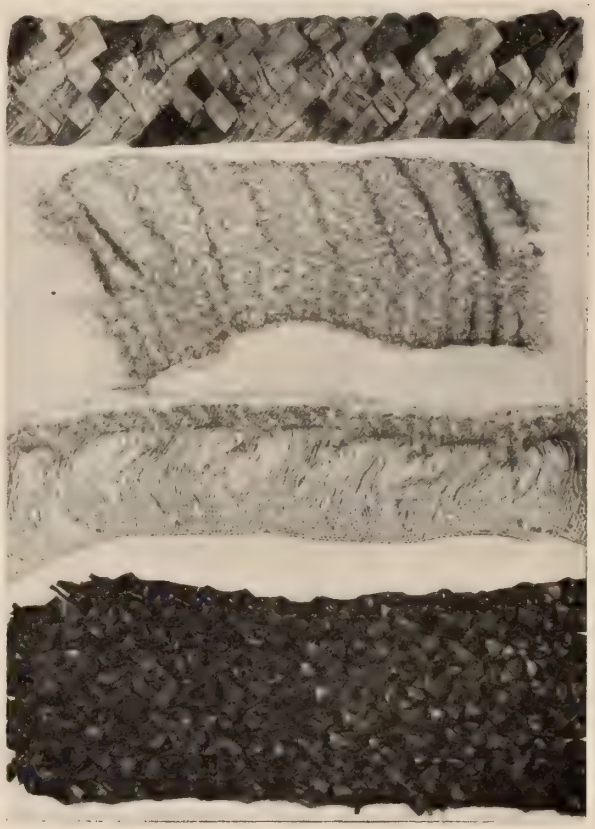
Paris hats always feature plumes and rich osprey aigrettes, and this season sees no change in this respect. These effects are always asked for in the trimming of hats for very dressy wear. In the fall they decorate the tea hats. For the Spring and Summer there are hats for the races, the Horse Shows, and for weddings, etc., that need the finish of graceful plumes. The majority of the plumes seen are in demi-lengths, but what they lack in length are made up for in richness of feather and the length of flue. Graceful willow plumes are much seen. These handsome feather effects are used in panaches and clusters generally of three feathers. Besides the black and colored effects those in the natural grey are seen. This fondness for the natural effects runs right through the feather line and wings, quills, and birds all come in the natural effects, heightened as it often is by a dash of drake's neck at the base of the feather.

Quills are of the Mephisto variety—exceedingly long and curving, sharply pointed at the ends. Antenne—that is a stripped quill with a tuft of feathers at the end, is a fashion more curious than beautiful. Wings are mostly of the sharply pointed variety. There are some beautifully-made feather effects in what may be termed feather quills. Jetted quills, jetted feathers and wings are among the leading feather novelties.

The Poise of the Hat.

How are the new hats placed upon the head? At what angle are they worn? is one of the first questions asked when a new season begins. It is gratifying to find that the wearing of the hat over the face and shadowing the forehead is a thing of the past.

The new turbans are placed a little back and fit fairly and squarely upon the head. They show the forehead and also a certain amount of the front hair. Directoires or pokes, of course, set further back. Among the very latest models are some that take quite a new angle. Paris designers are producing hats that are not merely



Popular Braids. 1, Jap Braid in Two Tone and Naire Effet; 2, Fluted Peroxyaline; 3, Peroxyaline and Cotton Braid with Tubular Edge; 4, Yedda—Trimming Braid.

placed right upon the right hand side of the head, but many of them are deliberately placed so as to give a jammed down effect. It is expected that this new method of wearing the hat will directly influence the new season. The hair is banged and curled in front to wear with hats of this type.



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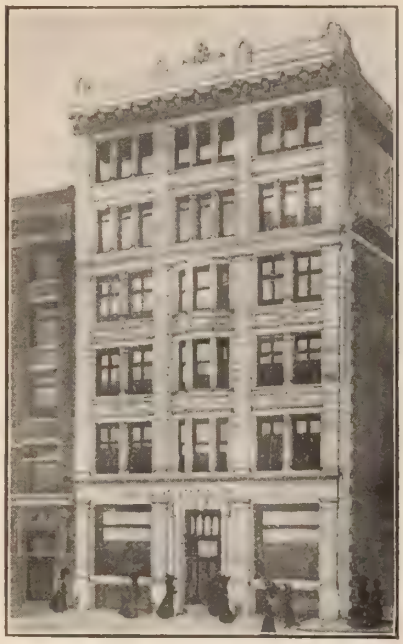
for the **Millinery Openings,** Monday March 1, and succeeding days you will miss a feature both pleasant and profitable if you do not avail yourself of the opportunity to visit our warehouse, Bay and Wellington Streets. The facilities of the house are at your disposal, and we shall also be glad to contribute to the profit of your visit by showing you our wide range of novelties and staples for the **Millinery** trade—live, saleable goods in which you will be interested, including

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TORONTO

The House famed for Millinery



TORONTO WAREHOUSE.

The home of good millinery—the birth-place of headwear novelties for the Canadian trade is at the warehouse of The D. McCall Co., Ltd., Toronto. The Spring openings will be held Monday, March first, and succeeding days. We will be glad to welcome you to our warehouse, and have prepared for your coming the most comprehensive and best collection of millinery novelties ever shown to the Canadian trade.

We confidently believe that discriminating buyers will agree that never has so much genuine value—both from the style and price standpoint—been embraced in one range as in that which we will offer for your inspection on March first. One outstanding point of superiority is presented for your consideration on the succeeding page.

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The D. McCALL COMPANY, Limited

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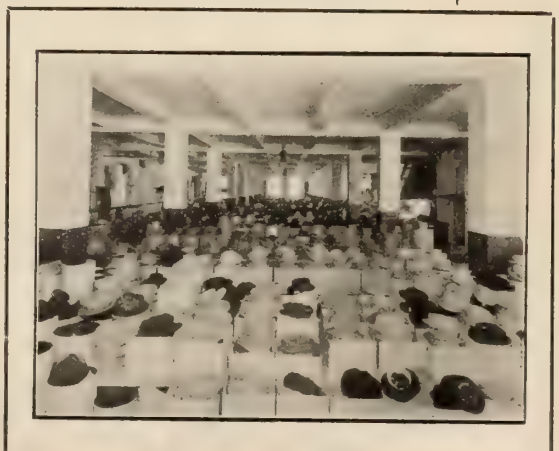


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It's this individuality that turns the scale. We are ready for the coming season with the finest range of hats, braids, flowers and feathers, silks, ribbons and novelties we have ever shown. We believe you have never seen their equal either in style or quality. It's easy to test the truth of our statements—and it may mean a lot to you.

HAT AND BRAID DEPT.



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BRANCHES— WINNIPEG MONTREAL OTTAWA QUEBEC

The JOHN D. IVEY CO., Limited

WHOLESALE MILLINERY

Spring Openings

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WEEK COMMENCING:

MONDAY, MARCH 1st, 1909

QUEBEC, MARCH 8th, 1909

Large Stocks of New Goods are on Display at our different Warehouses.
Well prepared to wait on early buyers.

The JOHN D. IVEY CO., Limited

New York Style Recommendations for the Spring

Trade Recognizes the Importance of Suits and Dresses — The Latest Productions — Three-Piece Suits are Featured in the New Lines — Princess, Empire and Directoire Effects are Prominently Displayed.

Staff Correspondence.

New York, Jan. 25.

WITHOUT question, there has been a revolution in the dress of to-day as compared with even so short a time as one year ago, and every week now makes the change more noticeable, as the new season's productions are shown.

While it is likely that the Spring season will bring forth any number of new style features, as every season is expected to do, fashion authorities agree that, in the main, the style of figure that has gained popularity during the Fall will be fashion's keynote during the coming season. The Directoire mode has been the means of influencing women's dress in every instance, and the desire for slender figures is evident. Hips are suppressed as much as possible, and many of the new suits are made with semi-fitting coats, that is, coats which outline the figure, but fitting loosely at the waist.

Coats with Long Straight Lines.

Suit coats giving the long, straight lines, and hipless effect are shown for the Spring trade. For women they are 34 to 42 inches long, and for misses and juniors 30 to 36 inches. The long, narrow coat sleeve predominates.

With the arrival of warm weather, shorter coats are expected to be worn. The cutaway effects are shown quite extensively, some having a single button to fasten them, others two, three and four buttons. The side-fastening effects will be good for early Spring, but as they are warm, later in the season they will not be comfortable.

The skirts to be worn with the suits are circular gored, and with less fulness at the bottom. The high-waisted effects, with hipless lines are the pronounced types shown. While many of these skirts are plain and untrimmed, extensive use of braids and buttons is being made on the more elaborate models. The designs formed by the braids and buttons are in matching effects with those on the coats, which accompany the skirts. Pleated skirts will be shown in some popular-priced suits, only.

Three-piece suits, comprising a complete dress and coat, a sleeveless dress, guimpe and coat, or a separate blouse, skirt and coat, are all featured in the new lines.

The separate coats shown for Spring wear conform in every detail to the fashionable figure, and are of a nature that should interest buyers. Covert cloth coats with tailored lines are expected to sell well for early Spring. Clinging and draping coats, in classic effects, some of them practically capes, with sleeves, will be high style for evening wear. The coats for general wear, traveling and touring purposes, are less ornate.

Varied Assortment of Dresses.

Practieally every garment manufacturer is including a varied assortment of dresses in his new season's lines. The materials comprise light-weight fabrics, messalines, silks and washable goods. The new feature is the use of washable crepe. However, such dresses are considered novelties and it is not very likely that they will become very popular. Lingerie dresses are more greatly favored and a big business in such models is expected. The Princess, Empire and Directoire effects are all prominently displayed in lingerie, beautiful laces and embroideries being employed to ornament them. The use of Irish crochet laces, medallions and insertion is strongly evident on the new washable dresses. Colored dresses are also expected to be big sellers and retailers are putting in a generous supply of these models.

A good-looking line of linen suits in white and colors is shown for the warm weather. These will sell better as the season advances, but at present, only buyers in the large cities are interested in them.

Careful Selection of Colors.

Most careful attention is given this season to the selection of colors in fabrics.

Suitings are the most in demand in materials of one color, in plain and fancy weaves. Fancies, in indefinite colors, and hair-stripes are excellent sellers for Spring. Novelty stripes are shown in various lines. Stripes, especially in woven shadow effects will undoubtedly lead in novelties.

Many serge weaves in plain colors are shown, these being considered the most popular Spring fabric. Mohairs are among the largest sellers. They are developed in many novel patterns for use in tailored suits and dresses.

Broadcloths in lighter weights, and of a firm, closely-woven texture, showing several new colors, color effects and combinations, will be the leader for dressy wear. Stripes, new broken effects, hair lines, and pin dot effects, are being brought out strongly in the new lines. Tailored costumes are being constructed of these fabrics more largely than ever. Panamas and taffeta batistes are good sellers. Dress linens are looked upon as likely to be one of the best selling fabrics of the Spring and Summer seasons.

Opinions differ somewhat when it comes to a question of color for Spring dress goods, but it is anticipated there will be little change from the prevailing shades. Browns may not be as strong as they have been. Blues in the navy and blue-green shades will be very good. Grey will hold the principal place and smoke and taupe

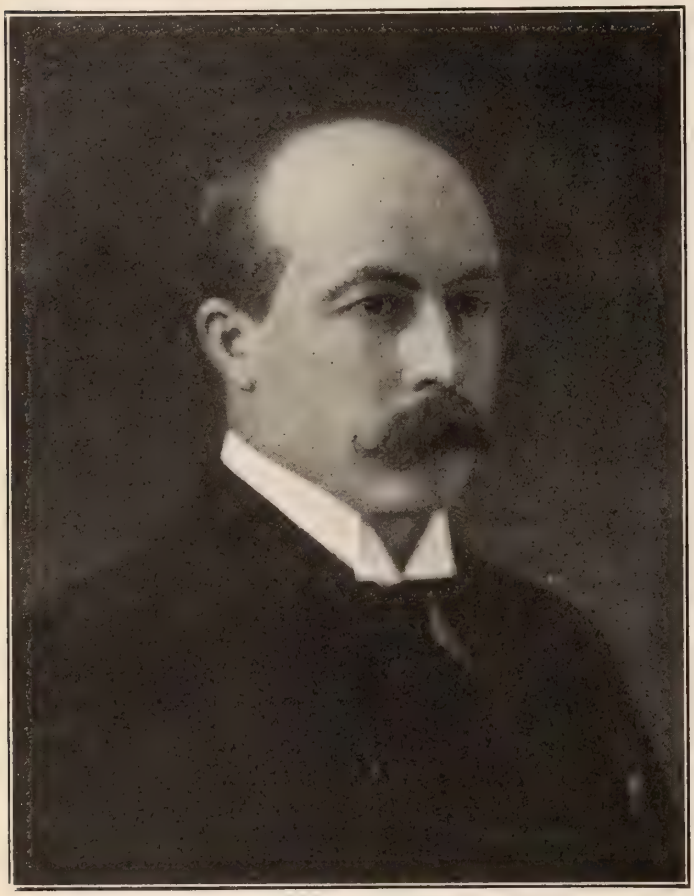
Shorter waists and no hips at all. Two-piece tailored suits, hipless and half-fitted jackets, with long narrow sleeves, gored skirts with less fullness at foot, and a tendency of high-waisted effects. Three-piece suits, comprising a complete dress and coat, or a sleeveless dress, guimpe and coat, tailored dresses in Princess and raised waist effects, separate coats in hipless and semi-fitted styles. Tourist and traveling coats in half-fitted and Empire effects. Silk and satin coats in all lengths, Separate skirts, more extensively trimmed with braids and buttons, less fullness at bottom. Wash suits of linen suitings and linen imitations, in styles shown in tailored suits.

will be the leading shades. Reseda, olive and peacock will be favored.

Braids. Buttons and Trimmings.

The demand for soutache continues, as this braid lends itself for many purposes. In combination with gold, silver and metal effects, it is shown in many patterns. The matching of braids, with materials for suits and dresses is more pronounced than ever. Retailers are, therefore, obliged to carry a varied assortment of colors.

In addition to flat braids, a number of bandings and garnitures worked up in combinations are employed for suits and dresses. Embroidery effects are very strong, that is, embroidery done with braids, on net foundations. The "rat-tail," which is a fine satin tubular cord, used in similar designs as soutache, is a new thing in braid,



GEO. L. CAINS

Of Greenshields, Ltd., Re-elected by Acclamation Vice-President of the Board of Trade, Montreal.

and one that is expected to be very popular with high-class trade.

Special braids for wash materials are shown, which are very pretty and ought to prove of practical use for wash suits and dresses. Buttons will be used as extensively as ever. Many attractive wash buttons are shown, as well as beautiful effects in colored pearl, of odd shapes. Pastel shadings in pearls will be favored considerably this season.

Petticoats Strictly Tailored.

Petticoats for Spring are more strictly tailored than ever. The close-fitted, shaped model is the best seller, regardless of the materials employed. More attention has been given to cut and shape, than trimming, as present fashion demands the underskirt to fit as snugly as possible.

Soft finished taffetas or satins are mostly favored by the better class of trade, but the other classes continue to ask for the rustling taffetas. The sun-pleated effects in petticoats, such models being developed in either silk or satin, are expected to become more popular this season than they proved for the Fall. These models are most appropriate for wear under the close-fitting costumes and outer skirts of suits.

For early Spring glove silk petticoats, with silk, satin or cotton flounces, will be good sellers. Petticoats developed with silk or satin tops and lingerie flounces are shown in the new lines. These flounces are made in detachable effects, so that they may be easily removed for laundering. Striped petticoats will be very good. Greys will lead. Blues are also favored. Changeables continue in big demand. Cataroba, taupe, wisteria and peacock blues and greens are still popular sellers in silk, satin and cotton petticoats. Washable petticoats developed in sateen, seer-sucker, dimity, percale, lawn, ponger and imitation taffeta are all shown in pretty styles.

Juvenile Wear.

Fashions for children are very often simplified adaptations of styles for older people, and this season's productions strongly follow the lines displayed in the costumes of their mothers. Wherever it is possible to produce the long slender lines, they are noted, in wraps and dresses, for the little ones.

The Grisha suits are creating quite some attention in the trade. These models are the latest French conceptions of the Royal Japanese dresses, only considerably modified to meet the favor of the American children. The blouses are exact copies of a kimona, only the necks are rounded and laces and eyelets accomplish the fastening. The skirts are pleated and attached to a corset body. The sleeves are very short. Guimpes can be worn with these suits, or they can be omitted in warm weather.

Grisha suits are developed in chiffon, broadcloth, serge, mohair, kersey, fancy mixtures, linens, repp, pique and chambray, and are worn by children from six years upwards to fifteen.

The new lines of coats shown are in fancy effects, as well as the regulation box coat styles, the latter always considered ready sellers. The side-fastening effects, as also cutaways, are among the novelty coats, and they are expected to sell well. Pongee coats will be very popular this Spring. Capes developed in albatross and serge are expected to be big sellers. Lined in dainty shades of pink and blue silk, they are very effective.

Combinations Popular Garments.

Combinations are by far the most popular garments. There are a number of models shown that vie with each other for favor. The Princess effects are the most popular models, narrow beading joining the gurs.

The knickerbocker drawer is creating some attention in the market and as a novelty it is selling very freely.

Millinery Business Changes Hands.

Miss M. Reynolds, for twelve years head milliner for Mickleborough & Co., St. Thomas, will enter business in Wingham for herself, having purchased the business of Miss Boyd in that place. The St. Thomas Daily Times says:—"Miss Reynolds will be greatly missed by the patrons of the store and citizens generally. She was an active member of Trinity Church. Before leaving she was presented with a beautiful traveling bag, the gift of the employes of the firm."

Millinery Opening

Spring 1909



The Trade is respectfully invited to our opening of

Paris, London and New York

Pattern Hats and Millinery Novelties

On Monday, 1st MARCH

and following days.

At our branches in Montreal and Winnipeg will be found complete stocks of the Season's Novelties, a display of Pattern Hats being made at our showrooms there, commencing 1st March.

Inspection cordially invited

G. GOULDING & SONS

55 Wellington Street West

TORONTO

230 McGill Street
MONTREAL

65 Albert Street
WINNIPEG

Millinery Styles Favor the Bizarre and Unconventional

The Huge Turban is Supreme at the Present Time—Combinations of Jet and Feathers a Most Unusual Development In Straws and Fabrics Rough Surface Effects are Appearing — Latest Models Illustrated.

Staff Correspondence.

New York, January 26.

THE January openings have introduced to the trade some radical changes in millinery and some very unusual features. At the time of writing there is a decided furore over the new turbans. Each display shows turbans in the majority, but the wiseacres tell us that these are for early Spring wear and for the Southern tourist, while as the sun climbs higher in the heavens, the broad brimmed hat will come into its own again.

This is the logical view to take of the situation, and then, too, one must take into consideration the enthusiasm with which a new fashion is taken up by the masses, much to the detriment of that particular fashion for high-class trade. It seems safe to predict for the huge turban such a fate, but in the meantime it is supreme and its influence is felt in every direction. They are huge, heavy laden affairs, a mass of rough braids, shaggy flowers and fancy feathers very often made further ornate by the unexpected addition of a huge cabochon or buckle, for jet is the fad of the hour.

This information does not sound seasonable, but in spite of appearances the hats are remarkably light in weight and even the heaviest looking jets are by some mysterious process made feather weight. In fact, the jet is jet in name only, although it has its outward semblance, it is in reality a gelatine combination, light and all but unbreakable. Cabochons literally the size of saucers are placed at intervals around the rolled or draped turban brims, or else adhere to the sloping crowns of the popular brimless turban.

Cabochons of Many Shapes and Sizes.

These cabochons are made of huge olive shaped jet beads, or of round or vanilla bean beads, and are combined sometimes with sequins or with chrysanthemum or shoe lace braid. They are of as many different shapes as designs, and come usually in three sizes and sometimes in connected bands. The jets are mounted on a buckram foundation, which, while firm, permits of the ornament being bent over the brim, a treatment frequently accorded them. From many there are pendants, strands of beads or fringe. Bands on a net foundation have their design in huge beads, instead of in sequins and very novel allover nets in the nail-head and olive bead designs are used for facings of large hats and for the construction of turbans.

Several straw models have been covered with spangled net, and this, it may be imagined, is a most novel effect, particularly as a rough straw is chosen. Another novel way of using jet, is to outline a wing with jet beads. Sometimes jet flitters are pasted on the feathers all but covering the entire wing. There are, of course, all manner of jet wings, but the combination of feathers and jet is most unusual.

New Names for New Weaves.

Braid manufacturers and wire frame concerns are in their elements for braids are very strong and frames are a necessity. The coarser straws are most in favor. Lobster, bird's nets, artichoke and elephant are a few of the names applied to the new weaves. Burnt straw is, this season, not as deep in color as of yore, and is known as Pain Brule or toasted or burnt bread. There is a popcorn braid and a crepon braid, and the models so far have been fashioned of such straw which might be described as rough or coarse. In fabrics the same rough surface effects are appearing. For example, on a number of the imported hats a fabric bengaline has been noted. This resembles Bedford cord, and is so called, although bengaline is more commonly applied. When bengaline silk is used, it is so designated. This material seems unseasonable, and all of these things, together with the fact that dark colors still predominate, rob the Spring hats of much of their gala air. Fish nets, coarse filets and Japanese crepes are used, the former as in the case of the jet nets are used often as a plain covering over a straw shape. The net is usually of a contrasting color, for, while colors are rich in tone, they are combined with a lavishness and apparent disregard of harmonies. Dull rose or bois joli, as it is called, the fruity purples blending into wistaria, greens, blues and reds, are massed in flowers.

Lavish Use of Flowers.

Pansies, forget-me-nots, threee varieties of roses, lilacs and mignonette were all combined on a chopping bowl turban of violet straw. Fuschias, wistaria, cowslips, hydrangeas and chrysanthemums, crocuses and narcissus are among the more unusual flowers now in high favor. There is a decided effort being made to popularize the once overpopular violet. The dark purple single violet is the one chosen, and of this lovely flower entire hats are made, relieved by the introduction of a rose or perhaps a long uncurled ostrich in white or even rose color. A peculiar mauvish pink, most conspicuous in flowers, and indeed, in all millinery accessories, is called Rejane, and a slightly different shade known as simone and in three of its gradations as muscadine.

Of the many varieties of roses used, the moss rose is seen most often, There is much talk of using the smaller flowers, wistaria vines in bud come under that head, apparently. Mention has been previously made of combining small flowers with larger ones. Sweet Williams, bachelor's buttons, arbitus and forget-me-nots, collectively or individually, are used to surround a rose for example.

The new turbans are said to be particularly for early Spring wear. The Summer, it is predicted, will bring broad brims to their own again.

Cabochons, literally the size of saucers, are placed at intervals around the rolled or draped turban brims.

Coarser straws are very much in favor. Burnt straw is this year not so deep in color.

While many unusual flowers are in evidence, an effort is again being made to popularize the violet.

Melton, loaf, hive, balloon and "inverted flower pot" are some of the names applied to the new shapes.

Millinery Styles Favor the Bizarre and Unconventional

The upper figure exemplifies a bowl turban of hydrangeas in pale pinks and lavender; large rose and uncurled ostrich plume.

The lower hat on the left is raspberry shade by Leontine, trimmed with gauze roses in wreath encircling high crown.

The other is an empire bonnet of rejane fillet net, with ties of satin and clusters of pink buds.



It is certainly no slight feat to pick correctly the front of the models displayed. The bewildered buyer has a clue only, in many instances, by a pin or white thread put there by the Parisian designer. It is usual to be found in the most unexpected place. The headsize, in order to fit over the head, as is still the fashion, is of necessity so large that one can tell little from that. The new shapes certainly make up in depth what they may have lost in width and there is little tendency toward the flat hat of the Winter. Massive crowns continue in favor. Some of the names applied, which are descriptive, are melon, loaf, hive, balloon and "inverted flower pot."

The hats selected for illustration were taken from the various openings and are all imported, so that a fairly accurate idea may be obtained from them of the trend of fashion. It is certainly toward the bizarre, the unconventional and unless worn with the proper coiffure, the effect is entirely lost. The new shapes call for a low, wide coiffure, parted at or less sans pompadour, the front hair banged or worn well over the forehead. Bangs are the very latest.

Millinery and Dry Goods Destroyed.

The millinery and dry goods store of McKendry's, Limited, 226 and 228 Yonge street, Toronto, was damaged to the extent of between $50,000 and $60,000 by a fire which broke out about 6 o'clock on the evening of Monday, Feb. 1.

The extensive stock of shoes in the basement and the millinery and dry goods on the ground floor will be almost a total loss, practically everything that the fire did not touch being damaged by water and smoke.

The heavier damage was in the shoe department, conducted by A. Levy, as a sub-tenant. Mr. Levy estimated the damage to the stock at $35,000, with insurance of $40,000. J. N. McKendry, who was ill in bed when the report of the fire was brought to him, came down to the store. He was unable to estimate the damage to his stock, but it will probably run between $20,000 and $25,000. The loss is covered by insurance. The stock on the upper floor of the building, which is used as a millinery workshop, was slightly damaged by smoke.

Important Montreal Change.

Brophy, Parsons, & Rodden, Ltd., are the successors to the business of Brophy Cains Ltd., Montreal. The change in style of the firm causes no disruption to business and the same warehouse on Victoria Square will be occupied. The new firm will work along slightly different lines than Brophy Cains Ltd., as they will specialize in every variety of dress goods, wash goods, silks, linens, as well as all kinds of ladies' requirements.

The members of the new firm have all been closely identified with Brophy Cains, Ltd. Mr. Thos. Brophy, one of the stalwarts of the Canadian wholesale dry goods business was one of the founders of the business in 1886, and has been associated with the business ever since. Previous to 1886 he had experience with Greenshields & Co. as well as McLachlin Bros & Co. Mr. Allan Parsons became identified with Brophy Cains Ltd., 16 years ago, as their representative in the Maritime Provinces. He still finds time to call upon his friends there. For the previous ten years he represented Hodgson, Sumner & Co., Ltd.

Mr. Frank Rodden, whose name also appears in the firm name entered Brophy Cains & Co. when the business was started. He saw service in every department, and ten years ago began to buy the dress goods, a department of this business which has always had an enviable reputation.

These three along with W. T. Rodden, and S. H. C. Miner form the Board of Directors. The new firm starts with the good wishes of many in the trade.

Failure of Burton, Spence & Co.

The failure of Burton, Spence & Co., Toronto, a wholesale dry goods house of thirty years standing, has occasioned general regret in the mercantile community of that city. An investigation revealed that while the firm's balance sheets had been audited for years, the audit turned out to have been perfunctory and incorrect. Some idea of the volume of business transacted by the firm in the years of prosperity may be gathered from the fact that in 1908 alone, the turnover amounted to $623,051,36, but on this there is said to have been a trading loss of $53,982. The liabilities of the company, including capital stock paid-up of $192,411.78, are given as $530,134.61, and the assets, which include stock-in-trade of $179,044.30, accounts receivable, warehouse, plant and furniture, endownment policies, etc., to $530,-134.61, thus deducting from the liabilities the capital stock of $192,000, there is a nominal surplus of assets over liabilities of about $9,000, the capital having been impaired to the extent of $183,482.73.

Of the capital, about $40,000 is held abroad, and the largest creditors are English and French manufacturers and dealers.

As soon as the firm found that they could not pay their debts, they had stopped delivery of goods in transit. It is understood that a proposition will be made to the creditors looking to a continuance of the business.

Passengers on the Republic.

J W. Woods, president of Gordon, Mackay & Co., who with his wife and daughter, had sailed by the ill-fated steamer Republic, intending to take the Mediterranean trip, returned to Toronto a few days after their thrilling experience at sea. They lost all of their trunks and other belongings.

"Before I can start out on another pleasure trip," remarked Mr. Woods to the Review, "it will be necessary for me to see the tailor for I left the ship just as you see me."

Mrs. Woods and Miss Woods sustained no ill effects from the exposure consequent upon the transfer of passengers after the Republic had been struck by the Florida.

James Monypenny, of Monypenny Bros. & Co., Toronto, was a passenger on the Baltic which carried the Republic's passengers into New York.

The Offer Accepted.

At a meeting of the creditors of J. M. Woodland & Co., wholesale milliners, Toronto, who assigned during January, Mr. Woodland made an offer which on being considered was accepted. Mr. Woodland will continue the business.

The statement showed assets of $36,889 and liabilities of $22,077, leaving a surplus of $14,812.

Millinery Styles Favor the Bizarre and Unconventional

The upper illustration is that of a modish turban, showing use of plateau, with roses, forget-me-not, cabachon and moire ribbon.

On the left is a large hat of pain brule bird's nest braid, with roses and foliage.

The other hat is a leghorn, showing the use of small flowers, sweet williams being chosen; mahogany velvet ribbon.



First Hints of Spring Styles are Appearing in Paris

The New Shade is Kaki-Doro, or Old Gold — Charming Frocks of Foulardare Being Turned Out for Riviera Wear—Notwithstanding Mild Weather, Furs Have Predominating Place for Fashionable Wear.

Staff Correspondence.

Paris, January 26, 1909.

THOUGH there has been little cold weather so far this Winter, our Parisian elegantes are appearing clad in costly furs from head to foot. They are not only enveloped in long redingotes of seal, sable, or chinchilla, but these are supplemented by long stoles, large muffs and enormous toques of fur. The coats have big rolling collars, and are fastened by big jewelled or fancy buttons. Muffs are monumental, and are cumbersome copies of 18th century models, used as arm warmers when the very short sleeves were worn. These muffs to say the least, are rather unnecessary now that the short sleeves and the long gloves are no longer worn. As they are considered picturesque, there is every chance for their continuance in fashion.



The New Mushroom Effect — Hat in Maroc Shades — Plumes of Uncurled Ostrich.

Some of the loveliest of these coats are made of pure white ermine, with the Russian collar and cuffs, and a band of dark sable around the skirt. There is a toque and muff to match. The toque, with a Magyar aigrette rising from a jewelled clasp.

Straight up-and-down gowns buttoned from neck to hem, have made their appearance with a band of fur at the foot as their sole trimming. Sometimes there is a guimpe of net as a relief, and the long straight sleeves have a row of buttons as a trimming from shoulder to wrist on the outside of the arm. Long-haired furs, such as fox, are chosen for this fur band, and a short stole and huge muff of the same fur completes the toilette. The large hat has a crown of the fur, with a rose and foliage as a finish in front, while a similar rose decorates the muff.

First Hints of Spring.

Gowns worn on the stage, and those now being made for the Riviera are giving the first hints of Spring styles. Several suits with short coats have made their appearance. Waistcoats of striped moire silk and extension cuffs of the same fabric are used, and there are small revers and high turnover collars.



Short Coated Suit Models are appearing in Paris - This is one of the latest.

Coats Eccentric in Cut.

The new shade is kaki-doro, or old gold, and a costume of this new color had a skirt of heavy cloth with a surface of silky hairs. The jacket was of Ottoman cord and was trimmed with soutache. Many of the costume coats of this class are very eccentric in cut. They are almost straight in shape and many have sashes of black satin fastening with a buckle.

Some charming little frocks of foulard are being turned out for Riviera wear. The designs are all small and

conventional, and no flower effects are seen, while the grounds are in the new rose, clear blue, helio and green shades.

One pretty little frock of this fabric was of rose figured with white. It was high-waisted, and continued over the shoulder in tiny bretelles, which went in with the guimpe. In front it finished bib-fashion and was cut down under the arms. The tucked underwaist was of rose mousseline de soie with a lace yoke. The sleeves were long and close, but had slashes at the elbow through which a lace frill was pulled.

At one of the Paris theatres one of the actresses is wearing a dress that has been much admired. It is of embroidered lawn with Valenciennes over a pink soft silk foundation, for taffeta is not used now. There are bows of pink satin around the neck, and a pink satin girdle and trimmings at the bottom of the skirt.

Another gown that has created no little sensation is of sky-blue, veiled in black tulle, which is richly embroidered in tiny cubes of black and white jet. These are



One of the New Russian Turban Shapes in Yedda Straw Braid — Wing Effects of the Straw, Velvet Drape and Cluster of Cowslips — The Hat in Bois Joli Shades.

put in as fringes and make a soft tinkle with each movement of the wearer.

New Hats of Rough Straw.

Many of the new hats for the south are of rough straw, and the shapes are entirely new. A typical hat is of Yeddo straw with a drooping brim that curves up slightly at the left. The crown is somewhat of the Tudor character. There are two winglike ornaments made of the straw in front placed almost straight up and backed by a bunch of Spring flowers. The crown is swathed with a bengaline band, and a similar band, edged on each side with straw, hides the ends of the straw ornaments.

Many of the larger hats for the Riviera have mock strings, not a few of which come from under the hat at the left side and finish on the hat with a bow at the opposite side.

Some of the new linen gowns have strappings of the linen applied to the net in vertical lines instead of tucks.

Hat pins are large as ever. Satin-finished discs have a row of brilliants round them. Other pins, oval or round in shape, are of amber, jade or amythest, and these, by the way, tone in splendidly with the new colors. Large byzantine discs, somewhat resembling ox-eye daisies, are made of enameled horn. There are also carved pins in the form of birds, foliage, etc., carried out in horn. Many women are having large antique brooches mounted as hat pins.

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Greenshields, Ltd., Montreal, will have competent representatives at their sample rooms, Carlaw Building, Wellington Street West, Toronto, during the Toronto millinery openings.

Parisian muffs are monumental, being cumbersome copies of 18th century models and used as arm warmers when short sleeves were worn.

Long-haired furs such as fox, are in favor for the foot trimming of straight, up-and-down gowns which are making their appearance in Paris.

A striking costume was of the new old-gold shade, the skirt being of heavy cloth, with silky hairs.

Many of the new hats for the south are of rough straw, and the shapes are entirely new.

There is no reduction in the size of hat pins. Many women are having large antique brooches mounted as hat pins.

First Exhibit of

French Pattern Hats

and the

Latest Novelties

MARCH 1st

We respectfully and earnestly ask all buyers coming to this market, to examine our stocks and prices before making purchases elsewhere. With assurance of a hearty welcome to all, and prompt and careful attention to any business that may be given to us, we are, very respectfully,

Farrell, Belisle & Co.

IMPORTERS

257 Notre Dame Street West

Montreal, Que.

Interesting Items From All Canada

Quebec.

John Baird, of Sherbrooke, Que., who was with the Paton Manufacturing Co. for many years, as dyer, is dead. He was a veteran of the Crimean war.

Samuel McGaun, youngest son of the late Archibald McGaun, Montreal, and formerly with Greenshields, Limited, Tooke Brothers and the Dominion Carpet Co., died in Montreal on Sunday, Jan. 24th, of heart failure.

A large real estate deal was recently completed in Quebec, whereby O. Lacrox, director of the Rock Clothing Co. acquired the immense block of buildings on Coloumbe, Arago, Alexander and Voltigeur streets. These buildings occupy an area of thirty-thousand square feet and form a square of building actually occupied by several manufacturers, among which we may mention the shoe factories of Jobin & Rochette, J. M. Stobo, J. B. Drolet & Co., F. Shryburt & Co., and the Rock Clothing Company. The sale price is said to have been $70,000. The Rock Clothing Co. propose, it is understood, to extend their activities by taking up the treatment of furs and manufacture of shirts.

Ontario.

J. Buchanan, of Deseronto, has become nicely settled in his new store at Sterling.

Richard Salkeld, of Whitby, a tailor with A. D. Fraser for some years, died on New Year's day. He was 73 years of age.

Buck, Buck & McCarthy, of Hastings, report an exceptionally good Winter trade. The Christmas business was the best in years.

Jacob Miller, forty-five years of age, who had been in the fur business in Toronto for eighteen years, died Jan. 4, of heart failure.

Edwin Campbell, of Cobourg, has succeeded to the large and prosperous dry goods business so long carried on by his father, who died lately.

David Jardine, formerly of the clothing department of "The Lion," in Galt, has gone to Los Angeles to take a position in the Bullock department store there.

V. Norman Smallpiece, manufacturers' agent, Toronto, has just returned from a trip to Montreal and Ottawa, where he called on the wholesale dry goods trade.

F. A. Best, who was with the Cummings' Oak Hall, Guelph, for three years, has taken a position as buyer and senior salesman for the Midgley Co., of St. Thomas.

John McIntyre, senior member of the firm of McIntyre & Campbell, and one of Cornwall's oldest business men, died Jan. 9th. He had been in business in Cornwall since 1869.

W. A. McKim, town clerk, of Goderich, formerly a dry goods merchant, died at his home in that town recently. He had been a member of the town council for some time and was a prominent Mason.

Grafton & Co., men's and boys' outfitters, have purchased and moved into the T. H. Pratt & Co. building, Hamilton. They intend to make important alterations, including an entirely new front, and interior fittings.

Three stores were burglarized in Mount Forest on the night of Jan. 26. Two dry goods stores and a jewelry store were forced by breaking doors, but the thieves seemed to to be looking for cash, very little of which they obtained.

Thos. Hoskin, for more than half a century a resident of Toronto, died Jan. 5th. Mr. Hoskin was a native of Cornwall, and was in his 82nd year at his death. He was in the dry goods business in Toronto for some years, but retired ten years ago.

Harry Field, who recently sold his hardware business at Cobourg to Barfett Bros., has been elected mayor of that town for 1909. Mr. Field is now a member of the firm of Field & Brothers, one of the oldest dry goods businesses in Ontario.

The Peterborough clothiers adopted a good resolution at the first of the year. They decided to close their stores at ten o'clock Saturday nights. It is not known what action the other merchants will take. The change will be appreciated by the clerks.

W. D. MacLennan, of MacLennan & Kennedy, Stratford, spent a couple of weeks recently in one of the leading American schools of garment cutting, picking up all that is new in men's styles for the coming season in the interest of the firm's tailoring department.

John O'Connor, who was with the W. A. Murray Co., Toronto, for seventeen years, has gone to Pittsburg to take a position as manager and treasurer of the O. C. Whitney Co., a firm which was recently established with $50,000 capital to carry on business in women's furnishings.

Joseph Patterson, clothier, 153 King St. east, Toronto, was hit on the head by an awning, which had collapsed under a load of snow. Mr. Patterson was watching a man lower it when the whole apparatus collapsed. He escaped with nothing more than a bruised head.

Arrangements were recently consummated whereby John C. Eaton, who controls the Turbinia Steamship Co., also gained control of the Hamilton Steamship Co. The two companies will remain under separate management. The boats will remain on the same routes as in the past.

The death occurred recently in Dundas of W. H. Dixon, formerly connected with the Dundas Woollen Mills. Mr. Dixon had only returned a short time ago from the Coast where he had gone in the hope of restoring his health. He was born at Steeton, near Keighley, Yorkshire, Eng.

Wm. Carss, Orillia, has let the contract for the enlargement of the building in that town occupied by The Carss Mackinaw Co., and D. L. McIntyre, clothing manufacturer. The addition is made necessary by the consolidation of the Lindsay and Orillia branches of the Carss Mackinaw Clothing Co., with one factory at Orillia.

The news comes from Bracebridge that the linen factory there will start up again and that the manager, T. Morrow, has gone to the Old Country to purchase a bleaching plant for the factory. He will be gone about four weeks and on his return the factory will be opened up again on a more extensive plan. It is understood that additional capital is being put into the concern.

The cash and parcel boys employed by the W. A. Murray Co., Toronto, held their annual "sleigh-ride on wheels," recently. They wound up with a banquet after which they were addressed by their manager, Mr. See, who assured the boys that he would do everything in his power to propagate the good feeling which had always existed among them.

The death of James Gillies, a prominent resident of Carleton Place, occurred after a sudden illness at the Queen's Hotel, Toronto, while he was on a visit to that

city with his family. Early in life Mr. Gillies identified himself with lumber manufacture, and in 1880 bought the Code Woolen Mill in Carleton Place, which he operated for several years and later with his father bought the McArthur Woolen Mill, finally selling out to the Canada Woolen Mills Co.

West.

Two hundred employees of the T. Eaton Co. formed a gay theatre party in Winnipeg recently. A Bachelor's Honeymoon was the attraction.

A recent dissolution in the Canadian Dry Goods Co., Winnipeg, leaves the business in charge of F. Droxerman and M. Steinberg, the retiring member being H. Adilman.

George C. Crawford, manager of the shoe department of David Spencer & Sons, Vancouver, died in that city Jan. 1st. The body was brought to Brampton, Ont., for interment.

A good example of effective community publicity came from Calgary. Early in December, B. C. Binning, of Messrs. Binning & Co., dry goods merchants, wrote to a firm in London, England, and also sent some pamphlets and papers describing the city and province with the object of interesting Old Country people in the district. Recently the firm received a letter stating that as a result of its letter, "twelve persons will be leaving in March for your country." The letter further made inquiries as to the probable profits to be obtained in farming and the chances for a man who works well to make a competency.

East.

J. D. Chambers & Co., of Truro, dry goods, house furnishings and millinery, have sold their business to F. C. Layton & Co., of Truro.

Patrick LeBlanc, for many years connected with the dry goods business in Moncton, has taken a position as manager of the establishment of Ferguson & Thornton, Amherst.

Halifax business men tendered a complimentary banquet, on the evening of Jan. 6th, to Ernest E. Boreham, on the eve of his departure for Toronto to take a position, which marks a decided advancement in his business career. The chair was occupied by Hon. Premier Murray.

George W. P. Reid, postmaster and merchant, of Elmsdale, Hants County, N.S., is dead. He was at one time a dry goods clerk in British Woolen Hall, Halifax, and in the carpet department of Trider and Gordon & Keith, of that city. He was also a Fenian Raid veteran and was granted a medal for his services.

Frank Colwell, men's furnisher, of Halifax, has discontinued the practice of charging. It was found that the monthly accounts which have gone through the books require almost as much attention, and the cost of office help is just as great as it would be for ten times as many accounts. The saving in expenses, it is announced, will go to the benefit of customers in the shape of a ten per cent. reduction.

Anthony J. Manley, who for some years conducted a successful dry goods business in Halifax, died in London, Eng., early in January. Mr. Manley was a native of County Durham, England, and his father was prominently identified with the English iron industry. When a young man Anthony J. Manley accepted an offer to go to the United States and take charge of the Brooklyn navy yard. He went there and remained a few years, but did not agree with the methods of operation there and resigned. Then he came to Canada and joined some Montreal capitalists in a proposition to manufacture iron on the St. Lawrence. This venture was not successful. Then he embarked in business as a commercial traveler and it was while so engaged that he went to Halifax, and he decided to locate there. He married a Halifax lady and for some years conducted a successful dry goods business there, which he gave up some years ago to take up management of the New Victoria hotel, which hotel he had built.

Board of Trade Elections.

Wholesale dry goods and associated lines of business were well represented in the elections of the Toronto Board of Trade for 1909. The president is James P. Watson, vice-president and manager of E. & S. Currie, neckwear manufacturers, and who is also closely identified with other progressive enterprises. Among those who had the honor of election to the council were:—J. D. Allan, of A. A. Allan & Co., wholesale hats and furs; Henry Brock, of the W. R. Brock Co.; John D. Ivey, head of the John D. Ivey Co., wholesale milliners; Herbert Langlois, of the W. R. Johnston Co., wholesale clothing manufacturers, and Charles Marriott, of G. Goulding & Sons, wholesale millinery.

Mr. Ivey, Mr. Marriott, Mr. Brock, Mr. Allan, Mr. Langlois, J. W. Woods of Gordon MacKay & Co., R. A. Nisbet of Nisbet & Auld, wholesale woolens, A. T. Reid, president of the Featherbone Novelty Co.; C. S. Meek, manager of Stewart, Howe & Meek Co., and T. McQuillan, Ontario sales manager of the Dominion Textile Co., were appointed to different committees. Mr. Langlois is president of the committee on technical education; Mr. Woods, president of reception, development and tourist committee, and Mr. Reid, president of the membership committee.



JAMES P. WATSON
Elected President of Toronto Board of Trade for 1909.

The officers of the Wholesale Dry Goods Section for the ensuing year are: Chairman, John D. Ivey; Vice-Chairman, W. R. Smallpiece; Secretary-Treasurer, F. G. Morley; Executive Committee— J. W. Woods, Chas. Reid, John Muldrew, A. T. Reid, R. W. Spence, J. D. Allan, C. B. Lowndes, John Northway, John Macdonald, A. W. Allen, C. S. Meek, J. P. Watson, A. M. Ivey, R. A. Nisbet, A. F. Rodger, Henry Brock, S. Ubakata, and J. C. Douglas.

Co-operation Desirable on the Express Rate Question

Suggested that Retailers Communicate Individual Complaints to the Wholesale Dry Goods Section of Toronto Board of Trade—A Wholesale Milliner's Views.

IT must not be understood that the millinery firms alone are the ones chiefly concerned in this question of express rates. We have behind us not only the dry goods section, but the entire Board of Trade." Thus did the head of a wholesale millinery house in Toronto express himself a few days ago.

"At the annual meeting of the dry goods section," he continued, "the chairman, John D. Ivey, presented his report. The president of the Board of Trade, Mr. Watson, was there, and endorsed what was stated in that report as being of as great interest to every member of the board as it was to the members of the section.

"The people who must pay the charges are the retailers. There must, however, be co-operation throughout the trade. The wholesale committee of the Board of Trade and the wholesale houses will do everything in their power to place individual cases before the Railway Commission. If a retailer has information or complaint of any kind he should write to some wholesale house with whom he is doing business, or take other necessary action to have the matter considered.

Profitable Business.

"Millinery men are undoubtedly very large shippers, but past experience has shown that the express companies have had a very profitable business on the old basis. The conditions of trade in millinery last year were rather unusual. There was no very decided style of hat in the early Spring, and the "Merry Widow" sailor made its appearance without notice. It was a very large hat. Our customers, some of whom had bought lightly for Spring, jumped in and bought very heavily. They made up in April and May for any shortage that had previously occurred. Much shipping had to be done by express. So far as bulk was concerned, it was a maximum year, and the express companies pounce upon it to give color to their statement that we crowded them out, overlooking the seasons in which the vogue of turbans admitted of very much smaller parcels. Apart from that, however, it appears to me that with additional packing required they were getting all they were entitled to by reason of increased weight.

Shipments of Trimmings.

Manufacturers of millinery, they must remember, also ship a large amount of material for trimming hats, such as feathers, flowers, velvet, ribbons, and the like, all of which will parcel in comparatively small bulk. Of these goods alone, the express companies handle very large quantities, so that their complaint, if such it may be called, cannot qualify entirely on the bulk question.

"It is my opinion that if the express companies had consulted with, or sought the co-operation of, shippers an amicable arrangement would have been arrived at thereby saving a great deal of trouble."

The Investigation.

After a thorough hearing of the specific complaints received against the classification of the express companies, which went into effect Jan. 1st, the Dominion Board of Railway Commissioners summarily cancelled the new schedule and ordered the former tariff renewed. In giving his decision Judge Mabee stated that the commissioners had understood that the new classification would mean on the whole a slight reduction in rates to the shipping public, and had relied on the companies keeping the agreement entered into with the late Judge Killam, that no radical change would be made pending the result of the general inquiry.

When the new schedule made its appearance and its actual working significance became known, the dry goods section of the Toronto Board of Trade immediately appointed a committee to take the matter to the Railway Commission. The question, apart from its general bearing, was one of outstanding importance, affecting every division of the dry goods trade, in view of the large parcel shipments in the distribution of goods. Two wholesale millinery men, John D. Ivey and Charles Marriott, of G. Goulding & Sons, Toronto, were the first witnesses called. The Canadian Manufacturers' Association was represented by J. E. Walsh, manager of the transportation department.

Shifting Responsibility.

Mr. Ivey dealt with the new contract form of the express companies, clause by clause, pointing out those to which he took particular exception. He thought that the first clause implied that the express companies were trying to get over the liability to loss incident to transportation, a responsibility that they should not endeavor to evade.

He suggested that the clause containing the proposal that the express companies in carrying goods off their established route, shift responsibility of carriage on those branch lines, be struck out. He was strongly of the opinion that the express companies should assume all the responsibility in transportation, and, moreover, he did not think it just that the shipper be called upon to prove that the express company was guilty of fraud or gross negligence if such were the case. He considered the limit of liability as set down in the express companies' new tariffs too small.

Regarding valuation charges, it was unfair, he stated, to ask the shipper to go to the trouble of examining and placing the value on the outside of the parcel. He said, "I think that about ninety per cent. of the people who go to the express people with their parcels, will, after reading the new contract form, refuse to entrust their packages to the express companies." Reference was then made to the crating clause.

Mr. Ivey stated that under the new tariff, as far as his business was concerned, the increase in tollage would amount to about 100 per cent.

Mr. Marriott's objections coincided practically with those given by Mr. Ivey. He stated that he shipped one-third of his goods by freight and two-thirds by express. It rested with the customers to direct the way in which the goods should be shipped.

More Information Desirable.

J. E. Walsh based his criticisms on a document in his possession, dated October, 1907, containing a summary of complaints from different members of the Manufacturers' Association. He stated that he did not

think sufficient information was supplied to shippers by the express companies relative to tariffs and classifications. He considered it would be an excellent idea to have the express companies' freight classification either identical with that of the railroads' classification, or analogous.

Ladies' Hats Bulky.

W. S. Stout, general manager for the Dominion Express Company, was questioned concerning the rules applying to the acceptance by them of parcels of millinery for delivery. Concerning the declaration of the value of millinery parcels for the purpose of fixing the charge, Mr. Stout stated that this rule was introduced primarily that the express companies might receive reasonable compensation for the space taken up in the express cars. Said Chairman Mabee, "When ladies' hats get back to a reasonable size I presume there will be no further necessity for this rule."

The express companies lost no time in restoring the old rates. The question of claims for rebates or overcharges under the new rates from the first of the year until now will be settled according to individual cases. Notice of appeal from the ruling has been given by the counsel for the Canadian Northern Express Company.

Guaranteed Hole-proof for Six Months.

The Chipman-Holton Knitting Co., of Hamilton, are backing up their "Neverdarn" Holeproof Hosiery with a six months' guarantee. The wearing qualities of these hose are attributed to a dyeing process by the application of which, it is claimed, a maximum strength of fabric is retained, in addition to the use of specially prepared, high-priced maco and lisle yarns.

The hose are sold in boxes of six pairs and the guarantee accompanying each box reads as follows: "We guarantee these hose to wear six months without darning, and will replace with new pairs, at our expense, any that fail to do this if returned within six months from date of purchase." With every box of hose is a coupon for each pair, and in returning for exchange the purchaser must surrender the damaged hose, the guarantee ticket and one coupon for each pair returned. The hose retail at $2.00 for each box of 6 pairs.

In marketing their "Neverdarn" goods through the jobbers, the Chipman, Holton Knitting Co. have placed the entire retail trade upon a common footing in the handling of a line of goods which have particularly strong selling points. They have wisely avoided the one-store-in-each town plan, and in that way have ensured for their hose—the first of the kind of Canadian manufacture—a wider and more satisfactory distribution than would have otherwise been the case.

The "exclusive rights" system of distributing guaranteed hosiery has been worked out in the United States, and it has been found that, while extensive advertising brought wonderful results, the system, in the original instance, left great gaps in which competitive lines obtained good footing and through strong publicity carried away a good slice of the trade by open distribution.

In all of these cases, however, it was a remarkable fact that while several guaranteed hosiery lines secured a firm place in demand, the goods returned were of a negligible proportion. Retailers were at first inclined to see a heap of trouble in connection with the filling out of coupons when purchases were made or hose returned, but in actual practise the difficulties did not materialize. The selling features were so uniquely attractive that they caused good business in the hosiery department.

Some Seasonable Hints to Buyers

From information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

PALMENBERG AND THE SOUTH.

J. R. Palmenberg's Sons will show at their Baltimore agency, No. 2 South Liberty Street, a much larger array of novelties than usual, the lines of samples being more extensive than ever before. This is due to the increasing demand in the South for the finest goods in fixtures and forms and the growing tendency of southern merchants to visit the wholesale houses of the Monumental City in quest of goods peculiarly suitable to their particular localities. H. L. Davis continues in charge of this agency and is prepared to meet his trade in better shape than ever.

OXFORD KNITTING CO.'S NEW MILL.

Owing to lease expiring and increase of business, the Oxford Knitting Co., Woodstock, have commenced building a new mill adjoining the C. P.R. station. The new mill will have two storeys and basement, 200 feet long and 55 feet wide, with boiler and bleach house, 72x32. The building will be modern in every respect, and one of the most up-to-date mills in Canada. The company expect to occupy it in June or July next.

Since the company commenced operations in 1906, the business has grown rapidly. The fine ladies' and children's Swiss underwear is now known all over Canada, a marked feature of their goods being the extra fine gauge and finishing of the garments. They have been the pioneers in this particular. The main feature, however, of the products is the peculiarly white bleach and soft finish, which has caused the "Oxford" brand to become such a favorite with the ladies of Canada, the dainty trimmings causing a demand which has far exceeded the expectations of the makers.

This company is also the only Canadian makers of the "I-let" elastic porous or bird's-eye fabric which is a big seller. These goods are made both in straight and fashioned styles and the beautiful effects in lisle and mercerized are acknowledged to be the most artistic garment ever made in the knit goods trade for Summer wear.

The company use in the manufacture of these goods the finest and most expensive yarns made from the soft and lustrous Sea Island cotton.

When the new factory is completed the company will have better facilities than ever to produce underwear which will be second to none in the world.

NOVEL METHOD OF SHOWING SAMPLES.

The customers of Watt & Shapiro Mfg. Co., 507 St. Paul St., Montreal, will appreciate their novel and careful method of showing samples on the road, as much as do their representatives. They have had built to their order sample trunks which hold in position twenty-five suits or coats. They are enlarged wardrobe trunks



Window Display of Shirts and Collars, Manufactured by Young & Rochester, London, England. This Display was Made in the Store of Wreyford & Co., Toronto, Canadian Selling Agents for these Goods, and is the Work of T. H. Smith, of Wreyford & Co's. Staff.

which permit the garments to be hung up, and thus appear in the sample rooms without creases. Their representatives are now showing Spring lines.

PALMENBERG'S AGENCY FOR THE NEW ENGLAND STATES.

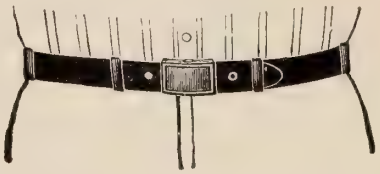
J. R. Palmenberg's Sons have just opened a permanent office and salesroom at 30 Kingston St., Boston, under the management of E. L. Joslin & Co. A complete line of their famous forms and metal fixtures will be shown for the inspection of buyers. In addition, the trade will be regularly visited. The many novelties in display devices recently introduced by the house of Palmenberg will greatly interest the enterprising merchants of New England.

BENGALINE FOLDS.

Ascher Bros., 30 St. Francois Xaxier St., Montreal are making a specialty of Bengaline folds. Leading garment manufacturers have taken these up, and the advantages of the stock of Ascher Bros., are appreciated.

THE "EASY" BELT.

The new belt for men called the Easy Belt, which has already taken a hold in the States and which has become very popular, is a new creation for men. It does away with the



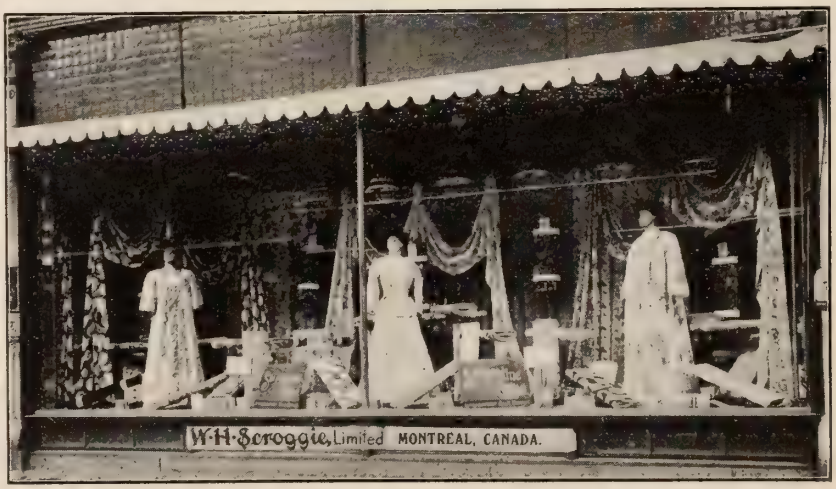
cheap harness buckle effect and has an easy and simple adjustment very plain and neat with the front of the buckle in the style of a plate which can be engraved with initials, monograms or emblems of any kind.. It



comes in various finishes, gun metal, gold, old silver, old brass, oxidized silver, oxidized copper and rubber. It is made in all kinds of leathers and it is freely predicted that it will



be the future belt for men. A neat dresser will not be without the belt. It is quickly adjusted, has no harness buckles and no pulling of straps is necessary.



Splendid Display of Serpentine Crepe—Made by W. H Scroggie, Montreal.

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Sheetings, Ready-Made Sheets (Plain and Hemstitched)
See Horrockses' Name on Each Sheet.

Flannelettes of the Highest Quality.
See Horrockses' Name on Selvedge.

Horrockses, Crewdson & Co.

Limited

Cotton Spinners and Manufacturers,

PRESTON. MANCHESTER. LONDON, ENGLAND

To the Trade

February, 1909

For the Assorting Season

We have always given special attention to the "Sorting Season Business" by having our stock well assorted. This year we have put forth greater effort than ever to supply your wants for **the Spring Assorting Season** with goods of the very best value in the following departments:

Carpets, Carpet Squares
Linoleums
House Furnishings
Haberdashery
Smallwares
Dress Goods, Silks
Muslins, Laces
Embroideries
Hosiery, Gloves
Underwear
Woollens
Ladies' Ready-to-Wear Goods
Linens
Prints
Domestic and
Imported Staple Cotton Goods

Capital and experience in buying have gained for us the enviable position we to-day hold in the markets of the world. These two great agencies enable us to show better value throughout each of our respective departments than we possibly could under any other circumstances.

We solicit your esteemed Orders. *Filling Letter Orders a specialty.*

John Macdonald & Co., Limited
Toronto

DRY GOODS REVIEW

March, 1909
Vol. XX. No. 3

Single Copy Twenty-Five Cents
Per Year - - Two Dollars



Special Features

Furs and Ready-to-Wear

MacLean Publishing Company, Limited
Publication Office, Toronto, Canada

Montreal *Winnipeg* *New York*
Chicago *London, England*

R. PARKER & CO. Established Over 30 Years Dyers and Finishers to the Trade

Old Stock Made into New

Plain, practical, thoroughgoing knowledge of dyeing and finishing is the magical force that enables us to transform old and unsaleable stocks, feathers and plumes on the merchants' counters and shelves into new and saleable goods.

Nothing more, hardly, need be said. We know how to do the work. The largest and most modernly appointed plant in Canada is ours. This and all the experience of thirty years is at your service.

Leading merchants all over Canada are our customers. Write us.

R. PARKER & CO.
CANADA'S GREATEST DYEING WORKS
787-791 Yonge St., TORONTO, CAN.

Arthur & Co. (Export)
Limited
Glasgow and London

SILKS

We can fill your immediate wants, by giving you the best values obtainable in all lines now in demand.

Cotele Silk in black and colors
Bengaline " "
Paillette " "
Satins " "

Also double width Satin Laine in all the newest shades.

A Postal Card to
CANADIAN HEADQUARTERS

J. K. WALLACE
232 McGill Street, MONTREAL
will bring samples.

"Rooster Brand"

BEST 

MADE

"We don't need the marts of Europe
Nor trade with the Eastern isles,
We don't need the Yankees' corn and wine
Nor the Asiatics' smiles,
For what so good as our home-made cloth?
And under the broad, blue dome
Will you tell me where there are *Overalls*
Like those that are made at home?"

"Rooster Brand" Overalls

are made in Canada

The greatest value we have ever offered to retail at 75c.
Black and blue, double bibs, patent pockets, etc.

Robert C. Wilkins, Montreal

Overalls Shirts Outing Trousers
Pants White Coats Yachting Jumpers

You Will Appreciate the Advantages of Our Large Stocks. In Your Own Interests Keep Your Stocks Well Assorted

Spring Trade is Opening Actively

Special Attention is directed to the Immense Cotton Department. Ginghams are splendid sellers. Use our stock. Prints are having the best season in years.

Ask the Smallwares Department

For the Special Sales Plan in your interest

Send us a list of your wants or see our travellers' samples

Greenshields Limited

Montreal

THE LATEST ENGLISH DRESS FABRICS

By



Priestley

Tussah Royal

Emphatically endorsed by Dressmakers, Women's Tailors and Retailers in London, Paris and New York, as it is suited to the present form of Costuming.

Voiles, Mohairs

West of England Broadcloths

All three materials reach the usual high Priestley level of merit and are most desirable for next year's business. WE RECOMMEND THEM TO YOU.

Sole Agents for Canada

Greenshields Limited

Montreal

The

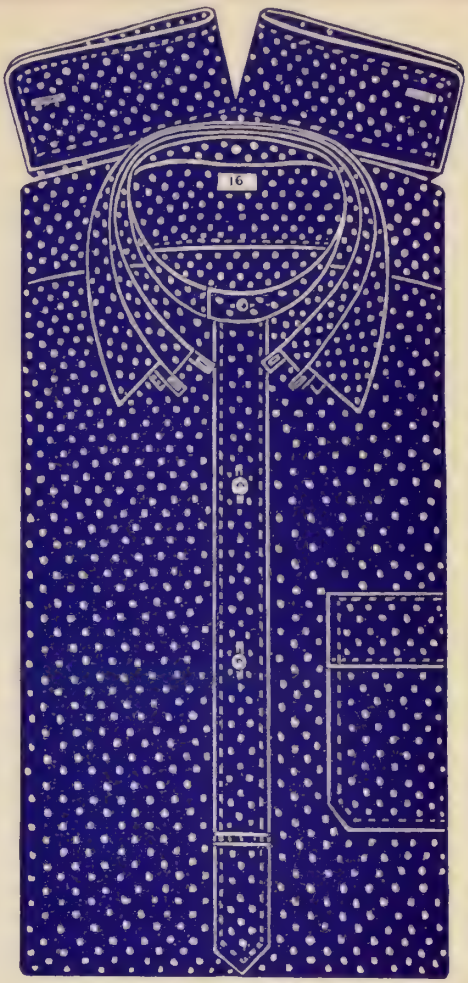
Railroad Shirts

Atlantic and Pacific

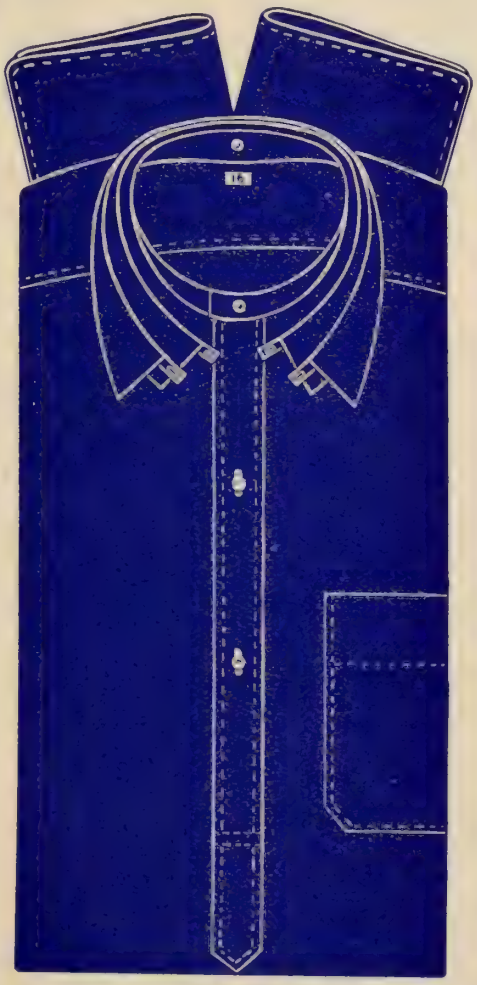
SPOT AND PLAIN INDIGO

Guaranteed Fast Color. Alkali or any other water will not affect it. : : : : : :

Any Wholesale House can supply you



Atlantic



Pacific

Cuffs attached and two collars detached

Full Fashioned, Double-stitched Faced Sleeves Patent Neck Band, Full Yoke and Pocket

We Guarantee these goods Pure Indigo and Absolutely Fast

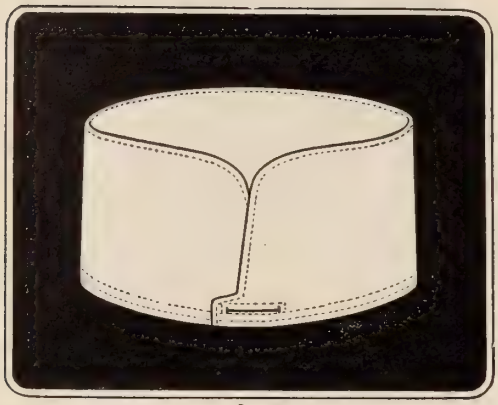
The Canadian Converters Co., Ltd.
MONTREAL

Sovereign Collars

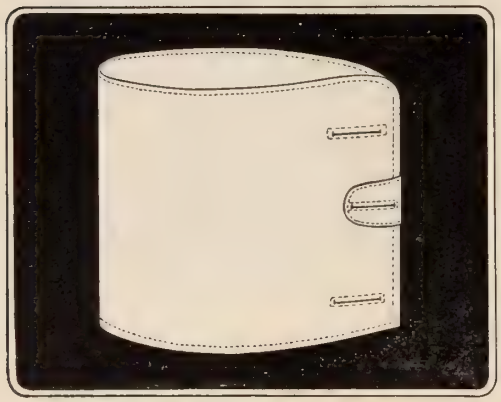


Brand and Cuffs

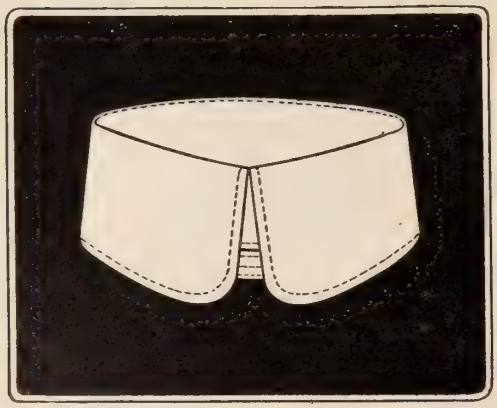
THE COLLAR FOR EXCLUSIVE TRADE



OSCAR II—2", 2¼" and 2½"

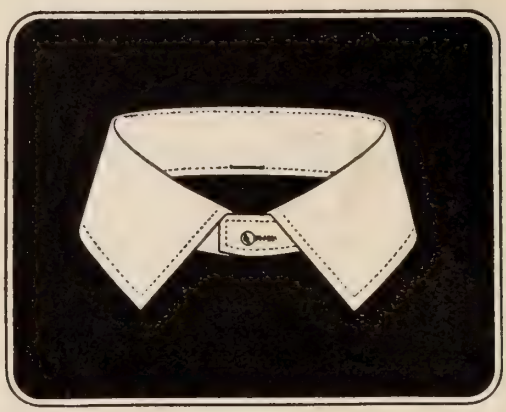


VICTOR EMMANUEL CUFFS

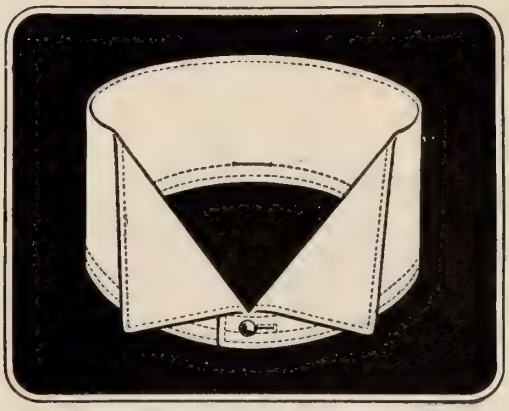


MENELEK—2", 2¼" and 2½"

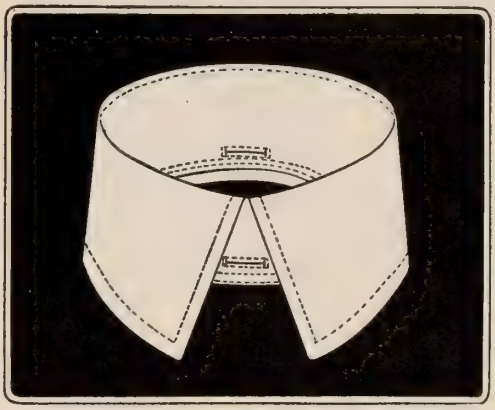
MADE FROM HIGHEST GRADE IRISH LINEN



ALFONSO



CHARLEMAGNE—2" and 2¼"



HAAKON VII

Hand Cut and Hand Turned.
Made in all the Leading Styles.

Stitching—Twenty Stitches to the Inch.
Stocked by all Wholesalers.

MANUFACTURED BY

The Canadian Converters Company, Limited

MONTREAL

DEBENHAMS for Novelties

Millinery in our Montreal House

Flowers Acacias, Banksia Roses, Cowslips, Forget-me-nots.

Hats Chips, Fancy Straws, Crinolines, Etc.

Spring 1909

Fashionable Goods for this season are well represented in both our Toronto and Montreal stocks :

Satin Cleopatra, Satin Frivol, Paillettes, Louisines, Directoire Cloths, Broadcloths, Voiles, Tucked Netts and Allovers, Chiffons, Tulles, Veilings, Plain and Fancy Ribbons, etc.

Our Color Range contains an unlimited array of new shadings.

Debenhams (Canada) Limited

MONTREAL
18 St. Helen Street

TORONTO
Bay and Wellington Streets

Debenham & Co. London (West), London (City), Paris, Brussels, New York, Boston, Melbourne, Sidney, Cape Town, Johannesburg.

Dress Goods Department

Full Range of **BLACK GOODS**

Satin Cloths, Voiles, Eoliennes, Lorento, Crepe de Chenes, Llamas and Taffetas.

Plain Goods — Directoire Satin Cloths, Panamas, Roxanas, Bengalines, Poplins, Voiles, Llamas, Crepe de Chene, Veilings.

Self Stripes in Bengalines, Pekins, Satins, Serges, etc.

We would draw your special attention to our three lines to retail at 25c., viz.: Pekin Stripes, Lustres and Delains.

The Anderson Gingham a Specialty

New Dress Linen Suitings, plain and striped at popular prices.

New Range of White Wash Goods and Printed Muslins.

Print Department

Our special No. GG., 31 inches, at 7½c.

Our noted 31 and 32 inch 10c. Prints.

A full range of both lines—of regattas, light fancies, light and dark indigos, two tones, navy and fast blacks.

Curtain Department

Swiss & Nottingham Curtains, newest and latest designs; Curtain Nets and Curtain Muslins; White and Colored Quilts, Marseilles and Satin, Comforters, Panels, etc.

Embroidery and Lace Department

Specials in Embroideries and Laces. We are showing the most fashionable and daintiest designs that can be procured in the markets of the world — unequalled values. Also, Box Lots of Embroideries and Laces and a large assortment of ranges in Orientals, Mechlins, Torchons, Vals, Insertions, All Overs, Guipures, Fine French Vals Silk, Plauen Nets, Clunys, Footing, Embroidery Setts, Frillings, Veilings, etc.

Smallware Department

General Smallwares, Buttons, Bibs, Handkerchiefs, Belts, Ribbons, Shams, Ladies' Whitewear, Knitted Wools, Fingering Wools, etc., etc.

The Gault Brothers Co., Limited

13-21 St. Helen Street **MONTREAL**

HOSIERY AND GLOVE TALK

FOR SPRING 1909

Hosiery

The consumer is becoming more critical in buying every day. This forces the manufacturer who gets his ideas largely through the wholesale distributor to make practical goods, and these we have to offer you in our hosiery and gloves.

Our D-1000 Is a Women's Gauze Lisle Hose, which has double weight tops, so that the hook-on garter will not tear it to pieces after being worn a few times. It also has a double sole, high spliced heel and toe, and the black is LOUIS HERMSDORF DYE. It also comes in the following shades, all stainless fast dye—White, Pink, Sky, Old Rose, Helio, Browns, Tans, Greys, Copenhagens, Champagnes, Reseda, and Ox-Blood, the newest shade for Spring. This line retails for 25c, and is exceptional value.

Our D-1022 Which is another leading number, is mercerized Gauze Silk Lisle, perfect dye, feels like silk, looks like silk, and wears better. Comes in all the shades same as D1000 range, and has all the features, such as Double-Top, Double-Sole, and High-Spliced heel and toe. Retails at 50c, with a handsome profit to the retailer. Plain colors are especially good in hosiery for Spring, '09.

Buy Now to be Sure of the Assortment

D-1037 Tan Ingrain Gauze Lisle and Black Ingrain Gauze Lisle, Double-Top, Full-Fashioned, Double-Sole, and High-Spliced heel and toe, retails at 50c. **D-1038**

In Men's Half-Hose we are showing plain mercerized, to retail at 25c and 50c, and embroidered self-colors, mercerized, to retail at 50c. Also the largest range of fancies in exclusive designs to retail 25c and 50c. Sample collections of ten dozen sent express prepaid.

We also carry a full range of Canadian Cotton Hose in our own brands, Sampson, Hole-Proof, Countess, Queen-Quality, which are below the regular cost price to the retailer, and retail at 25c for the large sizes, *giving a handsome profit to the retailer.*

Gloves

We offer the CONSTANCE, which is a REAL FRENCH KID GLOVE, made in Grenoble, France, has gusseted fingers, two domes "Arms of Grenoble." EVERY PAIR IS GUARANTEED. This glove fully deserves the reputation it has gained of being the best DOLLAR KID GLOVE FOR LADIES IN CANADA.

All the newest shades of Taupes Beavers, Modes, Greys, Tans, Blacks, Browns, and White, are in stock. Order your Easter requirements now.

In Fabric Gloves, Silk and Lace, long and short, we offer you goods that fit, and the lowest prices commensurate with their value. The lady who buys our Fabric or Silk Gloves will be a regular customer of yours after once trying them.

THE OAKS is a Men's Cape Glove which retails for $1.00 and is GUARANTEED.

N-133 Is a Men's Grey Suede Glove, three-cord point back, exceptional value to retail at $1.00. A trial order for any of the above lines will prove satisfactory.

A glance through any of our travellers' samples, or, still better, a visit to our warehouse, will convince you that we have the most up-to-date hosiery and gloves and underwear stock for men and women in the DOMINION.

The Gault Brothers Co., Limited, Montreal

Kleinert's

Name on a Dress Shield is a GUARANTEE OF QUALITY—a MERIT MARK of TWENTY-FIVE YEARS' STANDING





DOUBLE COVERED



WASHABLE



SOLD BY ALL THE LEADING JOBBERS

I. B. Kleinert Rubber Co. - Toronto

Variety is the Spice of Life

WHETHER in work, pleasure or play it relieves monotony and adds attractiveness to any pursuit.

Nowhere is this more in evidence than in the matter of reading and in the contents of the Busy Man's Magazine ther will be found each month a wide range of subjects, much that will appeal to all classes.

The following contents of the March number will prove most timely.

System and Business
- Revolutionizing an Industry.
- The Virtue of Thrift.
- Agricultural Co-operation in Denmark.
- Fitness in the Business Race.
- The Business End of Polar Exploration.
- The Human Factor in Business Efficiency.

Political and Commercial Affairs
- Let the People Know.
- Ye Story of Caviare.
- Who Owns the United States?
- Romance of a Famous Mining Camp.

Life Stories of Successful People
- The Romance of the Rothschilds.
- Memoirs of a Great Editor.
- Brown of the New York Central.
- From Apprentice to Baronet.
- Hugh Chalmers of Detroit

Short Stories
- The Other Self of Jimmie Thrums.
- Oriented.

Miscellaneous
- Men and Events in the Public Eye.
- An Understudy to a Queen.
- Motor Cars for the Millions.
- Towered Cities.
- Men of the Sky.
- The Book of the Month.
- Contents of Other Magazines.

On sale at all Newsstands

20 cents a copy. **$2.00 per year.**

Busy Man's Magazine

MONTREAL **TORONTO** **WINNIPEG**



Corticelli



European Fashion Service

FOR

Dressmakers

Get in line right now and bring the Dressmakers to your stores.

THIS IS THE OFFER

We propose to give free to Dressmakers who use Corticelli Silk, provided they will agree to return, within one year, at least five hundred empty Corticelli fifty-yard spools.

A Fashion Service (regular price $25.00 per year). This Fashion Service, (issued four times a year) Feb. 1st, Apr. 15th, Sept. 25th, Nov. 15th, is handsomely printed in four colors, gives, in simple but attractive form, every fashion point and change in style that is important to know.

It is an exclusive and high-grade service of a character never before offered in Canada. A copy of this handsome publication, 15 x 10 inches, will be sent to any merchant on request.

If dressmakers come to your store for Corticelli It's up to you to get the balance of their trade.

Our plans will be sent on application.

Corticelli Silk Company, Limited,

Head Office: ST. JOHNS, Que.

Address nearest office.

Sales Rooms—22 St. Helen St., Montreal. 399 Cordova St., Vancouver. 56 Albert St., Winnipeg.
24 and 26 Wellington St. West, Toronto. 91a York St., Sydney, N.S.W.

Established 1832 *CABLE CODE: Law–Bradford*

SPRING 1909

"Lawrus" Fabrics.

REGISTERED

These goods are rolled on special boards and stamped every 5 yards LAWRUS.

Specialities

Alexandra Suitings

Mayfair Suitings

SELLING FREELY

See Our New Suedena Finish Rainproof Goods

Law, Russell & Co., Limited

Converters of Bradford Fabrics

BRADFORD and LONDON

Bradbury, Greatorex & Co.

(Colonial) Limited

ALDERMANBURY, LONDON, ENGLAND

Canadian Headquarters :—

Rooms 204, 205 St. Nicholas Building, near Board of Trade, Montreal, P.Q.
Mr. C. J. W. Davies, Agent. (Telephone Up. 2674).

Branches :—VICTORIA, B.C., Mr. R. H. McMillen. TORONTO, ONT., Mr. W. Mackenzie

---

We would take this opportunity of drawing your attention to the fact that our

FALL SAMPLES

will very shortly be in the HANDS of our Agents, who will be laying them before you, and we draw your special attention to the following DEPARTMENTS :

Dresses (British and Foreign)	Hosiery
Silks and Velvets	Flannels and Flannelettes
Ribbons	Linens and Damasks
Velveteens and Cords	Oxfords, Harvards and Linings

A WORD to those BUYERS who, from time to time, CROSS over to ENGLAND and the CONTINENT :—

We want to see you in OUR WAREHOUSES. We can make it worth your while if you give us a CALL when over; there are always NOVELTIES cropping up during the SEASON which it is not possible to place in the HANDS of Representatives IN TIME, but if SEEN in the Piece or Article can be Snapped up and SHIPPED OUT at once.

To LARGE USERS there are often LOTS that we are able to offer at PRICES that would be WORTH their while.

Brophy, Parsons & Rodden, Limited

(Successors to Brophy-Cains, Limited)

The Specialty Dress Goods House

What We Live Up To

Goods bearing our ticket are guaranteed
to be exactly as represented.
Quality always governing price.

The reputation already established for Dress Fabrics of every description will be **enhanced.** Our motto in buying is that any article must be the very best thing in its best form that the buying public demands. The article must also possess its stated value in intrinsic worth. The strength of our offerings is above all in their variety and exclusiveness.

We aim to have what you need in Dress Materials always in stock for you.

Repeats of popular designs, shades and materials are daily being placed in stock.

Soleil Cloth
Satin Cloth

Popular lines in striped and plain, all good colors.

Satin Directoire
and
Satin Duchesse

The thing for Directoire gowns, in all Fashionable colors.



Silks, Satins, Embroidered Blousings, Etc.



Where Wash Goods Reign Supreme

If you compare our assortments, number of exclusive and uncommon lines and values with any house in the trade, you will appreciate the advantages derived from our specializing in wash goods.

An inkling of the wanted things. All lines ready to ship. Samples if desired

A Gingham Season

The real ten-cent leader in the trade. 10c.—B Ginghams—10c.

A choice assortment of patterns, including two-toned stripes and shadow stripes. Send your order to-day.

4830 Crinkle Cloth

One of the novel lines. You should get a sample of this cloth.

W36 Zephyrs at 11c.

Comes in stripes and checks. It will be a seller for you.

Prints are big sellers—Gemarter—the leader. The Gemarter print was bought in the advance order season by discriminating buyers everywhere. Gemarter is the best 10c. English print to be had. It has the quality, the finish and comes in the choicest patterns. It's the only print dyed with the improved indigo blue, guaranteed fast colors, and absolutely perfect after washing. We control the Gemarter print for Canada. Our stock is fairly complete. Don't delay your order.

Fashion Says Linen Suitings

We show the newest in plain colors and designs, such as tape and hair checks, broken checks, over-checks, etc. D10-D12 Linen Suitings at 21½c. are leaders with us. These lines come in the neatest stripes, and we have all popular colors.

A Real Snap—Just As Delaine at 10c. 8,000 pieces delivered, 2,000 to come, 250 patterns to choose from. Fast colors—every good shade. The newest of designs. Swatch of samples upon request. Don't neglect this line.

Big Range of Fancy Brocaded Linings, at 16½c., 18½c., 28½c., 35c. and 37½c.

An Odd Lot of Cretonnes at 7¾c. 500 pieces, 35 patterns, full 27 inches wide.

This line will be an eye-opener to retail at 10c.

The range of Victoria Lawns, India Linens, Muslins in white and colors, Dress Robes, and wash goods specialties is complete from popular to high-class lines.

MAIL ORDERS ARE REQUESTED PROMPT SHIPMENTS

Brophy, Parsons & Rodden, Limited

Corner Craig Street West and Victoria Square

MONTREAL

BURNLEY'S WOOLS

Before placing your Fall order for Knitting Yarns, write our agents for samples and prices, also free samples for distribution.







Manufacturers of Knitting Yarns for over 150 Years

Thos. Burnley & Sons, Ltd.
GOMERSAL MILLS, near Leeds, ENGLAND

Canadian Agents
D. M. Chorlton & Bro.
43 St. Sacrament St., MONTREAL

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchants
181-183 McGill Street, MONTREAL
James Stanbury & Co., Toronto

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

1906.

	Canada	Other Countries	Total
Cosies, Cushions, etc.	£ 495	£ 154,047	£ 154,542
Curtains	190	87,675	87,865
Fancy Goods	313	279,452	279,765
Piece Goods, Cotton and Linen	11,894	3,297,724	3,309,618
Flannelettes	1,688	251,965	253,653
Boots and Shoes	4,951	114,003	118,954
Rubber Sand Shoes	2,319	47,998	50,317

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway. We will also supply specimen copies on application.

Publishing Offices

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 112 Wood St., E.C.
New York, 29 Broadway

Please mention The Review to Advertisers and Their Travelers



The entire store takes its tone largely from the Dress Goods Department.

To rank as first-class, this department must show the staples of recognized pre-eminency.

B.D.A. English Mohairs and Siciliennes head this class.

New dress weaves appear and disappear, but Mohair sales go on and up.

There is no monotonous sameness about **B.D.A. Mohairs.**

New colors, new patterns, new weave effects each season.

The permanency of the dye, the lustrous beauty of finish, the quality of endless wear—these are features that never vary by a hair's breadth.

See the new numbers at your jobber's.

Bradford Dyers' Association

of

Bradford, England

MAIL BRAND



REGISTERED SHIELD ON EACH BOARD.

THE LEADING SUIT CLOTH.

Satin-Suède

MADE IN ENGLAND.

IN PLAINS, SOLEILS & FANCIES.
ALL THE NEWEST DIRECTOIRE COLORS
MIXTURES & BLACK.

PATENT *Crémo* FINISH.

High Lustre

MAINTAINED WHETHER

Sponged OR *Not Sponged.*

FAST COLOR & PERMANENT FINISH.



Perfect Powder Puff

¶ Filled with American Beauty Powder, the finest made. The most compact, cheapest and best — in fact, the **only** novelty of its kind. Can be carried in purse or pocket. A boon to ladies; a convenience to shavers.

¶ The Powder Puff is attached to the inside of box cover, is projected by slightest pressure of finger through opening in top. Finished handsomely in imitation of red leather.

Retails for 10 Cents

¶ A wonderful seller in department, dry goods and notion stores. Is being extensively advertised, and should be in all stores. A good agency handling this line for Canada can do a big business. Perfect Powder Puff will be in demand. Send for samples and ask for special agents' proposition.



Perfected Powder Puff Co.

44 Court Street, Brooklyn, N.Y.

WHITE HEATHER



REGISTERED TRADE MARK

BALDWIN'S "BEEHIVE"

BEEHIVE



Baldwin's 2nd Quality AND Baldwin's Best

"WHITE HEATHER"

ARE THE BRANDS FOR

KNITTING-WOOL SPECIALISTS

THEY ENSURE A READY SALE

Through leading Wholesale Houses. Samples, free on application, from:—

J. & J. BALDWIN & PARTNERS, LTD.

ESTABLISHED 1785

HALIFAX, ENG.

AGENT—

Duncan Bell & Co.

MONTREAL & TORONTO

Philips' Specialities

in

Superior Cotton Goods

All Dry Goods Importers Should Have Them

"Eider" Lambskin (Regd.)

An entirely new fabric of beautiful appearance and exquisite touch, that will be in universal demand for ladies' and children's underwear. Suitable for shirts, for petticoats, and above all, for dressing gowns. It will supersede the inferior continental makes.

"Arpekas" Flannelette

New suede finish, close pile, warm, healthy and pure. Made in white, cream, coral, flesh-pink and fancy colors.

"Own Make" Window Holland

Made in the best **Whitepark** Irish Linen Finish, and sold to large importers at 20% off usual list. This is really the best cloth in the trade. It runs sweetly on the roller, throws a delicate shade and gives unlimited wear. White, cream, ecru, buff, green, &c.

The "NEW" Moire (Regd.)

This lovely fabric is specially adapted for the new skirts and fashionable linings for Directoire and other clinging dresses. The design will **not** wash off.

"Opaline" and "Opalette"

The only satisfactory silk substitutes. Spun and woven in the unique humid Lancashire climate. Warranted pure Egyptian cotton, Mercerized and Schreinerized. Made in all fashionable shades.

We only supply large importers and quick payers, but our prices are surprisingly keen and our goods are reliable

J. & N. Philips & Co.

Manchester, England

Mills—Tean and Cheadle **Branch—20 Cheapside, London, E.C.**

OFFICES

211 Lindsay Building,
St. Catherine Street West,
Montreal

611 Empire Building,
Wellington Street West,
Toronto

Paton's Scotch Boot and Shoe Laces

Cotton Thread, Wool, Silk, Leather and Porpoise Hide, give your customers satisfaction.

Paton's Name on every box

If you have not stocked this line it is worth while to get samples and prices.

Paton's Linen Threads

Lack a Quality Rival.

Church Brand —Needles—

They are indispensable to your store.
Your wholesaler has them.

Ward's Coronet Hardash, Red and Blue Label.

Unequalled in quality and price.

Sole Agents for Canada:

Geo. D. Ross & Co.

72 Bay St., TORONTO
142 Craig St. West, - - MONTREAL

"Old Bleach" Linens

Always retain their snowy whiteness

And for this there's a reason. That is because they are bleached entirely in the sun which gives results far superior and more lasting to any injurious and weakening chemical process. "Old Bleach" Linens are finished without a grain of starch by our special patented bleach process.

The advantages are —
Lasting Silky Lustre
Better Appearance
Delightfully Soft Feel
Better Wearing Qualities
Wonderful Strength
Better Satisfaction
(*Made of Pure Flax Only*)

Our illustrated booklet will tell you much more.

"Old Bleach" linens are sold in the linen departments in all the largest stores from the Atlantic to the Pacific. The best merchants appreciate the advantage of stocking a good linen like "Old Bleach."

R. H. COSBIE

Irish Linen Agency
TORONTO

Representing
The Old Bleach Linen Company, Limited
Randalstown, Ireland

Watch This Page For Extra Values

DURING MARCH WE WILL SELL

500 Pieces, 40 in. Victoria Lawn

Special Linen Finish, 15 pc. lots . . . . $7\frac{3}{4}$c.

10 pc. lots . . . . 8c.



WRITE TO-DAY FOR YOUR SHARE.

310 p. Crash Toweling at . . $4\frac{1}{2}$c.

The best value in Canada.

Ask our travellers or write for samples.

P.S.—To our Mail Order friends we would advise, that you include the above lines in your next order.

John M. Garland, Son & Co.

Wholesale Dry Goods - - Ottawa, Canada

Facts of Interest—Mainly About Ourselves

CONFIRMS ITS FORECAST OF THE SEASON. Those features of The Review which give to the trade reliable advance market information and which describe successful merchandizing methods employed in different parts of the country are being greatly appreciated. Articles which correctly forecast market conditions nine months in advance should, it goes without saying, be of considerable value to the dry goods merchant. They are prepared by capable writers, very close to the market, and thoroughly familiar with Canadian conditions. The Review this month contains a letter from its Paris correspondent, who, knowing the Canadian trade from top to bottom, and having access to best sources of information, gives an interesting summing up with reference to the approaching season. The remarkable fact about it is that the letter is a positive confirmation of the information which he gave in his forecast nine months ago. These articles are undoubtedly a great aid to the buying end of a business. The Review's position in regard to its trade information is similar to that taken by the merchant in relation to his stock and salespeople. It aims at securing the confidence of its readers, and to that end, the greatest possible reliability in its columns.

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EXCHANGE OF IDEAS IS PROVING VERY HELPFUL. The Review is in receipt of letters from end to end of the Dominion asking for suggestions with reference to the application of certain systems or features of systems under circumstances peculiar to the localities in which the inquirers are doing business. This information has been published from time to time, and there is every reason to believe that it has been helpful. Here is an instance. Not long ago, a reference was made to a good premium card system adopted by W. C. Forman, of Ingersoll. A merchant of Bear River, N.S., read it and wrote The Review for a sample card. He intends to adopt the plan in his store. In the manner indicated, The Review feels, it is serving the dry goods merchants of the country to good purpose. In facilitating an exchange of ideas it is solving or assisting to solve some knotty merchandizing problems. Quite a large number of ads are being received for instructive criticism. Enlightenment on certain points relating to card-writing or window dressing has been asked for. These matters are made the subject of discussion in the paper. The Review would like to have its readers feel that it is always at their service. Its aim is to become intimate with successful system, to familiarize itself with problems, and to place itself in a position where it will be most useful in consultation or co-operation.

✠

CARD WRITING ARTICLES PROVING HELPFUL. That the card-writing department of The Review is bearing fruit is shown by the evidences of growing interest in this branch of store advertising. This month furnishes an instance of a young man who mastered the mysteries of the brush without the assistance of a teacher. How he did it is related in his own words. Now that he is able to produce a good card he is devoting his attention to window trimming, and though he has very small areas to work upon, his drapings and backgrounds indicate that he has made good strides towards success. The letter on card writing will be of exceptional interest this month since it deals with air brush work. The equipment for this style of writing is considerably more expensive than that required for ordinary work, but the man who is concentrating upon the art will certainly be interested in this feature through which excellent results have been obtained. The window display department is also of special interest since it not only illustrates in striking manner a number of very seasonable ideas, but also contains helpful hints in Easter and Spring decorative work. Windows for the monthly competitions are coming in and these will be reproduced from time to time according as the seasons render it appropriate.

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THE COVER DESIGN OF THE MARCH NUMBER. Besides their attractiveness, The Review's monthly covers are of use to the trade, as each one gives an up-to-date illustration of advance features of the mode. The cover design this month shows forth the strong feeling that exists for embroideries. The smart little lady pictured is wearing one of the much-talked-of Princesse gowns, built up from yard embroideries, and showing how the popular deep flouncings and bandings can be constructed into a fashionable and attractive gown.

This cover should certainly be mounted or framed, and used either in the department or in the window when an embroidery display is made. It would be certain to influence sales. It is shown by Billwiller Bros., manufacturers and importers, St. Gall and New York.

✠

REVIEW'S EDITORIAL COLUMNS FOR NEWS ONLY. In its editorial columns, The Review endeavors to print the news of the dry goods trade and associated lines of business. From those columns free advertising "puffs" are carefully eliminated. What the manufacturer or wholesaler may have to say about their own particular lines, apart from his statements in the advertising department is contained in the Hints to Buyers' section. The items there are not paid for. The Review does not attempt either to "jolly" its advertisers or to discriminate against those who do not see their way clear to advertise. Its editorial columns are for the news, and nothing but the news. Those items which in the opinion of the editor contain good readable up-to-date information go. Those that do not pass such inspection do not go. Such judgment is exercised absolutely irrespective of any consideration from an advertising point of view.

✠

NECESSITY TO THE BUSINESS MAN.

Harry C. Purdy, Dauphin, Man., writes :—"I consider the DRY GOODS REVIEW a necessity to every business man."

✠

HELPED BY PRACTICAL ARTICLES.

J. A. Burwash, Jarvis, Ont., writes in renewing his subscription to the DRY GOODS REVIEW:—"Your paper is a credit not only to the publishing business but to the drygoods trade, and personally I do not see how I could get along well without it. I derive a great deal of help each month from the practical articles which the paper contains, and it is worth to me a great deal more than the subscription price."

February 18, 1909.

The W. R. Brock Company. (Limited) Toronto

New Dress Goods

Anticipating the phenomenal demand which has arisen for Satin Surface Fabrics, our buyer has secured some exceptionally desirable materials, and we invite your attention to the following:

ZZ. 38/9". Silk and Wool Directoire Satin Cloth,
In Taupe, Pearl, Sky, Brown, Elephant, Navy, Reseda, Empire, Peacock, Cream, Chandron, **To Retail at..... $1.35**

L336. 38/9". Satin De Luxe,
Cream, Sky, Old Rose, Taupe, Elephant, Brown, Chandron, Navy, Black, **To Retail at..... 1.50**

PH. 43/4". Self Stripe Duchess Cloth,
Brown, Olive, Myrtle, Taupe, Elephant, Marine, Navy and Black, **To Retail at..... 1.00**

F931. 43/4". Self Stripe Poplin,
Brown, Myrtle, Navy, Copenhagen, Marine, Black, **To Retail at..... .75**

F943. 40". Silk Stripe Chiffon Panama,
Cream, Sky, Pearl, Taupe, Brown, Marine, Navy, **To Retail at..... .75**

HW78. 42/3". All Wool Chiffon Finish Satin Cloth,
Brown, Green, Navy, Wedgewood, Plum, Taupe and Black. **To Retail at..... .75**

O409. 19½". Pure Silk Liberty Satins,
White, Cream, Sky, Rose, Old Rose, Copenhagen, Mole, Elephant, Taupe, Olive, Myrtle, Brown, Navy and Black. **To Retail at..... .75**

O419. 20". Pure Silk Oriental Satin,
White, Cream, Black only, **To Retail at..... 1.00**

GK1. 21/2". Victoria Satins,
White, Cream, Sky, Rose, Pearl, Caster, Brown, Myrtle, Cardinal, Garnet, Navy, Black, **To Retail at..... .50**

GK2. 21/2". Victoria Satins,
White, Cream, Sky, Rose, Pearl, Mole, Brown, Myrtle, Cardinal, Garnet, Navy, Black, **To Retail at..... .75**

DRY GOODS REVIEW

Issued Monthly

SUBSCRIPTION PRICE:

Canada, Great Britain, United States, Australia, South Africa and the West Indies - - - $2 a year
Other Countries - - - - - - - $3 a year
Single Copies - - - - - - - - 25 cents

Invariably in advance.

DIRECTORS:

J. B. MACLEAN, Montreal - - - - PRESIDENT
W. L. EDMONDS, Toronto - - VICE-PRESIDENT
A. B. CASWELL, Montreal - - MANAGING DIRECTOR

Cable Address:
Macpubco, Toronto. Atabek, London, Eng.

CHIEF OFFICES:

CANADA—
MONTREAL - - - - - - 232 McGill Street, Telephone Main 1255
TORONTO - - - - - - - - 10 Front Street East, Telephone Main 7324
WINNIPEG - - - F. R. Munro, 511 Union Bank Building, Telephone 3726
VANCOUVER, - - - - - - R. Bruce Bennett, 1737 Haro Street

GREAT BRITAIN—
LONDON, ENG. J. M. McKim, European Manager, 88 Fleet St., E.C. Telephone Central 1296
MANCHESTER, - - - - H. S. Ashburner, 92 Market Street

UNITED STATES—
NEW YORK - - - - R. B. Huestis, 622-624 Tribune Bldg, Telephone 4535 Beekman
CHICAGO - - - J. P. Sharpe, 933-935 Monadnock Block.

FRANCE—
PARIS - - - - - - Agence Havas, 8 Place de la Bourse

SWITZERLAND—
ZURICH - - - - - - Louis Wolf, Orell Fussli & Co.

EUROPEAN STAFF CORRESPONDENT:
MR. A. E. DACAM - - - - - - - - - PARIS

ADVERTISING RATES—12 MONTHS

One page	$300
" half page	180
" quarter page	100
" eighth page	60
" inch	30

Office of Publication, 10 Front Street East, Toronto

MONTREAL AND TORONTO, MARCH, 1909.

Dignity in Business.

IT is not often nowadays that one hears a merchant describe his business in a manner which deprives it of its dignity or places his own personality in an unpleasant light. Recently, in discussing business matters, generally, with the Review, a dry goods merchant referred to his establishment as a "rag-shop," and expressed the opinion that at the present time, there "is little money in rags." That man had been in business over a score of years, and his words made a noise like disloyalty to his life-long effort in the dry goods business, and lack of appreciation of the fact that he was still doing well at it. Absence of business dignity sometimes indicates absence of business. A man's work, so long as it holds his interest, demands the best that he can give it. If he finds it to be unworthy of the best, it is up to him to know the reason why. It may be that he is unsuited to that particular sphere. In this connection, it is not out of place to recall an amusing instance in which a merchant inadvertently but somewhat appropriately became mixed in his Biblical history. He had neglected his business and his store presented anything but an inviting appearance. Remarking upon the fact that people who used to shop with him years ago, now seldom entered his store, he added, "For some reason or other they pass by on the other side and know not Jonah."

The Bank Deposit Fever.

MERCHANTS complain that the banks, by encouraging farmers to hoard their money, are causing funds to be tied up which should find circulation, through the business houses of the respective districts, for the benefit of the farmer's household, the improvement of his farm and the advancement of agriculture. Branches are spreading out, and reports are that, when liberated in the centre of agricultural communities, the germ of competitive enterprise makes the deposit fever a positive detriment to business in the manner indicated.

It must appear to anyone who has given the matter any thought that a policy on the part of the banks which has the effect of diverting from the country's basic industry a too large proportion of its wherewithal for any considerable period, is decidedly unwise. The man who, engaged in any enterprise withholds from it the means requisite to its highest development, simply because he desires to accumulate wealth would appear to be either the most conscious of business suicides or to be going it entirely blind. It cannot be said that he is amassing a fortune since his procedure cuts short the producing power of his business. It looks like a slaughter of the goose with the golden egg monopoly.

The complaint of the merchants is not a new one, but the time has arrived when cause and effect have manifolded a problem. It is reported that many of the farmers, in their determination to develop a portly wad, have allowed their farms to become depleted of wealth-producing stock and equipment, rather than draw from their bank resources, that instances are not wanting in which for the same reason they expect extraordinary favors from merchants in the matter of credit, that the widespread distribution of cheque-books does not appeal to these farmers as an accommodation but as reminders that they have accounts to be preserved, and that, in order to maintain their deposits intact, there are those who do not scruple over the temporary sacrifice of business principles. There are exceptions, but the proportion on the other side is said to be far too large to be overlooked.

It seems a difficult matter to arrive at a solution. The farmer is entitled to his bank account—it is a good thing, The banker is not going to turn down business—the other fellow is waiting for it. The merchant declares that he is not getting his share. The farmer's wife states that a nocturnal search of trousers' pockets reveals nothing but cheques, blank cheques, some of them

nearly a foot long. The farm in particular and agriculture in general may suffer serious setback. It is not the kind of business approved of by destiny for the country's realization of its glorious heritage. Where is the line to be drawn? A failure of crops or a collapse of prices is the remedy prescribed by some. If the problem is as serious as some describe, it may in that way work its own solution. Quiet, inoffensive talks by merchants with their agricultural customers when occasion makes it proper, might help considerably. A Farmers' Institute campaign, emphasizing the evil effects of this condition, would possibly have good results. In the West it is different; the merchant carries the farmer along until he realizes upon his crop. The precedent was set by the East years ago, and examples are even now available where similar accommodation is afforded by the merchant. From that view of the case it would seem that he is entitled to more consideration than he claims he is receiving.

An Ad's Pulling Power.

IT is very often a difficult matter to predict of an ad that it will promote good business. Instances go to show that ads. which were generally thought to be very attractive to the eye and enlightening to the mind have fallen short in the matter of influence. On the other hand, there have been many notable examples of publicity work which though unlikely looking, have brought results.

The pulling power was there. The ads. probably did not accord entirely with traditions, so far as style or make-up were concerned, but it goes without saying that the business germ within them was neither smothered by obscurity, nor bewildered by environment. It had a free hand. This brings home the thought, so often expressed that it is better to have one, well understood, forcefully presented idea in an ad, than a mass in which one has every opportunity to handicap the other, and possibly, the collective or individual impression will be far from satisfactory.

Trade Inspiration in New Styles.

IT requires no extraordinary power of observation to inform one's self that the approaching Spring is going to be an auspicious one for the dry goods merchant and milliner who sees the key to business inspiration in approved style suggestions. While doubt is expressed by some authorities as to whether absolute originality of design in fabrics is represented to the extent it should, no one will question for the moment that the range of preferred colors and the distinction which fashion demands in garments and in millinery, to say nothing o the great variety of materials and accessories employed will give the season an unique charm—and a profitabl one at that.

While there has seldom been a season in which t buyer's discerning or discriminating powers have in son respects, been more severely taxed, it also appears righ to say that trade incentives were never more liberally distributed than is apparent in the vogue predicted for spring and summer of 1909. There are striking features to talk about; it is a long time since dress was a subject of more general, and, at the same time, more critical comment, than at present; the revolutionizing process has been at work and the public press has never entered into the subject with more evident interest. The advent of the new modes has given a decided impetus to evolution in the matter of dress.

How does this interest the dry goods merchant? What kernel of reflection is there in it for the milliner? With the season's chart so decidedly distinct it appears unnecessary to give the wideawake merchant the benefit of suggestion. He is certainly going to do his share in giving the approaching month the identity so clearly mapped out for them. He will realize upon its strong merchandizing features. The broad discussion of styles has given the purchasing public a good fund of information. It would appear that a greater individuality than has been will characterize the season's business. Authorities state that the signs of trade revival are unmistakable, and that the new styles bid fair to become an excellent tonic to recovering conditions. It is for the merchant to apply it in its proper proportions. Tastes have been well educated and must be pleased.

Moving in the Right Direction.

STEADY development, but no boom, are the words which seem to best describe the view taken by the dry goods trade generally with reference to the Spring outlook. Buying is still being conducted along cautious lines. Nevertheless, it is a pleasure to note that there is a marked improvement. Some houses are so well pleased with returns, that they are inclined to compare their records with the year 1907, rather than with those of 1908. Fourth-of-February payments are said to have been very fair. While there are reports to the effect that the amount of paper on hand at present is in excess of the same period last year, owing in some measure, it is stated, to the new credit terms, it is pointed out, with emphasis, in other quarters, that this condition is not general. There has been a good advance movement in staple lines, and this fact is, in itself, an interesting index to the condition of retail stocks throughout the country.

While there is no doubting the fact that the average Canadian dry goods merchant is well read on trade matters, it is now stated of him that he is now concentrating his energies towards a more aggressive merchandizing policy than ever before, that he is a closer student of those elements which give character to business and which bring it to the attention of the people. His aim is to impress upon the public the fact that progressiveness enriches shopping opportunities in the locality which he serves. This truth is having a wider recognition that, to create trade and to hold it, there must be something about the store which gives it an individuality and a distinction.



THE W. R. BROCK COMPANY LIMITED
DEALERS IN
DRY GOODS WOOLLENS & CARPETS
WHOLESALE
64-66 Bay Street, 68-70 Wellington St. Toronto.
Cor. Notre Dame St. W. & St. Helen Sts. Cor. St. Helen & Recollet Sts. Montreal.
Cor. 8th Avenue & Second St. West. Calgary.

CORNER OF NOTRE DAME & ST. HELEN STS.

Montreal 5th March, 1909.

Dear Sir:-

If you have not bought from us before, we ask an opportunity to show our samples.

We have written advertisement after advertisement about the reliability of our merchandise, our exceptional values and our care in filling orders, and perhaps in this way have raised your expectations.

We do not desire to evade the issue--rather we invite your criticism. Prove our statements by a trial order, and judge us by our goods.

Will you do this?

Yours very truly,

The W. R. Brock Co., (Limited.)



Store of T. C. Barrie & Co., High River, Alta.

Canadian Drygoodsmen and their Methods

A Lesson in Cash.

A DRY goods merchant in a town of about 6,000 inhabitants situated in the heart of an excellent agricultural district, tells this story about his first experiences with the cash plan in business.

"It was on a Saturday afternoon," said he, "when the store was pretty full of customers. A farmer came in and asked for mitts. I showed him the line we carried and he finally selected a 25 cent pair. I wrapped them up and handed them to him.

" 'Now,' said he, leaning over the counter towards me, 'I'll pay you for them next time I come to town.'

"I knew that farmer had enough money salted away to buy up all the mitts in the country and still have enough left to purchase a knitting factory or two. Besides, the store was full and it was up to me to make an example of somebody. Should I let the man go, or should I firmly demand the cash?

" 'No; I can't do that,' said I, preferring the example end of it. 'You know this is a cash store. I have no doubt, whatever, but that you will pay me, but it wouldn't be fair to these other people. I am running business on a new plan, and I must insist upon customers respecting it.'

" 'That is all right,' said he, smiling blandly, and turning towards the door, 'I know you don't mean it.'

" 'Do you see that sign?' I replied, pointing to a placard which had the words "Please do not ask us for Credit," inscribed on it in six-inch letters.

" 'Certainly I see it' he answered with another irritating smile, 'I've seen those signs before. Pretty good bluff isn't it?'

"The people in the store were getting interested and I was determined to win out or know the reason why

" 'You're mistaken, sir,' said I, firmly, 'that sign means just what it says. I must insist on you leaving me the mitts or the money.'

" 'Well, I must say that this is a rather funny game you're playing,' he remarked with an offended air, coming back to the counter. He saw that I meant it. " 'I can pay you for half-a-dozen pairs of mitts if I want to. For two pins I'd let you keep your mitts, but here is your miserable quarter.'

"He had put the parcel down on the counter, and I picked it up, along with the quarter, and put it on a shelf behind me.

" 'Thank you,' said I, 'now you may have your mitts in three months.'

" 'Three months!' he roared. 'What do you mean? Haven't I paid you for them. Aren't they my property? What trick is this?'

" 'I mean just what I say. You may have your mitts in three months.'

" 'Well, this is a pretty state of affairs. I pay you for a thing and you won't let me have it. This is the meanest business I've met with in a good while.'

" 'Not at all. Let me tell you something. Haven't you been coming to this store right along and, whenever you purchased anything, haven't you almost invariably made me wait three months for my money.'

" 'Well, that may be, but I've always paid you, haven't I?'

" 'Yes, but did you ever think of the consequences were the merchant to turn around and refuse you the goods you bought? He has as much right to do that as you have to keep the money which is undoubtedly his.'

" 'You may think it a good argument,' he growled, 'but it will never work out.'

" 'That's it. I just wanted to show you that it could be worked out. Here are your mitts.'

"He took them without a word and walked away. I never expected to see him again, but both he and his wife have shopped here since. It was a good lesson for a Saturday afternoon. If a man is firm enough, he need never be afraid to adopt the cash system."

To Enlarge His Store.

T. J. Sheppard, dry goods merchant and men's furnisher, West Toronto, proposes in order to facilitate the growth of his business to increase his store space by a 25-foot extension in the rear.

Studied the People's Wants.

Thirty-eight years ago the late Timothy Eaton employed only five salespeople in his store in Toronto, and one of them was H. Robb who now conducts a dry goods store at the corner of Dundas and Rolyatt streets Toronto. He has developed a very good locality trade.

"There was too much Irish between us and we separated," said Mr. Robb, recounting some of his experiences in the original Eaton store. Those were days of uphill work, but, once the corner was turned, progress was rapid. I can well recall how the fancy goods department in that store was run on a commission basis. Lavender gloves were quite the style and when they, along with almost everything else in the department, were put into the window for display purposes, it was not long before the sun had caused some damage. Once out of the windows, the goods disappeared beneath the counters and a few days later were hoisted to the top of the wall fixtures. There was a great accumulation of worthless stock in that way."

When Mr. Robb took charge of the fancy goods department he had his Old Country experience to fall back on. Mr. Eaton then knew little about the dry goods business but he was quick to appreciate the value of opportunity. At Mr. Robb's suggestion, several girls were engaged in the fancy goods department. By persistent study of the sales from day to day, Mr. Eaton formed his own ideas as to people's tastes and wants and he so conducted this business that this knowledge was turned to good value.

"For example," said Mr. Robb, "I have seen Mr. Eaton standing at the end of a counter watching a customer purchase a pair of stockings. When she had gone, he would ask the girl whether the goods would go any more rapidly if offered in groups of two or three pairs at a price reduced in the bulk—as, three pair for 25 cent stockings at 60 cents. The plan was no sooner conceived, and approved by the selling end of the staff, than it was applied. The great aim on the part of Mr. Eaton was to secure a firm footing or reputation in the market as a cash buyer, and to that end his effort was directed towards rapid turnovers. Rather than give credit in his store, he would offer to pay the amount of a bill out of his own pocket. His instructions were that members of his own family must pay cash.

"Having secured a footing, Mr. Eaton was a large patron of the New York wholesale market. Case after case came through in bond, and the strange thing about it was that mention of his name was seldom heard among the New York shippers. He was known as "Cash." When asked why he did not use his proper name, he would reply, "you need not worry about my name, so long as I pay you cash." In that way, he established a reputation not only in New York, but on the other side of the Atlantic as well.

"Although while the store was still young, goods were sometimes offered at quick selling prices irrespective of colors and qualities which made them superior to some of those held at higher figures, the fact still remained that the head of the store, though comparatively inexperienced, was remarkably successful in giving the people what they wanted and in the way they wanted it. His advertising immediately caught the eye of the public, and on one occasion, I remember, he displayed a huge sign' "400 yards of cotton for five cents." He meant spool cotton, or thread, of course, but a good many people had the impression that it referred to some exceptional sale of fabrics. He had firm faith in the power of advertising and he conducted it in such a way that he never questioned its success.

"The member of the staff who had ideas was always well paid for them. The great department store has been built up on good ideas. I remember, on one occasion, after returning from a buying trip in the Old Country, Mr. Eaton presented me with $150. It meant something to me and I know at that time, it meant something to him, but it showed that he appreciated a man's best effort.

Mr. Robb made several buying trips for the Eaton store in the early days. Prints and ginghams were very much the vogue then and he declares that some of the patterns shown for the coming Spring are exactly similar to those which fashion favored thirty-eight years ago. It was he who went to the Old Country and purchased the first line of dress goods, chiefly mohairs, ever sold in the store.

The store in which Mr. Robb is now doing business is just about the size of the original Eaton store. He too is demonstrating the wisdom of giving the people what they want. A study of locality conditions has emphasized the importance of specializing in lines which have a steady demand and in which a bulky assortment such as in dress goods is unnecessary.

Successful Business Women.

While it is possible to discover a mere man or two in the dry goods business in the suburbs of Toronto whose comments on the general condition of things would lead one to believe that they had cut the cloud with the silver lining out of their business prospect, the bright, enterprising women who are their competitors, indulge in no such pessimism. It is all the other way.

Recently the Review told of a woman who had built up an excellent locality trade from an original investment of $45 in dry goods and ice cream. Two more instances of success have come under its observation. The stores of Mrs. D. W. Hall and Misses L. & E. Colvin, Toronto Junction, are examples of progressive merchandising along lines best adapted to a suburban center. One great advantage of such location is the ease with which the wholesale houses may be communicated

with or visited. That condition does away with the necessity of carrying cumbersome stocks or quantities essential in the store at a distance from the market. Nor is it advisable to carry lines which the larger city stores can handle to better advantage, owing to the fact that it is easily possible for them to keep an assortment beyond the capabilities of the small suburban store. The proposition is one therefore, which calls for staple lines almost exclusively.

Mrs. Hall was formerly the embroidery buyer for the T. Eaton Co., while the Misses Colvin were, prior to venturing for themselves, connected with the sales force of a dry goods store in West Toronto. The two stores therefore, are well supplied with experience. From the display windows to the most secluded shelf in the darkest corner of each store, the general arrangement suggests neatness, newness and a conspicuous absence of stagnation.

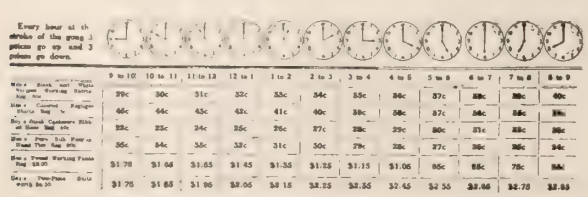
"I began business about five years ago, with a $500 stock," said Mrs. Hall to the Review. "At the present time my stock is worth about $12,000. I do all my own buying and when a line comes into the store which does not meet with a ready sale it is never allowed to remain on the shelves. We get rid of it. In selecting our pattern goods we endeavor to arrange it so that they will be exclusive so far as this city is concerned. From the outset we adopted the cash principle. We have a premium system which is equivalent to a three per cent. discount payable in goods. Sometimes a woman living at a great distance from the store may not see the value of the premium tickets and is indifferent about accepting them. In that case we give her a spool of thread or some other article equivalent to the discount. It is something tangible and she appreciates it. These little things very often make customers.

The Misses Colvin conduct their store along somewhat similar lines. They, too, make it a point in their buying to secure exclusive patterns in prints and ginghams. It thus seems to be the case that while these are staple lines each store is specializing in them without conflicting with the other.

Asked with regard to the success of their merchandizing, Mrs. Hall and the Misses Colvin stated that they had every reason to be satisfied with the daily sales records of their stores.

Automatic See-saw of Prices.

Ecclestone Bros., men's furnishers, of St. Catharines, recently held a see-saw sale. The characteristic idea of the event was pictorially suggested by a cut of the store surmounted by the three members of the firm operating a see-saw. It was a unique feature for an ad. but the practical working plan of the sale was described in the form shown by the accompanying cut. From 9 a.m. until 9 p.m. different lines alternated hourly in an automatic see-saw of prices. In the words of the advt.,



every hour at the stroke of the gong, three prices go up and three prices go down. For example, in the 12 hours of the day, men's black and white shirts, regular 30 cents, jumped from 29 to 40 cents, while men's colored negligee shirts, regular 75 cents, dropped from 45 cents to 34 cents. Although the prices at the starting point were reduced, the continuous change gave an added impetus to sales and caused greater interest in the store throughout the day.

Banker, Machinist, Men's Furnisher.

"Don't bark ; come back." Every hat purchased of C. R. Vandusen, men's furnisher, West Toronto, has that legend within it. The heraldic emblem which accompanies it is a not unfriendly-looking bulldog. One might imagine that a more appropriate inscription for a hat would be "Always on Top," but in the light of Mr. Vandusen's interpretation, the words he has adopted are preferable.

"When a hat or anything else is sold from this store," said he to the Review, "We try to impress it upon our customer that, should he find anything wrong with his purchase, or should it prove not as we represented, we want him to bring it back to us and we'll make good every time. There are those who never give a merchant a chance to do that. The defect may be through no fault of his, yet because of that one thing they go about telling their friends that nothing good can come out of nis store.

"Now, it is very, very rarely that we meet with a dissatisfied customer, but we want our people to understand that the store and its reputation are behind the goods and that if all is not right we are the first who should know the reason why. We have emphasized that fact and our customers appreciate it ; they know just where we stand. A few days ago a man bought a cheap pair of mitts from us. He probably put them at heavier work than they were entitled to, and he came and told us after a few days, that they had gone to pieces. We picked out a good strong pair and asked him to try them ; we took no money for them. What was the result? We have had a splendid sale for those mitts. It pays to give your customer a square deal."

More Congenial than Banking.

It is an interesting fact that Mr. Vandusen has only been in the men's furnishing business a little more than a year, and he says it suits him better every way than banking, insurance or running a lathe in a machine shop. He has tried all these. For some years he was employed as a clerk in Molsons Bank, then, wishing something more congenial to health and inclination, he went to Winnipeg and took up insurance. He was very successful, but following an attack of typhoid he returned East and, feeling that rough, heavy work would assist him in recovering his robustness secured a position in a machine shop. He began by filing castings but it was not a great while before he could run a lathe, and had a good position. Then he made another change. He took charge of the West Toronto branch of the Sterling Bank. He had always felt, however, that he would like to make a business venture on his own account and it was not long before he had invested $500 in a men's furnishing stock. He had no previous knowledge of the business, but he had some original ideas and he proceeded accordingly. He told "the other fellows" that he was going into competition with them and that he was going to do it on a cash basis. It was as frankly prophesied that he would see his finish in about one year. In spite of these things he is in business yet and he states that he has met with no good reason why he should not remain. He has encountered

one or two rough places in working out the cash principle, but it is now running smoothly.

Treated Every Man Alike.

It is the only way to do business in a suburban town, said he. "Of course, a merchant has to study his people. There were customers who could not see things our way when we began business. We pointed out that it was not because we would not trust them, but that it was a principle we had decided to establish in connection with our store, that we would treat every man alike, and that in enabling us to buy for cash and sell for cash the customer would receive the benefit of better prices. I remember one man who came to the store and looked over some ties. He selected one, but told me plainly that it was not his intention to pay for it then. I simply informed him that if I made him the exception, the man who followed him could claim the same privilege. He didn't think much of my way of doing business, but I said that rather than violate it, I would give him the tie. He took me up, but from that day to this he has been one of my best customers, and there is never any question about the cash. But there, again, you must know your man.

"From experiences I have had, I could almost say that the customers who are turned down the hardest in their introduction to "cash," develop into the best patrons of the store. I know a man who called me some mean things when I refused him credit. I explained my position to him thoroughly, and he went away. In a few weeks he was here again, and he has been coming right along. These instances demonstrate how necessary it is for a merchant to study his people and to unflinchingly enforce his methods of doing things."

Specializing in Hats.

Mr. Vandusen's place of business is called the "Eureka Hat Store." He is specializing in hats and caps and in so doing finds that a successful plan is to give his goods distinctive names or to emphasize certain characteristics which give them an individuality. Not long ago he placed in his window a hat styled the "Wafer," and the card which accompanied it stated that it weighed just 2½ ounces. That fact caught the attention of young men passing the store. Pretty light hat—said they—and one of Mr. Vandusen's theories is that when a man is confronted with a fact such as that, the comparative qualities of his own headpiece are suggested to his mind. The verdict is very often in favor of the article displayed, and at that point the salesmanship of the window begins to work. At any rate, the Wafer was a good seller. His derbies are carried in glass-doored wall cases and his caps are neatly kept in drawers underneath with the range of sizes in each section labelled on the upper edge of the drawer front.

One window always contains a good display of hats and caps while the other is attractively dressed with other lines of men's furnishings. He makes it a point never to carry over old stock from season to season. A few months ago he successfully "gunned" off his left over by adopting a unique window display. He suspended a large shotgun in the centre of the window and used a card with the words "Shooting off caps at 50 cents apiece." It was a successful sale.

Advance Agent for Optimism.

Mr. Vandusen is no believer in slaughters. He is an optimist and believes that optimism can be put to practical account. Whenever a blue-ruin sign appears in West Toronto for merchandising purposes, Van. hangs up a shingle bearing these cheerful words, "We are advance agents for optimism, no calamity howlers here." The only premium plan he ever adopted took the form of a small aluminum pocket piece with his name on one side and the words "Good for 10 cents on every dollar purchase," on the other. The piece wears well and frequently bobs up in the shape of a reminder.

A hip-pocket ledger, about 3" x 2" and half-an-inch thick, is where Van keeps a record of his invoices and cheques. Then he has a day-book in which he enters his sales. At home, he has a stock book to which he transfers his invoices and records the sales in different departments. In that way he knows at a glance what is coming or going and what is standing still. His store is not large, but the stock is systematically arranged and, if method were absent, could be spread over double the space to poorer advantage.

Make Mail Order Stores Help Them.

The T. C. Barrie Co., High River, Alberta, give their customers a practical demonstration of the value and advantage of trading at home. Catalogues and order blanks are of course sent to hundreds of persons in the vicinity of High River by the big mail order houses in Toronto and Winnipeg, and Barrie & Co. take advantage of this to attract business to their own store. They ask the probable buyer of the mail order store to make out their order on the mail order sheet as if he were sending it to Winnipeg; put the mail order prices down—and bring the order to their store—where every article at the price indicated is duplicated, and the business remains at home because the customer sees that the values given there are equal to those offered by the outside stores. Every person so dealt with becomes a permanent customer of that store, or at any rate, does not send his money to the mail order houses. This is one of the methods by which Barrie & Co. have built up a splendid business in High River, where they have the only exclusive dry goods store in a town of 1,800 population. Their business is entirely cash, and as evidence that the western people are able to pay for their goods and buy them in quantities, too, the results of a 10 days' sale are referred to. In this sale, which was termed a "Manufacturers' Outlet" sale, $10,000 was taken in in ten days, the first day's business amounting to $2,500, which in a town of 1,800 people is a pretty good record, though of course it must be remembered that the prosperous farming country surrounding High River contributed very largely to this satisfactory result. This sale was held at a period of the year—early Fall—when the farmers had not yet realized on their crops, but its success demonstrated that they had the money.

For the sale Mr. Barrie bought special lines as leaders, but bought them at a price upon which a profit could be made and at the same time good value given.

Barrie & Co.'s store, an exterior view of which is given in this department, is a brick structure, 60 by 75 feet, one entrance leading direct to the men's clothing and furnishings department.

Mr. Barrie is a graduate of the Charles Ogilvy store in Ottawa, where he spent eight years, and obtained the knowledge of the dry goods business which he has put into application with such good results in the west.

Scovil Bros., & Co., St. John, N.B., known as Oak Hall, celebrated their 20th anniversary by conducting a large sale, during which a booklet containing an historical sketch was distributed.

Gave Capable Business Men to the Mercantile World

Many of the Boys who Graduated From the Wholesale Dry Goods Firm of Burton, Spence & Co., have Been Successful — Met Responsibility Early in Their Careers.

THE assignment recently of the wholesale dry goods firm of Burton, Spence & Co., Toronto, has brought into prominence an interesting feature of the history of the house. It is that among the young men who graduated from it during the 30 years of its existence, a considerable number have guided to success, in some instances from small beginnings, the business enterprises upon which they subsequently ventured for themselves or over which they assumed the leadership.

This statement is given its proper significance by the following list of those who have so succeeded :—

Geo. T. Irving, President, and A. F. Rodger, Vice-President of the Irwin Unbrella Co.

Geo. F. Watson, President of E. & S. Currie, neckwear manufacturers.

Jas. P. Watson, President of Toronto Board of Trade, vice-president and manager of E. & S. Currie, vice-president of Munro & Donald, wholesale men's furnishings, president of Watson & Haig, and also of the Monarch Supply Co.



Original Traveling Staff of Burton, Spence & Co. Rear Row from Left:—The late Chas. Hamilton; Thos. Blake, of the Blake-Shauldice Co.; R. Dickson, Manager, Carpet Dept. John Kay Co. Front Row:—G. F. Watson, of E. & S. Currie; Fred Turner, of Turner & Hamilton, Manufacturers' Agents; H. S. Davidson, now living in England.

Thos. Blake, president of the Blake-Shouldice Co., wholesale dry goods, and president of the Anchor Screw Co.

Fred Turner, president of Turner & Hamilton, manufacturers' agents.

Wm. McCausland, president and D. W. Glass, vice-president of the Continental Costume Co.

J. W. Mickleborough, president of Mickleborough, Muldrew & Co., wholesale woolens and tailors' trimmings.

Richard L. Baker, president of Richard L. Baker & Co., manufacturers' agents.

A. H. Winger, vice-president of Northway, Bratheos & Winger, wholesale smallwares and dry goods.

Majority Have Specialized.

"To me, as perhaps to others, it is an interesting fact," said one of the number, "that Toronto is the base of business activities in all of these instances. It indicates that the men did not fear whatever competition was then well established. Nearly every one of them has concentrated upon a specialty and their success eventually confirmed their judgment and ability. It is not for me to say what the result might have been had they remained with the firm. It is evident that they would be strong men for any house to have."

In one sense the list given above can hardly be considered complete, for it does not include those who are now hustling as the road representatives for other houses, or who may be occupying positions equally responsible on the sales or office forces at their respective headquarters.

It goes without saying that the failure of the firm occasioned great regret among those who were formerly connected with its staff. All seem to have very pleasant recollections of that period of their business career beginning with the day in which they entered the employ of the house as boys and ending with that on which they went forth into the mercantile world with an equipment in business knowledge and experience which made them fit.

The firm was organized in 1879. The men at its head all came from Montreal houses. J. H. Burton was buyer for J. G. Mackenzie, R. W. Spence and the late Samuel Caldecot were travelers for T. James Claxton & Co., and the late W. C. Harris who had charge of the office was book-keeper for Ogilvie & Co. The accompanying cut is from a picture of the firm's first traveling staff, taken about twenty-five years ago. Thos. Blake, of the Blake-Shouldice Co., states that he was one of the initial employes of the firm. He was only a boy then and his appearance in the warehouse antedated the arrival of the goods.

Developed the Youngsters.

To approach any of the graduates on the subject of their experiences while in the employ of the firm, is to pave the way towards the narration of reminiscences, most of which are illustrative of the manner in which the youngsters were first introduced to responsibility and encouraged and developed by the members of the firm.

"I can remember one year in which I had worked particularly hard," said one. "I found that I had overdrawn my traveling expense account about $200, and I went to Mr. Harris with the object of having it carried over to the following year. When I explained matters to him he said, 'Well, now, my boy, I don't think you are overdrawn. Let me see.' On turning up the books, he pointed out that the firm had credited me with $500 bonus and that I was actually $300 to the good. I had known nothing of it beforehand. That is just an example of the manner in which the firm treated its boys."

"Why did I leave the firm? Why does any young man make a change when he sees what he believes to be a broader field of opportunity before him? No man was ever more tickled than Mr. Caldecott or for that matter any other member of the firm, when he saw any of his boys, as he called them, doing well off their own bats."

"I can't see that the firm had any particular faculty in choosing its boys," remarked another graduate to the Review. "There is this much about it however—when they got a new boy it was not long before he did his first bow to responsibility. They made him feel that he was there for a purpose, that there was something beyond a broom and a dust pan. I went in there with knickers at the downy age of 18 years. Twelve months later I was wearing long ones, and, what made me more of a man than anything else, Mr. Caldecott was teaching me how to pack goods preparatory to my first trip. They brought a boy along quickly."

Required Absolute Honesty.

"One of the consolations at the present time," said Mr. Burton to the Review, "is that the great majority of our boys have been successful in business. I will not say that we brought any extraordinary faculty into play in making selections. We happened to get boys who had the right stuff in them. The heads of the firm made themselves familiar with the members of their staff, and were always willing to listen to ideas or give information with respect to goods. They required absolute honesty in dealing with customers. When vacancies occurred the next man best qualified was promoted; outsiders, no matter how well qualified, were never given the preference."

"So far as I can recall," said one of the graduates, "the men referred to left the firm within a period of less than ten years. The heads of the house always were conscientious, business men. When the time came for a member of the staff to ask himself 'What of the future?' his convictions on that matter were always respected. There was regret at losing good men, of course, but the reasonable side was always admitted—that, having reached a certain point in salary and position, a man was justified in looking about for opportunities or for a wider or more independent scope. I cannot help thinking that, were these graduates merged into a body for business purposes to-day they would form an exceptionally capable organization."

Won the Dry Goods Review Shield.

A word with regard to the accompanying cuts is in place. The football team won the championship of the Dry Goods League in 1891-92, and with it the trophy shield presented by the Dry Goods Review. Of those in the group who are not included in the above list, J. H. Mimms is now with Gordon, Mackay & Co., W. G. Trimble is on the travelling staff of Caulfield, Burns & Gibson, C. H. Passmore, traveler for Flett, Lowndes & Co., Ed. Faulds, traveler for the Eclipse Whitewear Co., C. L. Peniston it is stated is with a Chicago brokerage firm, while W. M. Masson took up fruit farming.



Caldecott, Burton & Spence Football Team, Champions of Toronto Dry Goods League, 1891-92, and Winners of Dry Goods Review Shield. The group contains several of those who have subsequently made good in business.

Rear Row:—J. H. Mimms, now with Gordon, Mackay & Co.; J. W. Mickleborough, President of Mickleborough, Muldrew & Co., wholesale woolens; W. J. Trimble, traveler for Caulfield, Burns & Gibson; G. T. Irving, President of the Irving Umbrella Co.; G. F. Watson, President of E. & S. Currie.

Front Row: F. P. Wastell; D. W. Glass, Vice-president Continental Costume Co.; C. H. Passmore, traveler for Flett, Lowndes & Co.; A. F. Rodger, Vice-president Irving Umbrella Co.; C. L. Peniston, with Chicago brokerage firm; W. M. Masson, engaged in fruit farming.

Ed. Randall, mascot, with shield, and Ed. Faulds, traveler for the Eclipse Whitewear Co.

Of those in the picture of the original traveling staff who have not been previously referred to, R. Dickson is now manager of the John Kay Co.'s carpet department, H. S. Davidson is in England, Chas. Hamilton who died some years ago, went into the dry goods business in Port Arthur after leaving the firm's employ.

Store Kinks that are Giving Good Results

FOLLOWING UP THE SPECIAL SALES. Every merchant is justified in expecting more than a spasmodic benefit from his special sales; he considers that they should create new customers. He, therefore, finds it to his advantage, at times, to adopt means whereby this more permanent effect may be retained. He figures, quite properly, that he must have a follow-up system. Many methods have been worked out successfully in this connection. From Chesterfield, Ont., comes a "kink" describing the plan inaugurated by one merchant to hold the custom which comes in by the "special sale" route. Each purchaser is presented with a card bearing this legend:—"Call again: present this to your advantage." The cards, it is claimed, arouse the customer's curiosity. They cause him or her to flock back to the store the next time the buying inclination is on. He or she is allowed a certain discount on the next purchase. The habit of "coming again" is thereby developed in the shoppers who made their first appearance at the time of the "special."

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SPECIAL PRICES OFFERED TO EMPLOYEES. A somewhat unusual sale was worked off in the clothing department of a large store recently. The general public heard nothing about it in the usual way. The idea was to clear out a line of goods of which there was not sufficient quantity to warrant a wide open affair. It was strictly on the inside, the news being circulated among the employees that they alone would be given the benefit of the special offering. The goods were sold, for values were made so attractive that department managers, clerks and cash boys recognized an opportunity worth while. Of course, the number of people employed by the concern was almost equal to the shopping population of a small town. The moral pointed out on the occasion of the sale was that the satisfaction which the clerks received as customers would add to their efficiency as salespeople, since the sale would go a long way towards reinforcing their confidence in the goods carried by the store.

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SECURED CLOSER TOUCH WITH HIS TRADE. Feeling a growing need of closer touch with his trade and knowing that there were still a good many people in town whom he wished to make permanent customers, S. Heymann & Co., of Oshkosh, Wisconsin, adopted a novel course. Ten organizations in the city were invited to participate in a Church and Society Sale. Each day for ten days was then given over to one local religious or social organization—Monday, for example, to the Baptist Church Two clerks were furnished by the church for each department, a dozen or more in all. Briefly, they were explained the sales methods and the stock arrangements of the store. Making capital of the novelty, the advertising manager ran pictures of many of these participants in the store's newspaper space, causing universal curiosity and comment in the city. On the day of the Baptist Sale, almost every member of the church found occasion to buy something of the temporary clerk, and the church treasury was enriched by ten per cent. of all such sales. The immediate results were exceptionally gratifying, and throughout the period of the sale the store was the center of a social and commercial gathering, profitable to dealer and customer alike. But from the beginning, the dealer had seen beyond this temporary benefit, for the most important result of the sale was that during the ten days over a hundred of the best people of the city had been brought behind the counters of the store, coming into intimate touch with its stocks and methods and working and talking for its benefit. Just how far their positive influence carried can never be definitely measured, but there could be but one result. The occasion worked the beginning of a firmer, more permanent trade with the most desirable class of customers that the city afforded, and they come to buy with an actual personal interest born of intimate contact with the inside workings of the store itself.

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AUTOMATIC SYSTEM OF PRICE REDUCTIONS. A system of automatic price reductions is an unique merchandizing scheme recently inaugurated by the Filene Store in Boston. In this system the first price is as low as the goods can be sold by means of spot cash purchases. It is argued that this first price will probably sell out the goods the first day. If in two weeks all are not sold, the automatic reductions will be made as follows: Beginning the third week, a reduction of one-fourth; any unsold the beginning of the fourth week, a reduction of one-half; the beginning of the fifth week, a reduction of three-fourths; and if still unsold at the beginning of the sixth week, the merchandise in question will be given away. Nothing, therefore, will remain in the store longer than five weeks.

It is further stated that: "Every sale ticket will be stamped with the date the article was received, so that it will be very clear just what the proper reduction should be in every instance."

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GIVING CUPID A HAND BY BARGAIN WEDDINGS. A "Marked-down wedding" is one of the latest advertising innovations introduced, by Bernheimer, of Baltimore. Music, flowers, ceremony, ring, absolutely everything but the bride and groom, marked down to $98, is supplied by the department store. The ceremony may be performed there or anywhere else. It is evident that Bernheimer intends to give Cupid a secret rebate on new business and to create an epidemic of marriages in Baltimore by low prices and an advertising campaign. Here is his offer:—We will furnish a complete wedding for 50 persons for $98, children half price, each additional person $1.50, with a dinner and dance to follow. We will furnish the license, clergyman of any denomination, and carriage for the bride and groom if desired. A menu of fully a dozen delectable dishes is included. Everything is strictly private, and above all, no intoxicating liquors of any kind are allowed in the building, but we furnish all soft drinks. As a wedding present Bernheimer gives the couple the choice of an extension table, couch, cheffonier, set of chairs or brass bed.



HERE'S A GOOD IDEA—SELL

GUARANTEED HOSIERY

This plan has proven an immense success. Instead of selling an isolated pair of socks to a customer you can offer him a box of a half dozen pairs, fully guaranteed not to wear out under six months. That is the proposition we are offering you in

NEVERDARN

Holeproof Hosiery

FOR MEN AND WOMEN

Every box contains a six months' guarantee. If a hole comes in any of the hose within six months after a sale is made we make it good to your customer. Here's the form :

"Should any or all of this six pair of hose require darning within six months from the date you bought them we will send you at our expense a new pair for each damaged pair returned."

Be the First Man in Your Town

to offer the public guaranteed hosiery. Neverdarn Holeproof Hosiery is of the quality that makes good the guarantee. It is made of the finest quality long fibre Sea Island and Lisle yarns, specially prepared, which renders it extremely tough and durable, yet soft and easy on the feet. It is reinforced at the hardest points of wear and will permanently retain its original good shape. It is dyed by new process sanitary dye which leaves the fabric absolutely fast and clean. Made in leather shade tan and black.

Order from Your Jobber

Chipman-Holton Knitting Co. Limited

Hamilton, Canada

E. H. WALSH & CO., Sole Selling Agents, Toronto and Montreal



The Foundation of This Business Is The Favor of Millions of Women

We ask merchants to supply an existing demand—not to create it. This marks the difference between the McCall Pattern proposition and others. McCall Patterns and Publications are in demand everywhere—in the smallest towns, and the largest cities. They sell themselves.

There is no doubt that McCall Patterns are the best made, the best known and the best selling paper patterns in America. If you want a pattern the demand for which already exists, a pattern that will give your customers satisfaction, a pattern that you will be proud of, a pattern that you will not have to hand over the counter with an apology, and a pattern that women will come to your store for, that sells itself—you want McCall Patterns.

Write for our terms. They are fair and business-like. Our well established Canadian Office and Factory, the largest and best equipped in the Dominion, make it possible to offer Canadian Merchants the same advantages of TERMS, PRICES, DELIVERIES, etc., that our 9,000 United States Merchants enjoy.

The McCall Company

THE LEADING PAPER PATTERN HOUSE OF AMERICA.

236-246 West 37th Street, - - - NEW YORK
Chicago San Francisco Toronto, Canada

NOT IN THE TRUST—NO CONNECTION WITH ANY OTHER HOUSE

Advertising Creates Business; Salesmanship Holds It

Ballast for the Man who Writes Ads. — System Safeguards Business — Study Your Constituents Write Ads. that Will be Understood.

"ADVERTISING creates business; salesmanship retains business; system safeguards business." That is the "trinity of business" as defined by Edmund Gibbs, president of the Associated Advertising Clubs of America. That is all that need be said of him in order to establish authority on behalf of the quotation. Recently, while a guest of Col. J. B. MacLean, Mr. Gibbs addressed the staff of the MacLean Publishing Co. on "The Preparation of Advertisements." What he said cannot fail to interest the men who have charge of this or that firm's advertising, and, besides, it contained a lot of good basic material for the beginner. He who absorbs the extracts given below, will not be without ballast for a career as ad-writer or advertiser.

"Study your constituents," said Mr. Gibbs. "There are those who hold that slang is permissible, that language may be adapted to certain conditions or communities. It is a mistake to advance such a theory because no matter what the condition of your people or what their surroundings may be, you will never find any person who is not willing to be elevated in the same degree that you may feel it necessary to depart from the level of literary rectitude.

"Make your advertising read so that the people whom you wish to read it will understand it. Find out the things that will appeal to them. Advertising is similar to the stock in a retail store; its patrons are the untaught as well as the highly educated.

"Advertising is publicity and publicity is teaching—just as much as the teaching we received when we were school children. The advertising you do in the various papers is only teaching the people where and what to buy; very often its first effect is manifested in the creation of a desire to buy.

"In order to make a success of your buying you must be persistent. Avoid everything that makes your goods appear in an unfavorable light. It has been said: 'We only live by reiteration.' If a thing is good, don't be afraid to say it and say it often. Because you have said one good thing one time, don't imagine it will not stand repeating. We are apt to believe that the people who read our advertisements will remember everything we say.

"Never put anything into your advertising not actually needed to convey an idea. The simple ad. is the one that is longest remembered.

"Type is the printed expression of a person's idea. It lacks the strong convincing power of personal delivery. Nothing should accompany it which will lessen its force. The printed advertisement has no chance to talk back, the salesman has.

"Any advertisement ever written can be set in two sets of type. Avoid ornaments. Eliminate those things that do not belong to advertising.

"Again, the simple ad. is the one that gets business. Do not be afraid to use white space. The prominence of anything depends on its surroundings. Display type may be used for emphasis, but too much display type is a nuisance. Use it to bring out the point you want brought out and then stop.

"Don't set your matter too solid. Serve your dinner a la carte. After you have written the ad. of your life, cut it in two and throw away the other half. Better have one idea effectively presented than a cluster of them so jumbled that they may never be read. Don't be afraid to have plenty of white space between lines.

"See what the other fellow is doing; the chances are that he has never lost sight of you."

Sheep Breeders and the Tariff.

The Dominion Sheep Breeder's Association, at their annual meeting in Toronto, during February, appointed a committee to interview the Government with a view to having further adjustments made in the woolen tariff. The manufacturers will also be asked to appoint a committee to discuss the question jointly with the wool producers before taking the matter up with the Government. It is proposed to have the joint committee visit some of the large ranches in the West. The co-operation of the Minister of Agriculture will be sought in this respect.

That the shipment of Canadian sheep for breeding purposes had been seriously interfered with by the United States embargo of thirty days, was the general opinion of the meeting and Dr. Rutherford, Dominion Live Stock Commissioner, who was present, stated that the Dominion Government had entered into negotiations with the authorities at Washington with a view to having the regulations removed, but the matter was still pending.

In reply to an observation by J. G. Hanmer, of Guelph, to the effect the sheep-breeder now only gets $5, where formerly he commanded $20 to $25 apiece for the same quality of stock from the American buyer. Dr. Rutherford stated that there was no reason why such a condition of affairs should exist. The whole trouble is that there has been a tendency on the part of the breeders to cultivate an American market for their stock at the expense of the Canadian trade. They have made no effort to push the trade in their own country. There are openings in the other Provinces, and particularly in Nova Scotia, which gives promise of becoming a profitable market for the sheep trade. The Government made a move in that direction a few years ago, but the breeders apparently failed to take advantage of the opportunities presented."

A rather odd situation was created in Glencoe following the recent local option vote. The Lewitt Knitting Co. had been taking water for milling purposes from a local hotel man. Charles Lewitt, the manager, is a staunch temperance man, and took an active part in the recent local option campaign, in which the by-law failed, however, to carry. The hotelman, who supplied the factory with water free, told Mr. Lewitt to look elsewhere for his power, which he did, in vain. In the end the plant had to be shut down. The town council here took a hand, and an arrangement was arrived at whereby the water would again be furnished, ostensibly to the council, and through them to the factory, which is now running again.



Showcards Written by W. Stanley Jenkins, of A. Sweet & Co., Winchester, Ont.

How One Clerk Turned Spare Moments to Account

Mastered Card-Writing and is Studying Window-Dressing—Untiring Practice the Secret of Success—Studied the Work of Expert Writers—Use of the "Idea Book."

THE skilfully executed cards reproduced in connection with this article are the work of W. Stanley Jenkins, of A. Sweet & Co., Winchester, Ont., a town of 1,200 population. The commendable fact about it is that Mr. Jenkins is entirely self-taught. It was thus that he converted his spare moments into value. He is now studying window dressing and has been very successful in obtaining attractive and profitable results in window publicity. Describing the cards and his methods, Mr. Jenkins writes:

"The cards have all been used at some time in the store or windows. The one in the centre of the group 'Thanksgiving Linens,' is 14" x 22", lettered in black, with orange shading. It was used in a linen display, the color scheme of which was black, orange and white.

"The cards 'Take a Walk Under One of Our Hats,' 'New Whitewear Spotless and Dainty,' 'Ask to See Our $2.95 Suits,' and 'Special Offerings in the Whitewear dept.' are not intended for works of art but merely as examples of everyday work and were lettered in about three minutes. The lettering was black with headlines underlined with red. The illustrations, on the cards, were cut from magazines and pasted on. This style of card is very attractive and they are made with very little extra work.

"The plain black and white copy does not give any idea of the colors which were strong points in some of these cards. For instance, in the card "Xmas Greetings" the colors were red, green and gold. The lettering was red, shaded with gold, the panel was green with gold and green leaves, and the holly leaves were green with red berries.

"The egg-shaped design on the card "Easter Gifts" was made by cutting a piece of manilla paper the required shape, placing it on the card and spraying around it. The paper, or mask, was then removed and the lettering painted in. A design of Easter lilies was then painted around it in natural colors.

"The card 'The Very Newest' was a dark green, lettered in white and the initial 'T' was outlined with gold. The flowers on the other cards were all painted in natural colors.

"Concerning paints, I have found the ready-mixed very satisfactory. Distemper paints are also very good when properly mixed. But I would advise the beginner to use the ready-mixed as they dry with a gloss and are easily thinned by adding a little water. As for brushes, there is one thing sure and that is that the best are none too good. I have used almost every kind of brush, and for show card work I prefer a flat brush with long hair. Three or four different sizes are all that are needed for ordinary purposes. A couple of pens will also come in handy for lettering on price tickets, etc.

"The different alphabets are mastered only by untiring practice, striving each time to do better than the last. An hour or so each day will make a big improvement in a very short time. A good plan is to practice on short straight lines at first trying to get each one smooth and even then practice on the curved lines (both right and left). Good strong manilla wrapping paper will do to practice on.

"I study the work of expert cardwriters and find this an excellent plan to keep one's cards new and up-to-date. Another good idea is to have a little 'idea book' in your pocket and when you see a card, design or letter that is particularly pleasing make a sketch of it and this will save time sometimes because maybe you have what you are looking for in your book.

the Salesman Goes A-gunning for his Customer

Siege Guns are not Necessary — A Six-Chambered Small Arm which has Done Some Bagging — Capable of Great Execution.

TO achieve our best we must collect and focus our powers. We must know what we know—use the tools we have and fashion new ones. For tools are as necessary in the brain of the salesman as hammer, saw, and gimlet in the workshop of the carpenter. "Ah," says a satiric reader, "I know what is coming now; I smell a device; some cut and dried dodge, some artificial trick." Right, sir critic! Verily it is so. But which is best, method or muddle, forethought or failure?

The prejudice against artificial aid is seldom reasonable. The man who insisted upon sharpening his pencil with his nails or teeth rather than employ the aid of an artificial penknife would be rightly reckoned a madman. A drowning man does not disdain the aid of an artificial lifebelt. Neither does the hunter of big game throw down his loaded and trusty but artificial rifle to attack his leonine majesty with the natural "raw 'uns." The fact is, of course, practically all human helps are artificial—in the mental as well as in the physical world.

The Inventive Salesman.

The ambitious salesman, conscious of limitations, must invent his own mental contrivances for overcoming those limitations. He must make tools and weapons which will assist and improve his mind, light up his work, save his energy, concentrate his force, wear out his order-book, and put gold in his purse. Business is often likened to a battle. Most of the advice read on the subject of trade warfare is wasted, because it is not remembered. Without attempting the construction of big siege guns or engines to destroy armies, cannot the salesman attempt a line in small arms for use in the commercial fight? Say, a handy revolver for the right hip pocket. Here is one, for instance, which may be of use, and which may suggest the invention of others. It is called "Acumen"—a name easy to remember when the next target approaches or is approached. The little weapon is not quite so simple as it looks. It is capable of great execution in the sales department.

Notice its six chambers, A—C—U—M—E—N. Each holds a force which, if well directed, will make even a raw recruit in salesmanship far more capable of effective service than he would be without its aid. That "A" chamber means much in introductory salesmanship. It stands for Affinity—the first and best principle for use in turning a customer's mind from what he has just bought to what he may possibly be induced to buy. Having sold him ties, it is more easy and natural to suggest collars and to build your argument gently and cautiously on collars than to fly off at a tangent with "Can I show you our new flannel belts, sir?" The idea can be applied all round in all departments, and should be supplemented by that other affinity which should be established at the outset between the minds of the salesman and customer. But if the first shot does happen to miss fire, as it sometimes will, there are still five chambers left in our handy little gun.

Well-aimed Curiosity.

The next is the C chamber. This contains a cartridge that seldom fails, namely—Curiosity. Well-aimed, this shot will stop the most elusive cover-seeker who ever dodged a sniping salesman. It will bring down the cynic or the hustler, the sour or the oily, the cavalier or the Quaker. Therefore, out with your freak, your unique oddity. Let the diminutive or enormous silk hat, your four-inch collar, or impossible necktie stand forth, prominent on counter or bracket. Your curio will arouse curiosity. Like breeds like

Utility comes as a natural transition. On the interest aroused by the curious, it is simple and pleasant to erect the useful. For instance, that absurd silk hat is really only a mental shoe-horn to help you to slip into your green Alpine felt argument. Another click and the M cartridge is ready to do its inspiring work.

M is, of course, for Memory. This discharge fires a double train, one in the customer's and one in the salesman's mind. The seller asks himself, "Has this man given me a tailoring order lately?" Or, if he is now in the act of doing so, "Has this man bought any outfitting from me lately?" If the customer seems to be a stranger: "Has this gentleman ever been in the shop before?" If not, now is the time for me to make special efforts to bring him back again. On the other hand, or rather in the other head, the buyer's memory must be refreshed by good suggestions. His recollection must be gently stimulated

A Popular Explosive.

No one can mistake the click of the next turn. The E chamber is waiting to be emptied. E, meaning Economy, is a very powerful and popular explosive in the warfare of commerce. It is widely used for blasting purposes in the Rock-Bottom country. But its present use is to suggest to your customer the advantage of buying that extraordinary special line whilst there is yet time and before it is forever too late. It also helps you to show the blessings of good quality goods to buyer and seller, economy being the best and soundest argument available in favor of better-class goods

The Double Charge.

If by bad marksmanship or by the adroitness of your human target you have missed each time with all these five shots, there is no need for despair or for a trembling aim at the last attempt. N, the final chance, may save you from defeat, or if not, it may help to future victory. N holds a double charge—Novelty and Necessity. New goods, just unpacked, or exposed as if just unpacked, provide a splendid yet harmless and innocent means for deflecting a client's attention from his matured, expressed wants to his unknown, potential ones. It will disarm suspicion and serve to alienate the customer's will from that pious resolution not to be tempted by this artful young dodger behind the counter. When, however, the said young tempter sees the bullet of Novelty has gone home he will be careful and quick to probe for two shots without really trying to extract either. The lancet of suggestion will slip aside from Novelty and the bullet of Necessity will be pronounced too firmly embedded to move. The Need of the Novelty will be proved by previously prepared argument.

Let us re-load for the next comer. Affinity, Curiosity, Utility, Memory, Economy, Novelty-Necessity. A-C-U-M-E-N—a safe and effective little weapon for hand-to-hand encounter.—Men's Furnisher.

Adjusting Differences in the Collection of Accounts

Advantages of the Draft -- The Problem of Exchange Charge — Paying Small Remittances by Money Order — The Retail and Wholesale Points of View.

By Howard R. Wellington.

ONE of the most difficult, if not the most difficult department to maintain to a high standard of efficiency, is the collection department.

The methods pursued are probably very similar and the system adopted would likely work out satisfactorily, but for the reasons given at the other end such as,—"No Bank," "Will not Accept," "Pay by Cheque," "Prefer To Take Time," and the most common one of all, "No Response to Notice."

The wholesaler to-day carrying such a heavy stock for the benefit of his retail accounts, finds it necessary to use his customers' paper shortly after the goods are shipped—either by a time draft, if the goods are dated ahead, or a sight deaft at the expiration of thirty days. As a general rule, merchants appreciate this fact and honor the draft, the draft goes through in the regular way—nothing more is heard of it, the bank looking after the rest. The advantages of the draft system are many and may be classified as follows :

1. It is a quick, accurate method and saves considerable time in making up remittances.

2. It insures the saving of cash discount to the party accepting the draft, the drawer being responsible for drawing in time to protect the customer in this regard.

3. Accounts are cleaned up promptly each month by sight or time drafts and the ledger accounts balanced.

Returned Paper.

There is, no doubt, an enormous number of drafts returned for insufficient reasons; for instance, an error of one dollar or even ten cents is made in deducting discount, a difference in the freight allowance, an error in the extension of an invoice—all these mistakes small in amount but nevertheless mistakes, which would however be adjusted immediately upon attention being called to them. How much better it would be to accept the draft under such circumstances where an error is so apparent, than to return draft for correction, necessitating, thereby, considerable trouble and additional expense. As a protection for the customer in such a case one large concern prints on the back of each draft a short letter to the effect that if any such apparent mistake has occurred the error will be adjusted immediately upon advice, but asking the customer as a favor to accept the draft.

Of course, if a dispute has arisen as to price, terms, etc., it would certainly be an unwise policy for the merchant to accept a draft if he considered himself in the right and he would argue too that it is much better to have the difference adjusted before accepting a draft than to run chances on receiving an allowance afterwards.

Will Not Accept Drafts.

A number of merchants throughout the country have made a rule never to accept drafts and always pay by cheque.

With all due respect to their opinions as to the draft system, we still believe it is the best and most convenient method of paying accounts, and when one of this class of accounts becomes overdue, it is probably the most difficult to handle—the first draft is returned, the second plus exchange meets a like fate, possibly a third with more exchange follows, and then aiter a long interval, a cheque on his home town arrives for the amount less full cash discount. Should the discount be allowed, and, should the wholesaler pay exchange to collect such a remittance ?

The problem of exchange charges has caused considerable friction between buyer and seller. Who should pay ? Frankly speaking, we believe the buyer should pay this expense—for this reason—the goods are bought F.O.B. a certain point ; why should the seller pay exchange to collect his money any more than pay freight on his goods ? It is the common practice in the United States and Foreign Countries to add exchange when making drafts on out of town accounts ; whether this applies throughout the entire country we are not in a position to say, but invariably charges are added by New York houses and those of other large cities ; when making drafts for goods shipped to Canada. This method has been tried here but without success, probably because the retailer simply refused to pay exchange.

The Retailer's Point of View.

Of course, looking at it from the other side, possibly there is some reason for refusing to pay exchange charges and the retailer might argue that the account is not due but if the wholesaler desires to make draft so as to use the money, well and good, but he (the wholesaler) will have to stand the charges.

Small Remittances.

When making up small remittances, say under $10.00, has it ever occurred to the retailer that their creditor has to pay twenty-five cents or sometimes five per cent. for the collection of his cheque, whereas the cost of a money order for a similar amount would have been from three to six cents. All accounts under $10.00 should be paid by money order, and any wholesaler would be willing to allow cost of money order if necessary rather than pay exchange on so small a draft. Cases have been known where the cost of a money order and even postage has been deducted when remitting, and some merchants have gone so far as to deduct what the exchange on a draft would amount to, stating that the wholesaler would have had to pay it anyway, therefore he (the merchant) was entitled to it—an extreme case, perhaps, but cited simply to show the advantage some will take in such a case.

In the collection of accounts in very small towns and villages, the principal objection to drafts is the fact of there being no bank, and the merchant instead of receiving the draft, receives a power of attorney, to sign, and by the time this document reaches the bank, the draft which has been made payable at some other bank, becomes due, and there is not sufficient time for the draft to be presented.

The best method to be pursued in such a case, providing the account has some time yet to run, is to send the customer a note, asking that he fill in the name of his bank where payable—as a rule this will answer the purpose—and the note will then be presented on the due date. A little of the old rule "Do unto others" applied to the subject of remittances would do much to settle some of the differences as outlined above.

(To be continued in April D. G. R.)

Silent Salesmen

and

Store Fittings



"Dry Goods Crystal Counter"

We outfit a Dry Goods Store from the front window to the back door

Toronto Show Case Company
Limited
5-7-9-11-13-15-17-19-21 Defries St Toronto
Jas. G. Kent President Late Gowans Kent & Co. R.W. Mc Clain Gen. Mgr. Late Gowans Kent & Co
W. M. Peterkin Sec. Treas. Late Gowans Kent & Co Harry Chinn Supt.



An Effective Easter Window, Trimmed for R. McKay & Co. by H. Robinson.

Valuable Hints on Art of Displaying Goods

Flowers for Easter.

SPRING is the season of flowers, and now that the long winter months are drawing ao close when the earth and trees are bare, there is a naturel longing in every breast for the sight of a flower or for a green leaf.

It is the trimmers' object to turn the thoughts of the buying public to the coming season of sunshine and to make them think of their sartorial needs when the time of flowers arrives. In short, he wants to set them buying ahead. Therefore, there is no trim that can supersede flowers for this purpose and it is always wise to use flowers in profusion in the preparation of Spring trims. Nothing else can take place or is quite so effective.

Certainly the houses that provide for the trimmers' needs for this purpose have excelled themselves this year. Each season sees an improvement in the quality and the appearance of the blooms produced, and now such a high perfection has been reached that it is difficult to see how much further the limit can be pushed.

Almost all of the Spring beauties are featured in the lines of the floral productions for the coming Spring. There are apple and cherry blooms. These can be had in branches and sprays, or the blooms can be had separately and with or without centres. These trimmers can mount upon branches and twigs for themselves. It is always easy to obtain natural branches, and when these



Good Examples of Draping in a Small Window—By W. S. Jenkins for "The Big Store," Winchester, Ont.

Winners in Window Competition.

The Review is now in a position to announce the names of the winners in the window competitions for the months of December and January. Of the very fine Christmas trims submitted, those by H. C. Macdonald, formerly with Richard Hall & Son, now with W. A. Murray & Co., Toronto, and H. Robinson, with R. McKay & Co., Hamilton, were awarded first and second prizes, $4 and $3, respectively.

Another Peterboro window, that of a seasonable display of linens, by Mr. Macdonald, has been awarded the first prize for January, while a fur window by E. Provost, of Holt, Renfrew & Co., Quebec, took the second prize. Two windows by Mr. Provost are appropriate, at this the beginning of the fur selling season and are reproduced this month.

It is desirable that trimmers should send in their windows as near to the date on which they were taken as possible, in order that confusion may be avoided in classifying them according to the months in which they belong. Great care is necessary in photographing a window, as defects in a picture will often mar the prize-winning features of an excellent trim.

are used and the flowers wired in place very pleasing and natural results may be obtained. Foliage can also be had loose, and can be used most effectively with the mounted blooms.

A beautiful Spring novelty is the sprays of almond blooms. These graduate in size as on the real tree towards the ends of the twigs, and are in the dainty soft pink shades and tender greens that the almond blossom comes in. To be used with the flower sprays are sprays of leaves—as every one knows, it is not until the flower is nearly over that the leaves appear. These almond bloom sprays would make a very effective and appropriate decoration for opening windows.

shades of lavender, in pink, yellow and white. This flower produces a particularly graceful effect, as both flower and leaf are of great beauty. Garland effects are the novelty. These are semi-classical in outline and are in perfect accord with the modes of the moment. Practically all the flowers of the season are worked up into these garlands, there are rose garlands, magnolia garlands, wisteria garlands, and garlands of dogwood, orchids or apple blossom.

A very effective arrangement seen by The Review was a natural tree trunk with the bark left on. There was one limb left and to this a number of small branches were fastened. These were covered thickly with dogwood



A Striking Window of Labrador Mink, Russian Sable, Silver Fox, Chinchilla and Hudson Bay Sable, trimmed by E. Provost for Holt, Renfrew & Co., Quebec. The Coat of Labrador Mink was Valued at $2,000.

A novelty this year is small trees in square jardineres of bark, etc. The list includes almond blossoms, pussy willows, magnolias, dogwood, etc. These come in various sizes and are particularly to be recommended for small windows.

In sprays, trails, bunches, and single flowers the list is a long one. There are violets, daffodils, Easter lilies, snowballs. There is never a season when the rose is out of place and clusters and sprays of rambler roses, American Beauty, and many other varieties are shown. Beautiful metallic effects are shown both in flowers and foliage. These are shaded and tinted in soft colors. The carnation is a flower that is good all the year round.

Wisteria comes in beautiful spray and branch effects, and is particularly popular this season. It is shown in

foliage and blossoms. There was an immense bow of fancy ribbon, the edges held in place by wiring.

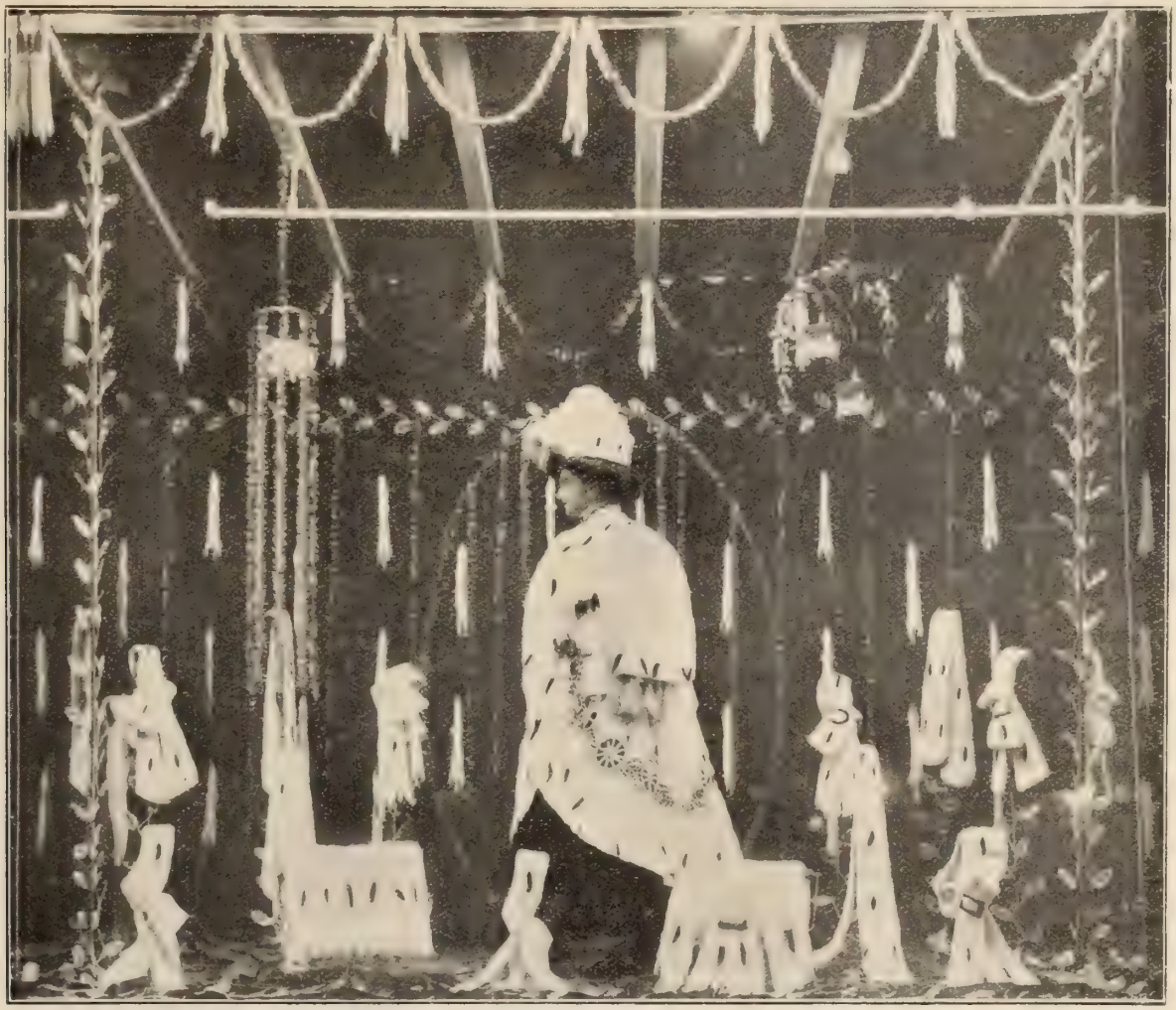
The floor was carpeted in moss green velvet carpet and, to complete the display rustic furniture was used for display fixtures.

Rather an innovation is the use of fruit in window displays at present. Cherries head the list, but handsome orange trees are shown in the floral houses. These bear ripe and unripe fruit and also flowers. One large tree is made up of a number of branches that are removable from the trunk. The tree is placed in a tub and would form a handsome piece for any window. Where electricity can be obtained bulbs that come in the shape of oranges could be mixed in with the fruit on the tree with splendid effect.

Rich Fur Windows.

Two very rich windows were submitted in The Review's monthly competition by E. Provost, of Holt, Renfrew & Co., Quebec. They are reproduced this month. One is trimmed with the best Russian ermine. A beautiful opera cloak, shown at the Franco-British exhibition, and which attracted wide attention, formed the central figure. The background was of dark green silk plush, pleated, with gold tinsel streamers of two different lengths applied on the same with ermine skins between. Holly vines, shaded green and white, were displayed with great effect, running from one end of the window to the other, as well as on the sides of the mirrors and on the floor, the latter being covered with the gathered silk plush. A draping of gold tinsel and ermine skins was used for the top of the background, but a few inches from it, so as to avoid the flat effect. The same idea was adapted for the front of the window. The oval in the centre was about 20 inches from the background and covered with the same material. Gold streamers of two different lengths were used as a filling for this basic arrangement, the background being very effective for the rich figure which was placed a few inches in front. On one side an electric shade with a holly design, was suspended from the ceiling with gold tinsel surrounding it. On the other side a mauve wisteria plant in Japanese vase completed an attractive ensemble. The window was particularly effective when illuminated..

As for the other window, the arrangement was about similar, save that silver tinsel was used instead of gold. A beautiful Labrador mink coat, valued at $2,000, also shown at the Franco-British exhibition, occupied the central position. Rich Russian sable sets, silver fox, chinchilla, Hudson Bay sable were used in the display.



A Rich Ermine Window, Trimmed by E. Provost for Holt, Renfrew & Co., Quebec. This Window was Awarded a Prize in the Monthly Competition of the Dry Goods Review.

Attractive Garment Window.

Many stores are adding children's and misses' garments to those they now carry, and it will be up to many decorators this Spring to devise attractive windows and interior displays of these lines.

Now that manufacturers are specializing on children's garments, any number of smartly-cut, neatly-finished and fitting little garments are produced. Garments of this class lend themselves easily to attractive display purposes.

An interior display in the garment department made by A. T. Apted, for the T. Eaton Co., was a source of great attraction during the Spring openings last year. This display was in the form of a children's play-ground.

A low stage was erected with a lattice work back. This background was twined with vines, up and down which climbed Teddy bears. Wax figures, wearing the newest and latest in children's dresses, in outer garments and in millinery, were grouped around in the most na-

tural fashion. There was the sand-pile where youngsters in play dresses and rompers were busy with shovel and pail. There was a lawn swing, and a merry-go-round, and several tiny maidens were playing at a ring of roses in the centre of the display.

In showing children's garments in the window, crowding, as in other lines, should be carefully avoided. Any



An Effective Window Draping by W. S. Jenkins, Trimmer for "The Big Store," Winchester, Ont.

background used should be of the simplest. Just the paneled wood or mirror effect brightened by the use of Spring flowers, is as good as any.

If the average trimmer could carry out the playground idea it would certainly be a winner. If this is not possible any one of the described features, or similar one that suggests itself might be used.

Special Contest Sale.

W. C. Crawford's dry goods and departmental store at Tilbury boomed business during the usually quiet month of February by means of a special Prize Contest Sale, lasting from Feb. 6 to Feb. 27. A similar sale was conducted during the same month last year, and its success has doubtless prompted a repetition.

The "prize contest" was, of course, the outstanding feature. Twenty prizes (and also a consolation prize) were offered. The first prize was a cheque for $100; second, $50, and the remaining prizes consist of goods, ranging from a 3-piece parlor set to a parlor lamp. The nature of the consolation prize was not specified; competitors were left to guess.

For every dollar's worth of goods sold for cash during the sale, the purchaser receives a numbered coupon. On the concluding day of the sale the prizes are awarded to the holders of the "lucky numbers," the drawing taking place publicly.

In their announcement of the sale, the firm said: — "One year ago we put on the greatest sale ever conducted in this, or possibly any other, part of Canada. It was "A Hummer" from the hour it began until it closed that memorable Saturday evening, a month later. Why? Because the public found everything just as advertised—the bargains, the prizes, the fair method of award. Everything met with the approval of the people and they showed their appreciation by making the sales of that little short, dull month of February double any one month in the previous history of this great store

"Our business has increased every year since its inception. It must increase this year. This great February sale must eclipse last year's. It's simply got to. We've slashed the prices away down until on some lines you will be almost ashamed to take the goods at the money. And the prizes—well, we've doubled the number this trip, twenty instead of ten, and nothing small about any of them. Hundred dollar cheques don't grow on every bush or hang on the door-knobs of every store.

"No need to go into details. Everybody within a radius of fifty miles knows all about last year's contest and how the prizes were awarded. The thousands of people inside and outside the big store that memorable Saturday evening can vouch for the fairness. Every person buying one dollar's worth of goods for cash has a chance to win the first or any one of the other prizes. One coupon given with every dollar's worth bought for cash (fractions of a dollar don't count).

"Employees of the store will not participate. Employees of W. C. Crawfard, in any other capacity, will not be awarded first or second prizes. We have many desirable open accounts on our books. All such parties may take advantage of the sale prices, but will not be given prize coupons on a "charge" purchase. Any customer settling their account (by cash or note) during this sale will be given one prize coupon for every three dollars so paid.

"The prizes will be on exhibition in the store and should be seen to be fully appreciated.

"We are not asking you to spend your money on 'a chance.' You are not paying for the chance you are getting. We offer you better value for your money than can be secured in any other store in the country. We will show you a greater variety of goods than can be seen in any other store in the Province, outside of Toronto city. This store has a reputation for progressiveness and reliability which must be maintained and when we say our goods are marked down from 15 to 50 per cent. you may feel certain it is the case. We are showing goods in our clothing section during this sale at 25 per cent. below cost."

The contest was widely advertised, both the Tilbury paper and weeklies in adjoining towns were used. In addition, a large four-page circular on good paper was issued. While of course the contest was featured in the advertising and circular, great prominence was also given to the prices, the circular containing two large pages of listed "bargains" in the various departments. In addition there was a long column headed "Just a few articles you can buy for an even dollar." A facsimile of the $100 cheque (the first prize) was also featured in the circular.

David Yuile, president of the Dominion Textile Company, has returned from a visit to England.

John Walker has resigned as manager of the Colonial Print Works, Montreal, and is leaving for the United States.

Inside and Outside

¶ The beauty of a Luxfer Prism Fanlight is, that it lights up the inside of the store, and at the same time improves the appearance of the store front outside.

¶ Dulness vanishes before Luxfer Prisms for the simple reason that the prisms carry the daylight where it is wanted.

¶ Light rays from the sky come in an oblique direction. They are caught by Luxfer Prisms and refracted horizontally instead of ending on the floor just within the window.

¶ The inevitable results of a Luxfer Prism Fanlight are a brighter store and greatly reduced artificial lighting bills.

¶ Ask your architect—he knows.

Luxfer Prism Company, Limited

TORONTO AND MONTREAL



SECTION OF MODERN STORE EQUIPPED WITH OUR SYSTEM

THE LIQUIDATION

of this business means that cut prices are being offered on all store fittings, including the well-known

Weir Wardrobe System

(Patented)

Sectional Wardrobes—each complete in itself.

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style and size.

Capacity—

High Boys—in 30-in. frontage—50 Suits.
Low Boys—25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides.

Centre Section - - $30.00
End Section - - $33 75

(Metal Slides $5.00 extra)

Prices of Fitting Rooms, Dummy Fronts and Stairways REDUCED IN PROPORTION.

CUT PRICES being offered on SHOW-CASES and SILENT SALESMEN.

Write for Illustrated Circular.

Weir Wardrobe Co. of Canada, Limited

(IN LIQUIDATION)

MOUNT FOREST - ONTARIO

The Milbradt Ladders

CANNOT BE ANYTHING BUT

Highly Satisfactory

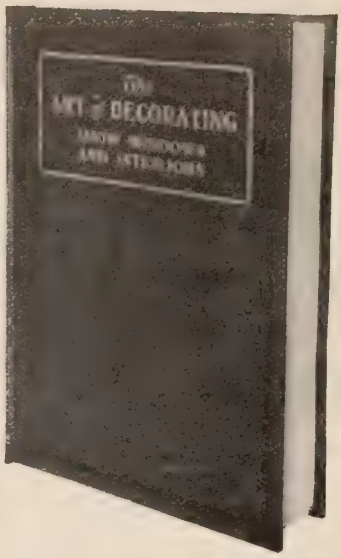
There is nothing about them to give or wear out or get out of order, and after they are once installed require no further attention, with the exception of a few drops of oil now and then.

They are made of the very best material that can be obtained. We ship them subject to approval, hence they must be satisfactory.

Write for Catalogue and Prices

MILBRADT MFG. COMPANY

1438 N. 8th Street, ST. LOUIS, MO.



Invaluable to Merchants and Window Trimmers

"Attractive Windows Increase Trade"

This up-to-date work of *hundreds of experts* offers a complete education in Window Dressing and Interior Store Decoration. Every illustration and working description is simple and practical. Special attention is paid to Backgrounds, Harmony of Colors, Displaying Different Kinds of Goods, Seasonable Decorations for Christmas, Etc.

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BEST "MEASURER" EVER MADE

The customer places her hand as shown in cut and the slide automatically indicates the exact glove size.

Of highly polished metal, mounted on hard wood. In oak and other finishes, with rubber tips to prevent scratching counters, etc.

SIMPLE—SERVICEABLE—SIGHTLY

For all sizes—Men's, Women's and Children's.

Details and Prices on application.

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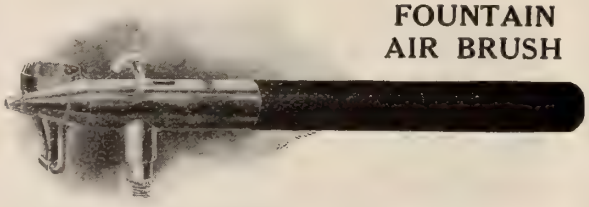
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I am a competent business man acting as representative in Western Canada of one of the strongest manufacturing firms in Canada and controlling a large branch office staff with complete equipment for getting business. The business is growing each year, and now amounts to about $50,000, but it keeps me busy only four months in the year.

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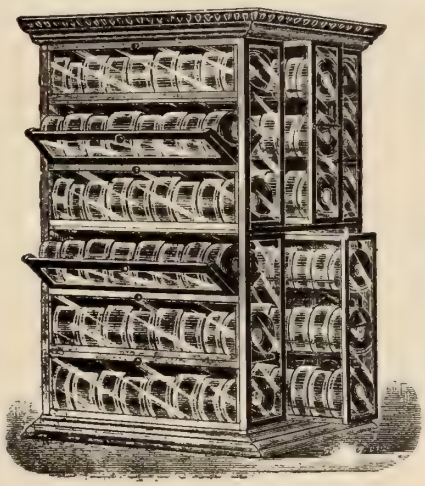
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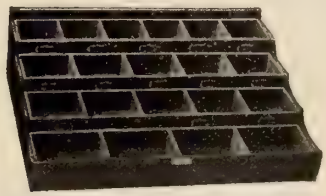
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ALL WORK GUARANTEED UNEQUALLED.

MONTREAL TORONTO OTTAWA QUEBEC

Canadian Prints For Spring

There is more variety to be had in Canadian prints this year than ever before.

No retail print department can be classed complete without a proportionate showing of the new patterns.

For Spring and Summer, 1909, there are many new ideas in patterns and colors too.

SEE YOUR JOBBER

"There's more profit in Canadian printed goods."

TEXTILE DOMINION CO·LTD·

The Staple Department and its Problems

Retail Stocks Low.

THE outlook for business in staple lines for Spring is very encouraging. Conditions generally are better than a year ago, and while no one is taking any risks, trade is active.

Travelers returning from their trips, state that stocks in the hands of retailers, generally, are low, but buying is being done carefully. Placing orders were not heavy, and in view of the depleted stocks on the shelves of retail stores, heavy sorting trade seems inevitable. Should this looked-for condition prevail, there will likely be a shortage in many lines, as jobbers have been wary and evidently prefer a shortage to being over-stocked.

Manufacturers are working chiefly to fill present orders. Fall samples will be on the road about the middle of this month. Prices for Fall are not settled yet, but the new lists will be out before the midle of the month. It is not expected that they will show any material changes, but this will, of course, depend upon the condition of the cotton market, which, at present writing, seems to be on the upward tendency. Some lines of staples have already shown a slight advance in price.

Some English firms, selling goods in Canada, have given instructions to their representatives, not to take orders without cabling for the latest quotations, in case of any change, which goes to show that a general increase is looked for.

Prints and Ginghams Big Sellers.

Retailers should not fail to keep their stock of prints and ginghams well assorted, showing a good range of patterns and colors. These lines of goods are particularly attractive this season and afford the retailer an opportunity of doing a good trade, when a well-assorted stock of the new goods is carried. Deliveries on prints and ginghams are slow, and where placing orders were too small, it will be difficult to secure prompt delivery of repeat orders.

The marked improvement in Canadian print lines for Spring, in regard to dyeing and finish, as well as patterns, has already shown good results; Spring business in prints is remarkable. Ducks are a strong feature, and seem to be increasing in popularity. They are specially desirable, owing to their fast colors and wearing qualities. These ducks will be more popular, even than last season for wash suits. There has been an advance of from one-quarter to one-half cent on some of the better grades of ducks, and there are rumors of advances on other lines of printed goods.

Tickings and Flannelettes.

Tickings are in particularly good request. Ticking lines have advanced in price in the United States, so that it is impossible to repeat on goods coming from across the border, to compete with Canadian prices. As United States prices almost invariably affect prices in this country, it seems likely that an increase will be made in Canadian tickings.

The flannelette trade for Spring is fair, and other lines of colored cotton staples, as well as grey and white cottons, are steady.

✠

Visit to Cotton Mills.

An informal inspection of the mills of the Mount Royal Spinning Co., Cote St. Paul, Montreal, by the influential business men of Montreal, took place last month on the invitation of Wm. C. McIntyre, and the directors of the company. The members of the party, which was conducted over the premises by the officials, were very much interested, and were impressed by the general appearance and completeness, not only of the buildings, but of the machinery and other details, which have been perfected in the most modern style.

All departments were visited, and the guests were given an opportunity to view the different stages of manufacture, and to visit the bleachery and print works, now in course of construction.

✠

Presentation to C. W. Macara.

C. W. Macara, president of the Federation of the Master Cotton Spinners' Association, Manchester, England, was recently the guest of honor at a banquet given by his fellow members, in recognition of his fifteen years' presidency of the Federation. The gathering was unique in the history of the cotton trade, being attended by nearly three hundred members of the Federation, the largest number that have ever been brought together on such an occasion. All the associations were represented, as well as other organizations connected with the cotton industry. During the evening Mr. Macara was presented with an elaborate table centrepiece of silver, with other pieces of plate, and a portrait of himself done in oils. Mrs. Macara was presented with a handsome necklace.

The silver service was from a special design, showing four centre figures representing Europe, Asia, Africa and America, supporting a large dish, and two other figures, indicative of Peace and Plenty, supporting smaller dishes.

J. B. Tattersall, senior vice-president of the Federation, in proposing the health of Mr. Macara, referred to the remarkable growth of the Federation during Mr. Macara's presidency, the number of spindles represented having grown from thirteen millions to forty millions.

✠

Print Mill Closed.

The Colonial Bleaching & Printing Mills at St. Henri, Montreal, one of the mills of the Dominion Textile Company, closed down last month for a time, owing to a lack of work. This mill has formerly been closed during the Summer, and will re-open later.

✠

Exports of Cotton Goods.

The reports of the cotton goods exports in the United States during 1908 have just been made public, and show

While retailers are taking no risks, business in staple lines for Spring shows an improvement over last year.

Heavy sorting trade seems inevitable; in that event there will likely be a shortage in many lines.

It is not expected that Fall prices will show any material changes, although this will depend upon the cotton market.

Prints and ginghams are particularly attractive this season and afford the retailer good trade opportunities. Ducks are a strong feature.

Not-Silk

The Newest Fabric For Waists and Summer Dresses

The appearance of Shantung better service, and retails with big profit to you at 25c.

Shown in all popular colors—31-32 inches wide, 30-35 yards piece.

Your wholesaler can show you samples.

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THE latest proof of "Gold Medal Linen's" superiority is the "Grand Prix" awarded by the Franco-British Exhibition. These Linens started winning such awards fifty years ago, and it has now become a habit. This is evidence of consistent good quality.

WM. LIDDELL & CO. Ltd.
BELFAST
Agent for Canada.

R. H. COSBIE
Irish Linen Agency
TORONTO

a marked increase over the previous year. The manufactures of cloth increased by 55,854,537 yards in 1908 over 1907, while the values of the cloths increased during the same period by $2,003,962.

Montreal Cotton Co.'s Meeting.

Some thirty or forty shareholders attended the thirty-fifth annual meeting of the Montreal Cotton Company, held last month at the local sales office on McGill Street.

Announcement was made in the president's address of the resignation of Mr. Louis Simpson, the manager of the great Valleyfield mills of the company, but no suggestion was given as to his successor.

The incoming Board turned out to be exactly the same as the old one, and the same officers were subsequently re-elected. President, S. H. Ewing; Vice-President, H. Markland Molson; Secretary-Treasurer, J. Lowe, jr.; Directors, F. Orr Lewis, Hon. L. J. Forget, J. Grenier, A. Hamilton Gault, C. B. Gordon, William Findlay, H. S. Holt, John P. Black.

Sales Fell Off.

The sales for the year, as was to be expected, showed a falling off of over $1,100,000, or about thirty-five per cent. of last year's total. This is also heavily behind the year before. However, the profits were $251,666, as against $454,200 in 1907, and $315,000 in 1906, which was considered a fairly satisfactory showing.

It is slightly over eight per cent. on the capital, while the rate for the two preceding years was 15.14 per cent. and 10.50 per cent. respectively. The shareholders were informed that a balance of $10,211.83 was carried over to profit and loss for next year.

Concerning the Bond Issue.

At the last meeting a bond issue of two millions was authorized, of which it was understood that only one million would be immediately issued. Concerning this the president reported:

"We have succeeded in placing the recently authorized five per cent. bond issue at a very satisfactory figure on the other side, the proceeds of which was used to pay off the $300,000 bonds which fell due May 1st, 1908, and in addition will render the company independent of outside banking accommodation, and will also greatly reduce the annual charges for interest, and will further put the company in a position to secure their raw material when favorable opportunities present themselves."

Improvement Looked For.

On the general business the President's address spoke as follows:

"In common with manufacturing enterprises in the industrial world at large, your company has experienced a trying year, and has more or less suffered a material reduction in its profits as compared with those of former years, but we are pleased to state that even under all the difficulties which confronted the company, remunerative profits have been made, the dividend has been fully maintained, the usual depreciation, reserves, insurance (including the policy in the event of fire in force to the extent of $400,000 to secure dividends) have been provided for, and a balance to the good has been carried forward to the next year. We hope for a further improvement in trade."

A. B. Mole, general manager of the Dominion Textile Company, who has been ill for some time, has suffered a relapse, and will be unable to return to business for some months. He will go South for his health.

TO THE TRADE



All Prints

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The Calico Printers' Assn. Ltd.

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To be their

STANDARD 'CROWN' Quality

of cloth, which will be unchanged from Season to Season.

No other quality will bear this mark.

At the Franco-British Exhibition in London, England, The Calico Printers' Association, Limited, were awarded three "Grands Prix" (the highest possible award) for the excellence of their Printed Cottons and Printed Wools.

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you buy your Linens, you will always find surprising value at Philips'. In many places you will sometimes get bargains in clearing lines and job lots, but we give exceptional value in regular makes all the time. We hold one of the largest and most complete stocks of Linen Goods in Britain, and we supply big stores only. Our system of trading means a great saving to keen buyers, and impartial comparison will immediately convince you of this fact.

Just put your past conclusions and present opinions of linen buying aside for a moment, and give our statement a practical test. Give us no favor but a careful examination and use your own judgment. We are not afraid of the result.

Our **Linen Department** has always been a strong one, and for many years we have made it a specialty. We are now devoting special attention to Canada, and a glance over our new Canadian price list will show you what interest we take in your particular requirements, and the care we devote to them.

When you visit the European markets, don't fail to give us a call. Even if you have no intention of buying, we shall be pleased to see you.

Our Canadian offices contain full ranges of compact samples, and our representatives are always ready to wait on you.

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FURS

We will shew you samples of the most important articles in connection with this department

Specializing COON COATS, FUR-LINED COATS, LADIES' FUR-LINED MANTLES and MINK ARTICLES. : : : : :

CAPS

We make every line we shew and we guarantee its style and wearing qualities in every instance.



Don't Place Your Orders Until You Have Seen the Fall Samples

JOHN W. PECK & CO., Ltd.

MONTREAL WINNIPEG VANCOUVER

CLOTHING FURS HATS CAPS SHIRTS

Marked Preference for Natural Effects in Fur Styles

Neckwear is Being Made Upon Smaller Lines—The New Muffs are Larger than Last Year —Fur-Lined Coats are in Increasing Demand — London Sales Indicate Decided Advances.

FUR travelers are now covering all parts of Canada with 1909-1910 fur samples. Manufacturers in Montreal, the centre of the industry, have probably sent out more representatives than any previous season, and other Canadian cities have done their share. Notwithstanding the remarkable advances in prices, and the general condition of trade at retail, manufacturers look forward to decided improvements over the past year. Retail stocks are not as light as might be desired, but the constantly growing demand for furs means more business. Many of the problems which confront retailers and manufacturers are discussed elsewhere in this fur section.

The New Fur Styles.

Fur samples show some changes over those of the past season. There is a marked tendency towards the use of natural undyed furs, and all natural animal effects. Furs, which have formerly been dyed to represent other furs are now sold under their own name without any dyeing whatever. This is a fashion which has real value in itself, in view of the fact that a dyed fur is never so satisfactory as the undyed, on account of fading, and the danger of weakening the pelt in the process of dyeing. Natural lynx will be a strong feature for the coming season, also fox.

Fur Neckwear.

Fur neckwear is being made up on smaller lines, and in the novelty styles, the large stole is not shown. Staple lines, however, are still much as they have been during the past season. Narrow ties, bow effects, collar effects, anything that is novel in the way of small fur neck pieces have all been introduced into the new samples. Naturally these small pieces give the best effects in the short furs, such as mink, Persian lamb, squirrel, etc. Some of these are prettily edged with ruchings of chiffon, or satin. One attractive line has a band of fur fitting closely around the neck, with tabs, and a bow of the fur closing the collar at the front. The top of the collar is edged with ruching. Another is similar to this style, without the bow. The Pierrot ruff, the straight band of fur edged on both sides with ruching, is again shown.

Animal effects are to be strong for next season, and ruffs made of one skin, with the head, paws and tail left on will be fashionable. Heads will be extensively used as trimmings.

Muffs Are Large.

If neckwear is small for the next season the lack of size will be more than made up for by the size of the new muffs. These are larger, if anything than the past season. Here again the animal effect prevails. Muffs are made of the entire skin of one or more animals, according to the size of the skin. Handsome muffs are made of fox skins, in some cases two being used, making the muff extremely large. These are in the rug style, handsomely lined with shirred satin, with the heads and tails for ornaments.

For the plainer styles the pillow muff will be the leader. This is a flat muff, almost square, instead of being narrower at the top than at the bottom as formerly.

Military Collars Fashionable.

It is expected that motor coats, in muskrat, pony, etc., will be in good request next season. Manufacturers are showing some very desirable styles in the new showing of fur garments. Combinations of furs will not be seen, except when specially ordered by the buyer. The most fashionable idea for the new coats is the military collar instead of the storm collar. Of course the storm collar is shown, but the novelty is the military collar.

Fur-lined coats have been in increasing demand during the past few years, and do not seem to have reached the height of their popularity yet. These coats for next season are being made very long and loose, and if possible a greater variety of furs is being employed for trimming purposes. The shells are of good material, and the preferred lining is the muskrat, owing to its wearing qualities.

It is not likely that Alaska sable, lynx, mink and Persian lamb will sell as largely during 1909 as in former years. These are the great sellers for the medium, well-to-do classes in Canada, but the price, to some extent, puts these furs out of their reach, though the volume of the trade will be more than made up in the actual money results.

London Fur Sales.

Reports of London fur sales indicate a general advance over prices of a year ago, particularly in popular-priced goods. With the exception of black rats the only declines noted are marten and Russian sable.

It may be that the quantity offered at the London fur sales had something to do with forcing up prices. Buyers were there in plenty, and the supply of furs offer-

Natural, undyed furs, marketed under their own name, are likely to prove a marked feature of the new season.

Heads will be extensively used as trimmings. Ruffs made of one entire skin will be fashionable.

Rug and pillow muffs, in styles even larger than those of last year, are again very favorably considered.

Fur-lined coats for next season are being made very long and loose, and a greater variety of furs is being employed for trimming.

Prices at the London sales displayed a soaring tendency. The highest was lynx, in which there was an increase of 60 per cent. over last March.

ed for sale was considerably less than a year ago. The authoritative comment of Blatspiel, Stamp & Heacock, London, Eng., is as follows:

"A favorable, if late, winter, together with an active demand for furs, caused buyers to flock to these sales in increased numbers. Again, it was soon apparent that supplies were not adequate to meet the demand, so that in many cases prices were driven up beyond everybody's expectation, notably for red fox, lynx, Australian opossum, skunk and wallaby. Owing to rapid transit, quite large parcels of American domestic furs have been dealt in on the Leipsig market, so that the material advances we deal with in our report had to a certain extent been discounted. Prices for raw furs have ruled very high in the States, consequently shippers of certain articles, such as musquash, skunk, and mink do not profit so much as the prices realised would indicate.

The market for China goods, after suffering a certain amount of depression throughout the last two years, has shown signs of revival, and prices realized during these sales, although not rushed up like American and Australian furs, indicate a much healthier state of trade. It may be noted that nearly all the accumulations of old stocks have been gotten rid of at low prices, a fact which tends to clear the way for fresh goods at reasonable figures."

Prices Are Advancing.

At the Hudson Bay Co.'s sale, beaver sold 5 per cent. higher and muskrat 15 per cent. higher than last January. At C. M. Lampson & Co.'s sale prices stood as follows:—

Beaver, 5 per cent. higher than last January; lynx, 60 per cent. higher than last March; otter, same as last March; silver fox, same as last March; wolverine, same as last March; fisher, 40 per cent. higher than last March; cross fox, 20 per cent. higher than last March; white fox, 20 per cent. higher than last March; chinchilla, 10 per cent. higher than last October; red fox, 50 per cent. higher than last March; wildcat, same as last March; house-cats, 20 per cent. higher than last March; badger, 15 per cent. higher than last March; hair seal, dry, same as last March; Australian opossum, 25 per cent. higher than last October; wombat, same as last October; wallaby, 25 per cent. higher than last October; skunk, 25 per cent. higher than last March; cat, civet, 10 per cent. higher than last March; mink, 25 per cent. higher than last March; fox, grey, 30 per cent. higher than last March; fox, kitt, same as last March; bear, black, 25 per cent. higher than last March; bear, brown, 25 per cent. higher than last March; raccoon, W.& S.W., 10 per cent. higher than last March; raccoon, N.& N.W., 30 per cent. higher than last March; opossum, 50 per cent. higher than last March; marten, 10 per cent. lower than last March; ermine, American, 30 per cent. higher than last March; ermine, Siberian, same as last March; sable, Russian, 10 per cent. lower than last March; salted fur seal, N.W.C., same as last December; salted fur seal, C. of G. H., same as last December; salted fur seal, South Sea, sold well.

Muskrat, spring, 10 per cent. higher than last January; muskrat, fall and winter, 20 per cent. higher than last January; muskrat, all N.W., 20 per cent. higher than last January; muskrat, black, 10 per cent. lower than last January; wolf, 50 per cent. higher than last March; squirrel, 20 per cent. higher than last March.

A. & W. Nesbitt's Sale.

Skunk, 30 per cent. advance on last March; civet cat, 20 per cent. advance on last Harch; white fox, 25 per cent. advance on last June; opossum, 20 per cent. advance on last June; raccoon, 15 per cent. advance on last June; southwest mink, 10 per cent. advance on last June; wolf, 50 per cent. advance on last October; red fox, 30 per cent. advance on last October; ermine, 30 per cent. advance on last October; muskrat, spring, 20 per cent. advance on last October; muskrat, other sorts, 10 per cent. advance on last October; bear, 15 per cent. advance on last October; house cat, 10 per cent. advance on last October; marten, 7½ per cent. advance on last October; other districts, mink, otter, beaver, silver fox, cross fox, lynx, badger and wild cat, unchanged.

China Fur Sales.

Chinese otter, about 10 per cent. lower; Japanese mink, no buyers in sale and all withdrawn; China weasel, of poor quality and also remain unsold; China goat skins, consisting of 38,303 black, 33,691 grey, 5,987 white, 253 mixed; China goat rugs, practically the whole offering was withdrawn, buyers' offers being lower than prices in private market, which is about 15 per cent. to 20 per cent. over last sale price; China sheep rugs, 10 per cent. dearer; China dog robes, smaller offering than last year, a few lots selling "without reserve" at last prices.

✝

High Fur Prices.

The ruling high prices for the fur season, 1909-1910, have aroused considerable comment. In view of the reduced levels of many lines of merchandise many men held to the belief that fur prices must tumble. The contrary is such. Fur prices have risen, soared in many cases. They have followed the steady increased ratio of diamonds.

Where will it end? is the query about the trade. Will retailers pay prices asked? Will consumers continue to buy furs?

A strict inquiry into conditions soon discovers logical reasons for increasing fur prices.

Canada's population is increasing, the world's population is increasing, fur consumption is increasing, and last of all, fur production is in a measure decreasing. Price does follow the line of supply and demand. The other side of the question is simply that Canada's wealth is increasing by leaps and bounds. Consumers are able and willing to pay the price for furs. This simple statement of facts should set at rest the worries of the doubters.

✝

Muff Chain of Black Pearls.

A curious story is going the rounds in London, England, just at present which is absolutely true. A young lady, niece of a well-known admiral, purchased a muff chain at some old curiosity shop in the West End, giving four and sixpence for it. A week or so afterwards she was accompanying a friend to a jeweler's, who asked to look at the chain. After a careful examination he asked if she would care to sell it, saying he would give £90 for it. The young lady in question declined to part with it and went away. A few days later she thought it worth her while to take it to another jeweler, who asked to be allowed to let his expert see it. Finally he made her an offer of £5,000 for the chain, which proved to be composed of black pearls. Needless to say, the owner parted with her property and has invested the money.

✝

An Educative Hanger.

Funsten Bros. & Co., the famous St. Louis fur house, have had prepared for distribution to those interested in furs in any way, a very striking hanger, the educative

1909 A Banner Fur Year

That's our motto, and we have the FURS to "make good."



Musk Ox Brand
Everything in High-Grade Ladies' and Men's Furs.

TRADE MARK
REGISTERED

YOU are accustomed to expect an unusual, distinctive and extremely varied line of furs from us. The range for 1909 is the biggest, broadest, and most novel in our history. Values are suprisingly favorable for active retailing, considering the advances in raw furs.

"All the Staples and everything that's new in Furs"

is a summary of what our samples contain.

Here's an Inkling of some of the new things :

Ladies' Fur Lined Garments.

The variety is almost endless. It's not how cheap, but satisfaction we aim at. The shells are first-class, and the linings and trimmings are exactly as we tell you. You have the privilege of choosing from the largest range in the trade. Fur-lined garments will again be big sellers.

Ladies' Fur Jackets.

Wait and see the new semi-fitting effects in 30 and 50-inch jackets, in Squirrel, Persian, Seal, Pony, Muskrat, etc.

Stoles

The range is the widest in our history.

NOVEL FUR SETTS

Natural effects predominate in a novelty way. Muffs and stoles show whole natural skins. Muffs are very large, throw-overs and ties are very small. You will see many novel treatments of furs in this respect. Note particularly our uncommon ideas in mink, ermine, Alaska sable, Hudson Bay sable, lynx, red, black, blue, and white fox.
Nothing finer has ever been manufactured than our small ties, with ruching and velvet effects. Your selections will stamp you as the fur style centre of your town.

Our representatives are showing the complete range all over Canada.
A post card to us will put you on our visiting list.

BOULTER, WAUGH & CO., LTD.

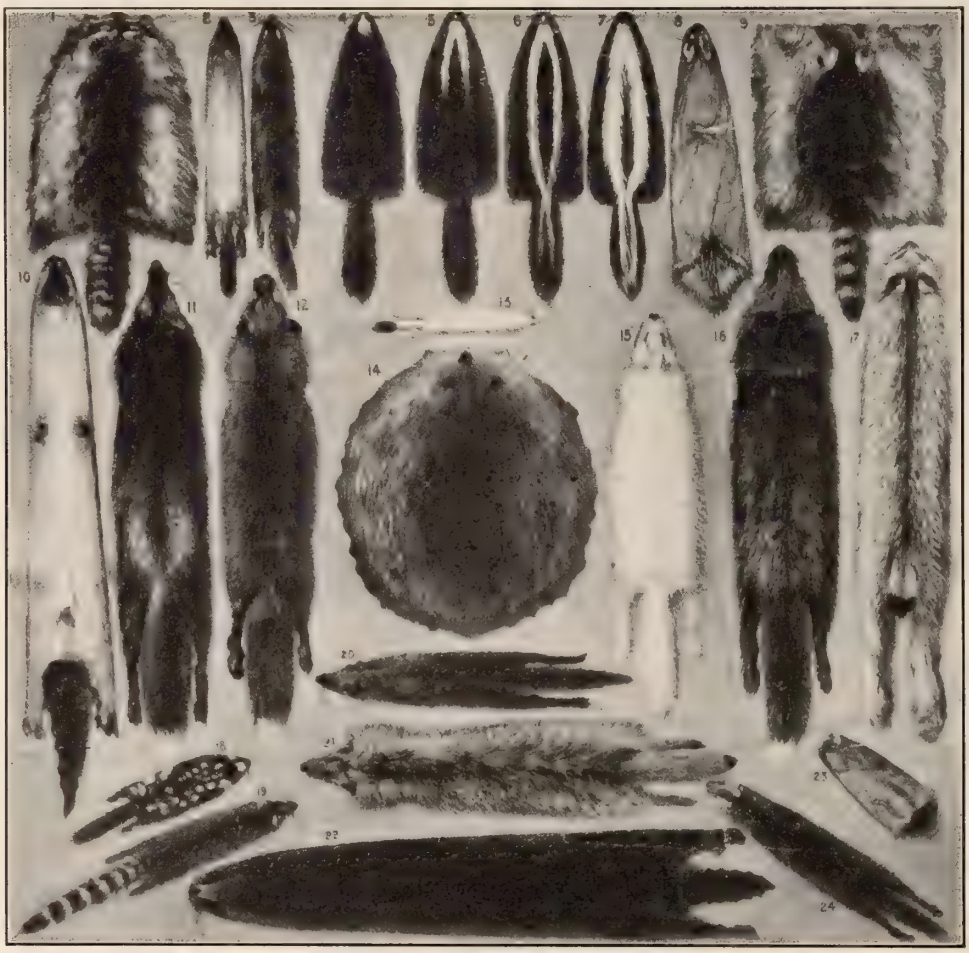
CANADA'S FURRIERS, ESTABLISHED 40 YEARS

491-493-495 St. Paul St., 57 St. Peter St., - - MONTREAL

value of which is illustrated, to some extent, by the accompanying reproduction. Twenty-four different kinds of furs are depicted in natural colors. The hanger also contains the following suggestions as to the preparation of furs for market. The dealer in furs will find them of interest:

The following kinds of furs should be taken off cased, that is, not cut open: Mink, Marten, Skunk, Opossum, Land Otter, all kinds of Foxes, Ermine (or White Weasel), Lynx, Civet, Ring Tail Cat, Fisher, Sea Otter, Muskrat and House Cat.

Wolf may be either cased or open. The fine skins from mountain or northern sections sell better cased, while the Wolf and Coyote skins from western and southwestern prairie sections sell better open.



Reproduction of Colored Hanger, issued by Funsten Bros. & Co., St. Louis, together with Instructions on How to Prepare Furs for Market.

Cut tails off of Opossum and Muskrat only. Leave all other tails on, removing the bone by splitting the tail part of the way down if necessary. It is best to remove the tail bone to prevent tail from becoming tainted. Especially on fine or high-priced skins. Leave all legs on Lynx.

The following kinds of skins should be taken off open: Raccoon, Bear, Badger, Beaver, Wolverine and Wild Cat (Mountain Lion or Lynx Cat may be taken off either open or cased). In taking off skins open, they should be cut down the centre of the belly from chin to tail. See that no fat or meat is left on the skin. Stretch respective skins to shapes shown in above picture and dry carefully.

No. 1 Raccoon should be taken off open, as picture shows. This style of handling is popular with the northern trappers. Nos. 2 and 3, Mink, should be cased pelt side out, but suggest casing the fine dark skins from extreme north fur side out. No. 4, Black Skunk; No. 5, Short Stripe Skunk; No. 6, Narrow Stripe Skunk; No. 7, Broad Stripe Skunk. All Skunk should be cased pelt side out. No. 8, Opossum, should be cased pelt side out. No. 9, Square Handled Coon, this is one of the best shapes for Coons, especially for central and southern sections. It is very popular with all manufacturers. No. 10, Land Otter, should be cased pelt side out, except we suggest that fine dark skins be cased fur side out. No. 11, Silver Fox, should always be cased fur side out. This picture is taken from a very valuable skin. No. 12, Red Fox, should be cased fur side out. No. 13, Ermine (or White Weasel), should be cased fur side out. No. 14, Beaver, should be open and stretched as nearly round as possible. No. 15, White Fox, should be cased fur side out. No. 16, Cross Fox, should be cased fur side out. No. 17, Lynx, should be cased fur side out. Leave all legs on. No. 18, Civet, should be cased pelt side out. No. 19, Ring Tail Cat, should be cased pelt side out. Picture shows Civet and Ring Tail Cat fur side out to show nature and color of the fur. No. 20, Fisher, should be cased fur side out. No. 21, Wolf, should be cased fur side out from mountain and northern sections, and taken off open from western and southwestern sections. No. 22, Sea Otter, should always be cased fur side out. No. 23, Muskrat, should be cased pelt side out. No. 24, Marten, should be cased fur side out.

Some trappers deviate slightly in detail of handling from above suggestions.

Furs on Consignment.

One of the sad evils of the fur trade in recent years has been the increasing number of retailers who sell furs on the consignment basis. This is especially true in the larger centres where keen competition for orders has resulted in carrying consignments to an extreme degree. Some city stores doing a good dry goods business do not care to invest largely in furs. Usually there is not a competent man in charge of the department, and the proprietor of the store dislikes taking the risk of investing in furs. Along comes a manufacturer who solves the problem temporarily by placing his furs on sale in that store on a basis of "pay for what you sell and return the rest."

The date of return as well as the percentage of furs to be returned varies.

The retail fur dealer selling furs on a consignment basis is usually handicapped by inferior values. More disastrous even than this is the apathy of clerks who get to know the furs are on consignment. As a result, there are very few stores that sell furs on the consignment basis that can claim the department is profitable. What otherwise might develop into a good paying department loses prestige with customers.

The manufacturer who is forced into this method of selling is in a bad plight. He never knows where he stands.

Doubtless the new season will start off on the part of many manufacturers with a resolution to avoid this evil.

⚜

Fur Trade Notes.

A. J. Alexander, of Montreal, returns this month from a foreign fur buying trip.

He is now busy on his Fall and Winter range, and hopes soon to call on his old friends in Ontario with a full line of the latest novelties in furs for the coming season.

Mr. T. E. Cunningham, known to many in the fur trade as representative for many years of Boulter, Waugh & Co., Ltd., has joined the firm of Swift, Copland & Co., Limited, Montreal.

D. E. Williams, Winnipeg manager of John W. Peck & Co., Montreal, and W. J. Taffe, Vancouver, manager for the same firm, who are both directors of that concern, were in Montreal last month attending the directors' meeting.

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Pelts Plentiful at Lac Suel.

R. A. M. Clifford, Hudson's Bay factor at Lac Suel, some fifty miles from Lake Superior Junction, is credited with the statement that furs in that district this Winter are much more plentiful than they have been for a number of years past. The Indian trappers, he states, have been particularly successful. Besides scores of mink, black and brown bear, red and black fox, ermine and musk rat pelts, Mr. Clifford brought the skins of seven silver foxes, which animals have been considered almost extinct. The seven skins alone were worth considerably more than $2,000. He states that while there is a slight scarcity of mink, an unusually large number of other fur bearing animals are being caught. Some idea of the plentifulness of ermine in the Lac Suel district may be gleaned from the fact that an ermine recently was found by Mr. Clifford in the store building at Lac Suel. It was caught in the drippings from a syrup barrel.

Our Range of FUR SAMPLES for the coming season is the most complete we have ever had the pleasure of

FURS

For Fall 1909

Coats
Jackets
Caps, Muffs
Collars, Ties
Stoles, Ruffs
Cloth Caps
Etc., Etc.

Showing to the Trade

We strongly advise

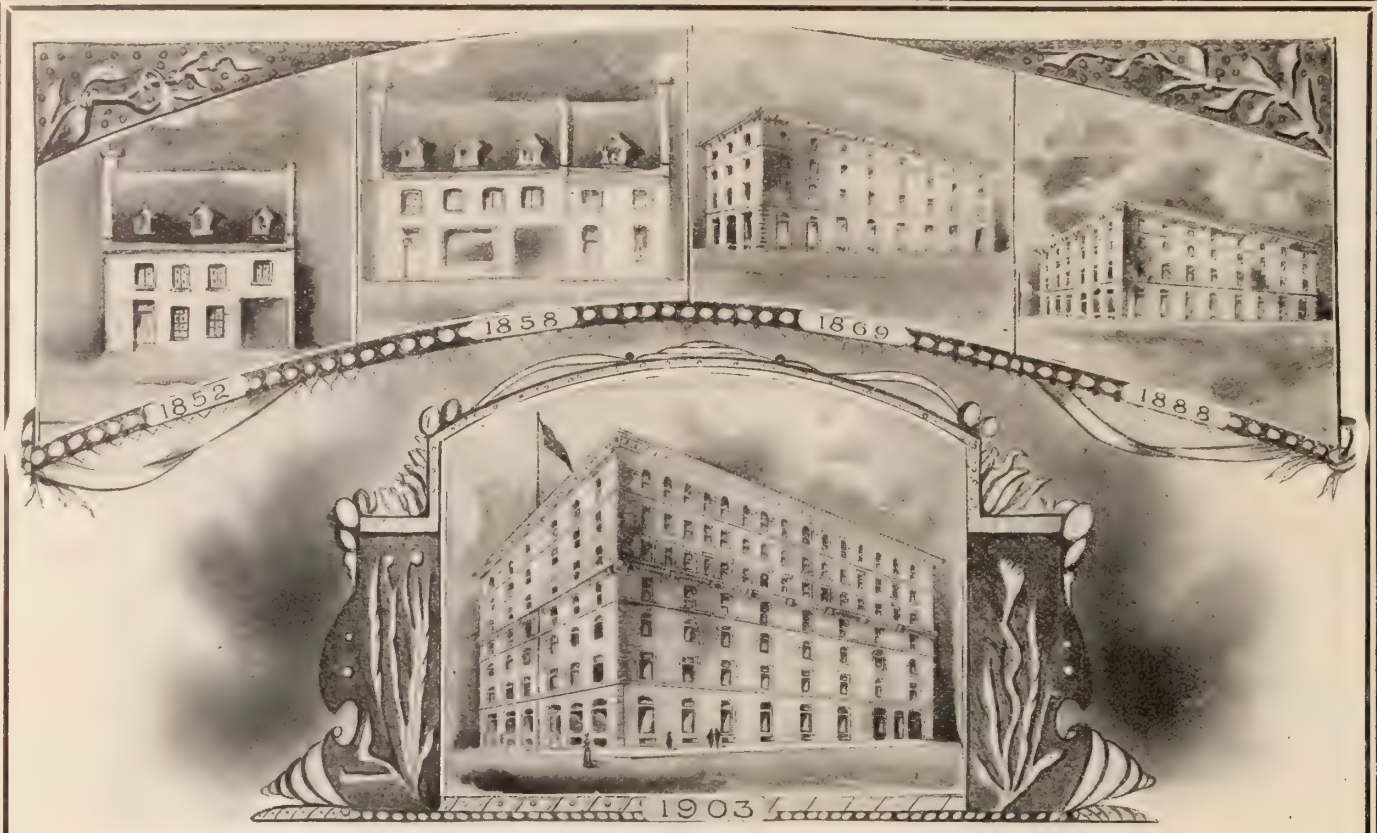
YOU

To inspect them before placing your order.

SWIFT, COPLAND & CO., Ltd.

Drop us a card to be sure our Traveller calls on you.

517-525 St. Paul Street
MONTREAL



THE DIFFERENT PREMISES OCCUPIED BY US SINCE 1852

MANUFACTURERS OF HIGH GRADE FURS

WE OFFER THE FOLLOWING

LADIES' WEAR

Fur Jackets and Cloaks, Fur-lined Mantles, Muffs, Neckpieces, Gauntlets, Caps.

MEN'S WEAR

Fur-lined Coats, Duck and Corduroy Coats (fur-lined), Coats, Caps, Collars, Gauntlets.

CHILDREN'S WEAR

Fur Jackets, Caps, Muffs, Neckpieces.

SLEIGH ROBES **CLOTH CAPS**

OUR REPUTATION HAS BEEN MAINTAINED FOR 57 YEARS BY ADHERING TO QUALITY. Together with perfection in outward appearance of Moose Head Brand of Furs is linked the fact that the furnishings are of a corresponding high grade, attaining the maximum of reliability throughout. There being no thread, canvas, buttons or other necessity produced that is too good for our use; AND WE USE THEM.

In manufacturing we give close attention to all details on every article irrespective of value, high or low, and the result is an output of goods that are sold on honour.

WE STILL NUMBER AMONG OUR CUSTOMERS THOSE WHO HAVE PURCHASED FROM US WITH UNBROKEN RECORD SINCE 1852

THESE FACTS ARE WORTHY OF SERIOUS CONSIDERATION BY BUYERS

L. GNAEDINGER, SON & COMPANY

90, 92, 94 St. Peter Street - - MONTREAL

Established 1852



The Brand that Qualifies the Standard of Furs

OUR strength might prove our weakness were we content to trade upon the good reputation earned, but we only carry with us the benefit of the experience gained during fifty-seven years of successful competition.

L. Gnaedinger, Son & Co. - Montreal

Fur Trade Conditions.

Canada, as a country, uses furs—plenty of them. To-day, if reports be true, many retailers find furs unprofitable. What is the reason? The history of the fur trade proves that many manufacturers and many retailers wax wealthy. Improved manufacturing and retail conditions have evidently not benefited the Canadian fur trade as a whole. The past fur season has furnished a climax to an interesting development. Some retailers found their fur departments highly profitable. A few others cleared only a small profit. Many were satisfied to break even, and a regrettable number lost money on their fur investments.

A student of the problem must conclude that conditions have changed. Fifteen, even ten years ago, when retail fur demand was staple, and styles did not play such an important part, retailers and manufacturers both made money. Then the retail trade was in the hands of experienced retail furriers. These men had to make money out of furs; selling furs was their only source of profit. They were largely specialty furriers.

Naturally, a profitable business soon attracts competition, and other stores began to carry furs. For a time all went well. Trade increased, profits were good, price cutting did not creep in, and everybody was happy.

In those days retail furriers relied upon their buying supply as a guide to buying. Manufacturers realized their success was one with the retail trade. Travelers carefully studied local conditions, and advised customers. Retailers learned all they could about furs, and gave furs close attention. Gradually other lines of trade became envious of the reported profits on furs. Men without requisite knowledge began to stock furs. Retailers who had made money out of furs became inevitably self sufficient and pompous. They no longer relied upon the word of the manufacturer. The bargain cry became effective, and price the consideration in buying.

As competition became keener furs were treated to the drastic pushing similar to many other lines. Bargains were offered, prices were cut, and retailers didn't wait till the end of the season. The so-called wise ones started in November or December to cut prices. The others felt they must follow suit.

How far this condition has developed any large manufacturer or experienced traveler can tell. To-day Canadian manufacturers, vieing with one another for business, have opened accounts in many towns in many kinds of stores. Carriage men, implement dealers, now sell fur coats and robes. Hardware stores often take a fling at furs. Even jewelery stores have been known to stock furs. The fur trade, from being in the hands of specialty furriers, has got largely into the hands of dry goods stores, and incidentally clothing stores for men's furs. General stores still handle the usual staples, though the mail order fur trade has encroached in this respect.

Fortunately there are numerous dry goods stores that give the fur department adequate attention. These stores find furs profitable. They buy furs intelligently, and sell them wisely.

The past season, at retail, is conclusive evidence that conditions are changing. Retailers who will not give the fur department attention are getting behind in the race. The consignment evil is killing itself. Furs must be bought by competent men from reliable houses. It may be that the future will prove that fewer stores, in proportion to population, will sell furs, but aggregate sales will be larger. Retailers must learn to study local retail fur demand, and buy accordingly. Better care of furs will be taken, more display given to furs, and more reasonable form of retail advertising of furs. Ridiculous slashing of prices will lessen.

Then, and only then, will manufacturers and retailers reap the just benefits of this great industry. Canada is a highly important fur country. The fur industry is large. Manufacturers and retailers have an opportunity this season to start working along mutually profitable lines.

⚜

Gnaedinger's Travelers.

During the present selling season the following travelers will represent L. Gnaedinger, Son & Co., Montreal, looking after the interests of Moose Head brand of furs in the different provinces: W. E. Smith, throughout western Ontario; F. G. B. Hamilton, along the C.P.R. main line through Manitoba and West; R. Brosseau, in eastern Quebec; W. Y. Mills. central Ontario; A. Lefort, southern and western Quebec; E. G. Amery, New Brunswick, Nova Scotia and P.E.I.; R. Brown, eastern Ontario; J. H. Cossey, on all branch lines in Manitoba.

FURRIERS' TRIMMINGS OF EVERY DESCRIPTION

Large stock carried and quick deliveries.

Correspondence solicited.

ASCHER BROS. 30 St. Francois Xavier St. MONTREAL

The Furriers' Supply House

Important Features *in our* **1909-'10 Fur Samples**

Ladies' Fur Lined Jackets, not only the largest variety in our history, but the best values.

COON COATS

Another specialty with us. Look at the samples and you'll be convinced of the unusual values.

We've prepared for an increased business and our values will get it.

M. SILVER & CO.

The Quality Fur House

12-14 St. John St. Montreal

Helpful Monthly Talks on Advertising

AS A GENERAL rule, it may be accepted as an established fact that it usually pays to take the persons to whom you expect to sell goods into your confidence to a pretty considerable extent. If you are advertising a special sale, the people may be curious to know just why this sale is being held, and the gratification of this curiosity may have a decided effect on the success of your sale. A case in which it was demonstrated that it paid to give the public the reason why certain action was taken is related by C. Hopkins, who is reputed to be the highest paid advertising writer in the world. In a recent address he related this story:

"One June a certain clothing concern found itself in a hole. The Spring had been backward, their stocks were heavy, their bills overdue. They were face to face with bankruptcy.

"In this emergency they sent for a famous ad-writer. This man advised them that the only way to get rid of their stock was to tell the people the truth. 'Tell them what you owe, and tell them that you are bankrupt unless you can raise that money.'

"The firm refused that method. It would be suicide, they said, to let their creditors know their condition. So they advertised their sale in the old pusillanimous way. 'Great June sale of clothing. Prices cut 40 per cent.' It was the old cry of wolf, and the public did not respond to it.

"In sheer desperation they again sent to this ad-writer and told him to go ahead. The next week their ads. read: 'We are face to face with bankruptcy. We owe $641,282, of which $562,973.42 is overdue. These are our creditors, and these the amounts we owe them, These are the prices we make on our clothing to lose part instead of all.'

" 'If you come in crowds to-morrow our creditors will wait. If you don't, they will close our doors before night. For this ad. will tell them for the first time our exact condition.'

"The crowds did come and the firm was saved."

An Ad. That Appeals.

Two ads. of G. B. Ryan & Co., Guelph, are reproduced in this department. They are selected from a number submitted by N. C. Ryan of that firm for criticism. The overcoat ad. appeals to us strongly, as we believe it will also appeal to every man who read the issues of the paper in which it was printed. "Mr. Man, you left your overcoat at Ryan's," is an out of the ordinary statement; it will arrest attention, which is one of the chief functions of any ad. Then it is followed up by some strong talk about the overcoats G. B. Ryan & Co. sell. It should have produced good results, and, backed by the reputation which this firm has gained, we are much surprised if it did not move out some of those overcoats. Quality talk is strongly dominant in all the advertising of this firm; quality and style, and those are two mighty good points to emphasize in appealing to the class of trade G. B. Ryan & Co. cater to. While the subject matter of these ads is good, the appearance could have been improved. E. D. Gibbs, the Chicago advertising expert would strongly object to the use of the "Curlicue" border. This belongs to a style of advertising not now followed by the most advanced thought in this field, and the printers of Guelph might be able to give advertisers there better service if they studied the advertising of some of the big city stores, both in Canada and the United States. They would gain a great many ideas which could be incorporated into the work they do for their local advertisers, to the latter's advantage. There is nothing wrong with the matter contained in the Ryan ads, but they could be greatly improved by the introduction of some new type and a more attractive style of composition. The New Year's Eve talk initialed by N.C.R. is splendid, and is on a plane



Two Advertisements Published on Different Days by G. B. Ryan & Co., Guelph, in the Mercury.

with the high grade of the advertising which this firm does. It will not sell goods directly, of course,—it was not intended that it should, but while ordinarily that is the function of a retail store's advertising, there is no good reason to suppose that a departure from the business-getting line occasionally is not productive of good results.

They Take It Seriously.

If there is any town in the country where the dry goods merchants do better advertising than those in Peterborough, the Review hasn't heard of it. They take their advertising there seriously, as a necessary part of their business. There is no more progressive advertiser in Peterborough than A. W. Cressman, four of whose ads. are reproduced in this issue. These were announcements of an annual "Mark Down" sale, a common name for an uncommon event. This sale, the advertising manager informs The Review was held during February, and

four departments furnished the leaders for five days in four weeks. Each of these four departments, staples, smallwares, ready-to-wear and dress goods, was given an opportunity of leading during four successive weeks in the effort to make February one of the fat months in the year's selling instead of the leanest. This result was accomplished, according to J. C. Edwards, who writes the advertising for this store, and does it well. There is one decidedly strong point about this advertising, the use made of descriptions of goods. The woman who reads the Cressman ads. will gain a pretty good idea of the goods, and will be able to decide before she visits the store whether they are the goods she wants, and we believe this is the most successful way to appeal to probable buyers. Tell them as much about the goods as you can, and don't forget to mention the price.

It will be seen from the series of Cressman ads. reproduced, that prices play an important part in them. It's hard to criticise ads. like this, because they have demonstrated that they are good; they must be good or they would not have produced such good results. They are well balanced and easily read. Those that are illustrated are specially attractive, though we are of the opinion that the heading could have been varied with good effect. Instead of repeating the "marked down sale" heading, if the departments furnishing the leaders had been played up stronger, an improvement would have been effected. These ads are hard to beat though. They do not waste space, they are definite, telling the reader just what to expect in the goods, and what she will have to pay for them. They brought the business in a satisfactory volume, and an ad. that does this is good, irrespective of what any critic may say.



Some Samples of Good Advertising Done in the Peterborough Examiner by A. W. Cressman.

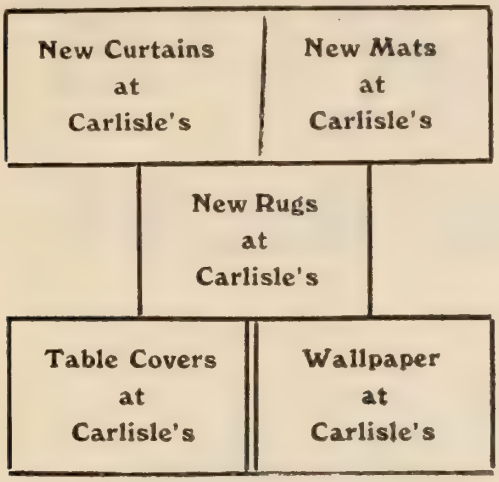
Good Bill, But Unwieldy.

J. D. Cummings, Grenfell, Sask., sent to 500 homes in the vicinity of that town a bill announcing a mid-winter Clearance Sale, which he states brought good business. Mr. Cummings is fortunate in having built up for his store a good reputation. He is not afraid to remind the people of "our last big sale," which is evidence that he gave them genuine bargains, and is willing that they shall judge the merits of this sale by their experience of the last one, and that the present event was a success is, we have no doubt, largely due to the fact that the confidence of the public had been secured. As to the sale bill sent for criticism, we believe it is too large and unwieldy. Such an announcement should be in such shape that it can be easily handled and studied, and kept for reference until the customer visits the store, but imagine a woman pulling from her shopping bag, a bill 24 by 18 inches and spreading it on the counter to look for a certain item. We would have used half as much paper—and used both sides, making a four page circular of it, each page 12 by 9 inches. The cost should not have been any higher, and a much more attractive advertisement could have been obtained. On the first page we would have told about the sale, the reason for it, much the same as in the introduction on the bill that was used, and illustrate it with an appropriate cut which the printer could have supplied if he had a modern equipment. Then in the remaining three pages we would give the prices, but, instead of putting them in the form of a list, we would describe some of them—there would have been ample room, and prominently display a few leaders that were specially good value, and endeavor to interest the reader definitely in some one or two particular articles which were seasonable, and of recognized value. We would print one or more cuts on each page of the circular, which would make it more attractive. We feel satisfied that a circular prepared on these lines would be more effective than that used by Mr. Cummings, because it would be more easily read—and an advertisement that is not read is of no use whatever. This is the first essential of a successful ad.

Gives Definite Information.

Moore & McLeod, Charlottetown, P.E.I., realize that women like to see pictures of things to wear, and in their full page ad. reproduced here, and announcing their whitewear sale, this feminine characteristic is catered to. The cut across the top of the page is appropriate to the "White Fair" idea, and will attract the attention of women readers of the paper in which the ad. appeared. This Moore & McLeod ad. is good because it possesses two essential qualifications; it is attractive in appearance and because it gives definite information about the

goods advertised. Take night gown No. 317, which is described as "a dainty gown of fine nainsook, open front, has round yoke, formed of rows of fine val, and muslin embroidery insertion, neck finished with wide beading and



An Advertisement which Occupied Space in the Standard, St. Catharines.

ribbon, three quarter sleeve edged with insertion and deep embroidery." As she reads this a woman will picture the garment in her mind and it will look attractive to her ; she will want to possess it. The function of an ad. is to make the reader want the article or goods advertised ; make her want it badly enough to pay out real money to get it. If more merchants had the faculty of playing up the qualities of their goods in their ads.



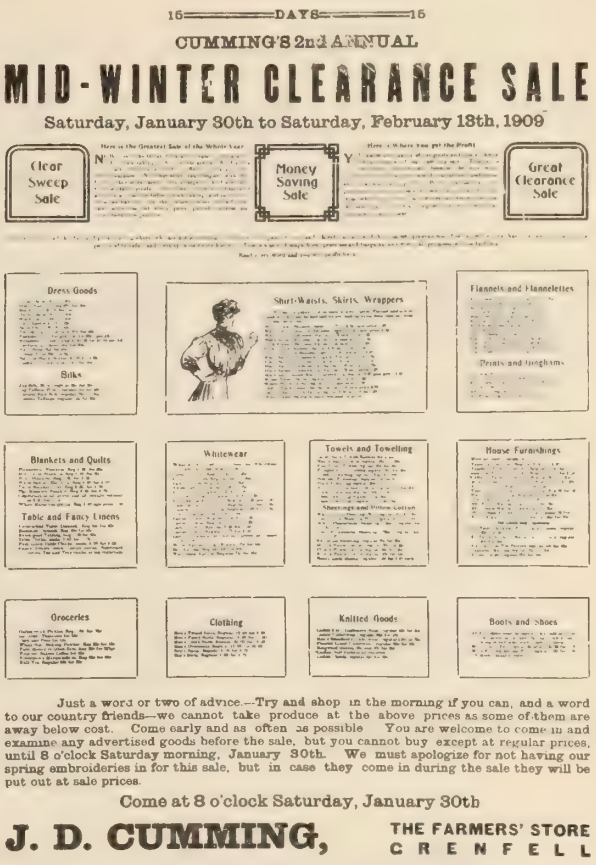
A Full Page Advertisement, and a Very Creditable One, from the Guardian, Charlottetown, P.E.I.

as well as Moore & McLeod do, there would be less money wasted.

✝

Not Enough Particulars.

The fact that there are "New curtains, mats, rugs, table covers and wall paper at Carlisle's," St. Catharines, does not in itself constitute a good reason why one should go to that store to buy these goods, which may also be procured in other good stores in the same city. It is generally accepted that an ad. which will permit of the name of the merchant or store being replaced by that of any other merchant or store and describe them equally well is a poor ad. Judged by this standard, one could hardly characterize the Carlisle ad. as a signal success. We do not believe that it justified the use of the 100 lines of space which it occupied. There must have been something to say about these goods beyond the fact that they were new, and that they were at Carlisle's. One might naturally ask, "What kind of curtains are they, lace, chenille, tapestry or damask ?" "What is the price ?" "What colors are they in ?"



A Sale Bill About the Size of a Newspaper Page from Grenfell, Sask.

"What about the design ?" These are all points which affect a woman's decision to buy curtains. She knows that nearly every dry goods store sells them. Then why should she go to Carlisle's in preference to the dozen other stores in that city ? That is just what the ad should have told her, but it didn't. We do not criticize this ad. simply to depreciate the efforts of an advertiser, but we aim to be of genuine service to merchants, who want to do better advertising ; to make advertising more profitable. We are not infallible ; we simply express our own opinion. Several persons whose ads. we have criticized have expressed appreciation of the advice given and say they have benefitted from the suggestions made. This is the only reason for offering the criticism.

✝

Great After-Inventory Sale.—Friday morning ushers in the opening day of this great annual event. Thousands of people have waited for it since the first of the year. Values are greater than ever before.—Crowell's Limited, Sydney.

THE INCREASES CONTINUE

Greater Every Month

Sales of Butterick Patterns
Omitting all sales of Publications

JAMES McCREERY & CO.

NEW YORK CITY

23rd St. Store, Fall '08 over '07 ..... 61%
34th St. Store, Fall '08 over '07 ..... 92%

WHY ?

They're Coming Back

To-day the women of this country, after trying other makes of patterns, realize as they never realized before that Butterick Fashions and Butterick Patterns are the one absolutely dependable. To-day The Delineator stands admittedly the Fashion Authority of the World. And Butterick Patterns stand to-day admittedly, among the women and the merchants of this country,—THE BEST.

The Butterick Publishing Company

33 Richmond St. W., Toronto, Ont., Canada

8746

HOWLAND'S
Butterick Patterns

Yes, Butterick Patterns are once more at their rightful home: in this store.

We have given other patterns a fair trial; put them on sale in place of Butterick's; given Bridgeport women every opportunity to decide which they preferred;—and we shall sell Butterick Patterns beginning now.

THE HOWLAND
DRY GOODS CO.

The Howland Dry Goods Company of Bridgeport, Conn., gave up Butterick Patterns two years ago to put in a different and, at that time, much-advertised make.

The above announcement in a recent advertisement of theirs tells its own story.

WRITE US

THE BUTTERICK PUBLISHING COMPANY

33 Richmond St. W., Toronto, Ont., Canada

8610

Month's Review of Trade Activities in British Markets

Canadian Buyers Were Very Much in Evidence During February — Firmer Quotations for Cotton are Said to Have Lessened Business for the Spinners — Competition Keen at Wool Sales.

Staff Correspondence.

Office of The Dry Goods Review,
88 Fleet Street, E.C.,
London, Eng., Feb. 19:



London, Eng., Office, Dry Goods Review, 88 Fleet St., E.C.

The clear, bright weather of the past few weeks has been a big benefit to the trade. The London sales in particular, have profited, and city travelers, who are out for Spring business, are finding buyers in a much more receptive mood. Many buyers, including a large contingent from Canada, are in town, and while the wholesale houses are in receipt of numerous orders which total fairly large, the individual orders are small. Signs are, however, that fairly large orders will come to hand later.

While not altogether unexpected, the numerous company reports of the year's trading in many of the big wholesale and manufacturing firms makes rather depressing reading, and indicates the condition of trade during the past year. The Fore Street Warehouse Co.'s balance sheet discloses a net loss on the year's trading, due, according to the report tendered the shareholders, to the record fall during the year in the prices of silk, wool and cotton, and also to the sudden change in fashions against ribbons. Foster Porter & Co. is another prominent company that has not escaped the effects of trade depression.

* * *

Canadian readers will be interested to know that the Lelfridge store in Oxford Street is now nearing completion. All the outer scaffolding is down, and the workmen are busy with the interior. The foundations extend 60 ft. below the level of the street and 80 ft. above, the building having four storeys of 15 ft. each, and three basements. The interior of the building is entirely of steel work and is fireproof throughout.

* * *

The much-disputed living-in question is brought into extra prominence by publication of the findings of the Truck Act Committee. The minutes of the committee are very voluminous and exhaustive. Not only were a large number of the heads of leading wholesale and retail drapery houses called to give evidence, but also many heads of firms from the provinces, and from Scotland and Ireland. The outlook seems to be for some measure providing government inspection for the premises of those firms who still adhere to the practise of living in.

* * *

The London silk market is quiet, but advices from Yokohama record an advance brought about by European and American purchases. Buyers in the Lyons market are again holding back, and are only covering for present needs.

✠

Bradford.

It looks now as though Bradford would have to accept the fact that wool values have made a further advance at the present series of London sales. Before the series opened it was thought that the large amount of wool to be offered would keep prices down. Over 200,000 bales were listed, or a daily offering of about 12,500 bales for each of the sixteen days of the sale.

The attendance of buyers at the sales was large, and competition keen. Continental buyers were the largest purchasers of the better merinos. American buyers are after medium cross-breds, and the home trade is purchasing greasy cross-breds at full values. All through the series there has been sharp competition between the home buyers and the American contingent for fine grades of merinos and greasy and light cross-breds, and these wools have brought top prices, the only wool not selling freely being coarse and heavy qualities.

Though Paris and New York are taking kindly to the new mohair fabrics brought out for Spring, there is some disappointment felt here because the London houses are reluctant to stock this fabric. Mohairs, as now produced, have the soft finish that allows them to be made up successfully in the new draped dress models.

✠

Manchester.

Though the Census Bureau report for the first of the year gives the cotton ginned up to that date as being over 12,470,000 bales against 9,951,000 last year, higher rates are being quoted for American cotton. This is due to improved trading conditions and to a slight falling off in the receipts on this side. Egyptian cotton is steady.

The finer quotations for raw cotton has lessened business for the spinners, and, where business has transpired, spinners complain that the margin is on the wrong side. Coarse yarns are going better than the finer yarns. On orders for present delivery low prices have to

(Concluded on page 68.)

Old Country travelers, out for Spring business, are finding buyers in a more receptive mood.

Reports of an advance in silk are coming from the Far East. The London market is quiet and buyers at Lyons are said to be covering present needs only.

The tendency in Manchester is towards improvement. Attractive prices of cotton goods are expected to have an effect in the right direction.

Some disappointment is expressed in Bradford over the reluctance of the London houses to take kindly to the new mohair fabrics.

Uses of the Air-Brush in Show Card Writing

Producing a Very Attractive Card for Special Occasions—How Designs and Letterings are Treated — A Word as to Order Forms — How to Make White Paint.

By R. T. D. Edwards of the Simpson Co.

THERE are those who deem it inadvisable for the show card department to use air-brush tickets all the time, because they have a tendency to develop a common appearance. If they are used on special occasions such as Spring opening, Christmas time, etc., they tend to attract the attention because they are out of the ordinary.

Some cardwriters, wishing to tell the people that they possess an air-brush, splash on all the colors of the rainbow. This may suit a certain class of stores, but not the good ones. It has a tendency to injure trade rather than attract people to the store. The cardwriter should be very careful as to the colors used. Be sure that they harmonize with the window or the goods that surround them.

An ink used a great deal is waterproof Indian ink, It has proved very serviceable and will not fade.

Air-Brush Designs.

The writer flattens his designs out on oiled paper (a manilla paper oiled with raw oil is best) so that the ink will not cause it to curl. When this is done he cuts out his pattern with a small pair of scissors.

This pattern is then spread out on the cardboard and sprayed around the edge. To make heavier on right and lower side, repeat the process. The pattern should be kept flat and secure by means of small weights. Cards Nos. 1 and 2, show our specimens of air-brush tickets in use.

Oval Letters.

The best type to use for ovaling is the block letters. See card No. 3. In this case black board is used with white letters. Apply the shading to the left and lower side of the letters white letters on any sort of dark cardboard gives a neat oval effect. Red letters on a white board stand out well when made oval with the black ink. (See receipt at end of article for making first-class white paint.)

No. 4 card is about the most difficult to make in the air-brush line. It is necessary, first, to mark out the lettering with lead pencil. This must be done very heavy so that, after the ink is sprayed on, the pencil marks may be readily followed. Spray over the letters, allowing it to overlap considerably on both sides, but much heavier on the left and lower sides than on the right and upper. (Study No. 4 card carefully). Now, it is necessary to apply the white paint. Follow the pencil lines and cover well. Don't have the black showing through.



Samples of Air-Brush Work in Show Cards.



Striking Air-Brush Effects in Show Cards.

No. 5 card gives the cloud effect and is the most quickly made of the bunch. It may be used on any size card.

The "Hat" card illustrates another use of the air-brush. In this style it is necessary to use a great deal more color than cloud effect. In fact it is advisable to have the centre as dark as possible, so that the white letters will stand out in good relief.

The air-brush may be used in numerous other ways but these are the principal ones. The operator must bring his own originality with practice in working out designs.

Order Forms.

The system used by the writer requires each department to order its cards. The prices shown in the specimen order blank are merely to indicate the expense connected with writing the cards, and the cost of the card board combined. To buy these tickets already written at a sign shop would cost at least three times the

Window Cards Must be Ordered a Day Ahead

*Date*_____ *Size*_____

CARD WRITER

Please have the following ready for _____ *Dept by*

_____

Ordered by _____

SIZES	4 x 4	7 x 5½	7 x 9	7 x 11	8 x 11	9 x 11	11 x 14	14 x 22	22 x 28
White	1c	2c	3c	4c	4c	5c	5c	10c	20c
Fancy	2c	3c	5c	6c	8c	10c	10c	20c	40c

Cards will be charged to the Department by which they are ordered at the above rate.

Order Form used in Connection with the Window Card Department of the Simpson Co., Toronto.

amount. The different sizes are always kept on hand, and cut into the full sheet board with very little waste.

Fancy board includes the more expensive kinds such as mat, photo mount board, etc. This board costs over twice the amount of the plain white and comes in most all dull colors such as light and dark grey, drab, all shades of brown, green, etc.

For all bright colors in card board, what are known as railroad boards are used. This comes much cheaper than mat boards.

How to Make White Paint.

First of all you require a pestle and mortar, put in one cup of zinc white, add two tablespoons of mucilage, with one tablespoon wood alcohol, add water to the consistency of syrup, grind thoroughly to avoid lumps. Bottle in screw top glass jar and let stand for at least two weeks. The longer it stands the better it gets. All water color white will settle to the bottom, and it is necessary to use a small wooden paddle to keep it thoroughly mixed while in use.

The erection of a new factory building for the Oxford Knitting Co., Woodstock, is shortly to be commenced. The main building will be 200 feet long and 56 feet wide, and will be two storeys high with a basement. It will be of brick. In addition there will be a dye house, 70 feet by 30 feet. The company, in its present quarters, is employing sixty hands. By Fall it is expected that there will be one hundred hands on the pay roll, and the new building will be capable of accommodating 150 to 175 employes. The Oxford Knitting Co. is a progressive concern with a steadily incoming business.

Trade Activities in British Markets.

(Continued from page 66.)

be taken. Some orders are around for export business, but they are of no great size. Egyptian yarns are also slow.

The home trade is looking up, and as employment is certainly better in the North, particularly in the manufacturing districts, the general prospects are improving. Stocks of high priced goods are now getting low, and the attractive prices of cotton goods at present should make for better business.

The export demand continues to improve, and prices are slightly firmer. Good business has been done with China, but the higher prices asked are reducing sales. Stocks are still heavy in Calcutta, but there is an improvement with Bombay.

Arthur B. Wightman has been appointed manager of the Manchester warehouse of Richardson, Lee, Rycroft & Co.

Wardle & Davenport, silk manufacturers, have decided to transfer their Macclesfield departments to Leek.

A. & S. Henry & Co., and Tootal, Broadhurst, Lee & Co., have each contributed £100 to the Manchester relief fund for the Messina sufferers.

Lister & Co. is one of the many firms that has felt the depression of last year. In spite of bad trade it is satisfactory to note that they are able to pay a dividend of 4 per cent.

North of Ireland.

Not only is the shipping trade showing more activity but the home trade is maintaining the improvement made in demand. Orders received from the States continue to improve, both in size and number, and Canada, on the whole, is buying more freely, but orders from this quarter are somewhat irregular. Fair business is passing with Australia and the East, but there is little buying from the continent.

The influence of the steadily increasing output is shown by the increasing activity in all lines and the same cause is responsible for the upward tendency of prices.

Home-grown flax is selling freely at good prices. Russian flax is firmer and better rates are being obtained for that produced in Holland and Belgium.

Yarns are in increasing demand, and, particularly in the coarser numbers, have advanced.

Manufacturers are doing a better business, and in some lines are booked ahead, and are holding out for better prices. The demand is strong on dress linens, blouse linens, damasks, etc.

Scotch Notes.

With the movement in favor of colored cotton goods comes a better time for the Scotch manufacturers, and the fact that the American markets are getting back to normal is shown in the orders received from the other side of the Atlantic.

The improvement in the linen market is fully reflected in Scotland, and not only are the Americans buying freely, but they are hurrying delivery of goods. Prices are firm, and buyers are beginning to understand that the tendency of the market is set against them. Fine damasks and household linens are all in good request.

The outlook is decidedly brighter for the linoleum trade and manufacturers state that there is already a decided improvement.

Trade's Views on Fancy Goods and Notions

NOTWITHSTANDING the promised vogue of the princess and one-piece dress, belt manufacturers are confident of a good season, and have put out a big line, to which from time to time they are adding new ideas.

Since the beginning of the year quite a nice business has been done in belts, and as the season opens up prospects are improving. Belt lines are varied. Tinsels are shown in large variety of new patterns and as gold and silver are so much in evidence in trimming schemes, there is every reason to suppose that they will sell. Elastics are also well considered. Novelties in leather are shown. These are soutached and many new effects are gained by strapping. Thus, a tan leather will be strapped into a white belt, making a striped effect. Many fancy-tinted leathers make most effective belts.

Wash belts may be regarded as staple, and the manufacturers are out now with a varied line for Summer selling. These came this year in better-worked patterns. Even in the cheaper belts there is less of the coarse, long stitch embroidery seen and quite a nice appearing belt is on the market for sale at 50c. Some of the new belts show the button-hole finish instead of the bound edge. Pearl is the material for the season's buckle and these come in round, square and heart shapes.

Though the trade is somewhat overstocked in hat pins of the cheaper kind, some effective novelties are shown. The large placques in imitation of miniatures are one novelty, but the newest of all is the pin-headed with Rhinestones. These come in the long shapes, in discs and in take balls and tone in with the present craving for something that glitters.

Combs are not particularly strong sellers, but are by no means out of style. The hair ornaments of the moment are the curved barettes, known as the "Mary Garden." Fancy pins are much used, either in sets of the barette and two pins, or just the four pins. Many of these are studded with Rhinestones. Filets of shell and ribbon filets are also worn.



Embroidered Belt, Showing Extra Fine Design jn Embroidery. Shown by Ladies' Wear Limited, Toronto.

Retailers who are stocking up for the fancy needlework department should take notice of the immense vogue of hand embroideries. This vogue is giving a new impetus to the sale of stamped articles for personal wear, such as gowns, corset covers and drawers frills to match for making up into the fashionable combination garments. Stamped lengths of lawn, cross-bar muslin and the new cotton crepes are to the fore also. Not only are embroidery patterns represented, but many are designed for braiding. Some of the designs are designed for working out in color, generally in two tones of the one color, are in heavy padded work, to be done in long stitch. This is a very effective kind of embroidery and does not take any great amount of working. The best way to display this embroidery is to have the sample waist made up and show it on a stand in the department.

So long as fashion denies woman the use of a pocket the bag trade will flourish. Among the more practical novelties is a bag somewhat on the order of the popular "Merry Widow." For the Easter trade there is a beautiful line of fancy bags showing. Many of these are beaded, and floral and tapestry effects are very popular. Leather vanity bags are shown in delicate shades and tintings, a new effect being given by applied patterns in leather. A bag of this class had cut-out leather leaves applied, the veining being tooled and tinted in a darker shade.



Novelty Belt in Leather — Shown by Rhys D. Fairbairn & Co., Toronto.

Picture Post Card Department.

The picture post card department, if properly handled, should be a good feature of Canadian dry goods stores. The rapidly-growing population of the country and the constant influx of foreigners assure view cards a steady sale. Merchants in the smaller centres, particularly in the newer sections being opened up by the incoming tide of immigration, should be able to do a good trade. The department will require attention and care, and stock should be kept as fresh as possible. It is better to display only a few cards of a kind, and to fill in often, as a large number of cards will soon lose their new, clean appearance from being handled by customers. Good local views should be stocked, also desirable views of Canada in general.

Back Combs

Side Combs

Barrettes

Granby Mfg. Co., Limited

GRANBY, - QUE.

Many Trade-Inspiring Features in New Spring Styles

The Range of Colors Absolutely Required is Wide and Varied — Have the Necessary Stimulants to Originality in Weave and Pattern Been Weakened?

Staff Correspondence.

Office of The Dry Goods Review,
8 Place de la Bourse,
Paris, France, Feb. 18.

REALIZING the importance of being in touch with the latest style movements, The Review has succeeded in arranging to have the Parisian field covered with exceptional care. The information given here does not come solely from the seller or the buyer, but from The Review's correspondent, whose information requires no further test of accuracy than the memory of its readers.

The trade does not take kindly to the fact that there are really no new, or at least no radical differences in fashion or form, likely to act as a stimulant to those who must keep absolutely up-to-date.

It would be a most uncertain task for one to endeavor to name any one or two colors likely to engross the attention of the masses. It is true that the color scheme for Spring has taken on entirely new proportions, but this is not an individual but a collective arrangement. Just what this arrangement means is fully comprehended when one comes to purchase any line of colored goods. The range of colors absolutely required is wide and varied. A staple range to-day includes reseda, champagne, taupe or elephant, peacock, burgomaster—a rose with a tendency to crimson—light tan, moss, myrtle, navy, amethyst, brown, black and ivory, and in many instances, according to the nature of the goods, sky and pink must also be included.

Some of these colors may appear, at the moment, as fanciful, but there is no doubt whatever that all of these will be well known preferences before the Spring season has journeyed to selling height. The best houses have included all of the above colors as popular shades.

Now as to originality in weave and pattern. It is right here where the creative is lacking. It may merely be the pause before the rush or it may be that financial buffeting, such as most manufacturers have experienced recently, has weakened the necessary stimulants to originality.

Wholesale and retail offerings in Canada will not create a stir along the line of positive originality, but because of an established use of fabrics and colors, heretofore considered a novelty, but to-day made stale and moderate in price. This is true, or almost true of Spring showings. It is more than true of what has been shown so far, for Fall.

In the Millinery World.

Having spent many hours, in the past few days, with the leading millinery mode creators of Paris, visiting in turn Germain, Avenue de L'Opera; Lewis, Rue Royale; Georgette, Rue Scribe, and some other hat houses of lesser note, the following few facts are of interest. Hats are still very large, at least, most of them are. Directoire styles with the wide crown and wide brim; Empire hats with high crowns and brims turned down over the forehead, and toques are occupying nearly all of the popular attention.

The love of change, the wish for something other than the large hat, is expressed in Empire and toque styles. Although many of the Empire hats are really large, they are not wide, and do not resemble in any way the styles of the past few seasons.

Another bud in the garden of possibilities is the poke hat with lines somewhat similar to an old-fashioned sun-bonnet. The idea was originated as a style for evening or theatre headwear, wrought in chiffons, tulles, nets, soft silks and liberty satins. A loose head cover shaped like a child's hood, trimmed with rosettes and long flowing ribbon ties, was the original novelty. Most of these lines have been embodied in the new straw shape which, though rather extreme, is certainly very becoming. Whether it dies in the bud or grows to be a full-fledged flower of popularity—let some one else predict. This is certain, it will be shown in Canada this Spring.

Millinery, sparkling with jet, has taken quite a hold upon the fashionables. Festoons of heads, ferns of maiden hair, medium large roses, small flowers variegated and beautiful, nickels and ornaments, chiffons, tulles and fancy nets are worked up into attractive forms which glitter gloriously.

Jet-trimmed wings, flowers and ostrich feathers come as a novelty. Nets with gold and silver threads or patterns are seeing plenty of millinery use. Ribbons have by no means been forgotten, but they are pretty well limited to plain numbers of the cord and duchess varieties.

Hats are worn turn down on the head. Many of the new Empire shapes, with turndown brims, almost cover the eyes.

Silks and Their "Turn."

The use of soft, drapy, clinging materials, gives ample opportunity for the popularity of some makes of silks. That the use has been discovered is displayed in the enormous yardages purchased.

Duchess satins, paillettes, satin-de-chines, soliels or corded silks, single and double, hold mighty sway. English liberty silks, or wash silks, are revived as linings. Ordinary taffetas have been thoroughly wanted and have retreated for shelter behind price temptations.

It is possible to buy on the market at the moment, some 16¾c taffetas of eight months ago, for 12¾c. Blacks have suffered the greatest reductions.

The silk market just now offers the greatest price temptations we have had for many years. Bow silk has advanced 10 p.c., so that it is not so much with the manufacturer as it is with the wholesaler or jobber, that these advantages, due to the anxiety or necessity of making sales in dull lines, may be obtained.

Fancy silks have arrived at the place predicted for them in June, 1908. China, or Dresden silks are read, only fancy work has a use for them. The few pattern silks brought forward are neat figures in self tones on pretty grounds.

Even though raw silks in this side are not very ener-

getic competitors for favor, we firmly believe in them for Canadian and American trade. The buying done from that quarter is sufficient evidence of the fact.

Dress Goods.

It would be rather tedious were we to furnish details in our endeavor to describe the popular cloths for Spring, knowing that it would be impossible to get very far away from what we have predicted and have been writing about for the past nine months. We will pass the subject hurriedly.

Satin-finished cloths are pretty nearly everything in the composition of what is required for Spring.

Duchess cloths, with satin face and silk or wool back, are shown and purchased by every house in the trade. Soliels—ribbed cloths—are gored, with satin finish, or real satin ribbed top, in dress and suit weights, are accepted by everyone and no stock is complete without them.

Silk mixture materials with raised cords have taken rather well. Yeddoline is a new fabric, similar to eolienne, finer in the cord and softer to the touch. It has the happy habit of draping becomingly and is most suitable for the styles of the hour.

Soft silk and wool mixture taffetas have found a place in the order of good things.

Satin cloths, plains, self stripes and with colored hair line stripes have sold well to the popular trade. Cashmeres and henriettas have by no means been forgotten. Chiffon broadcloths, soft, and of very bright satiny finish have proved exceptionally welcome members.

Fine sheer worsteds in dull, quiet colorings have been accepted freely. Imitation tussores of wool and mohair, and wool and silk, have sold well in plain colors.

To the disappointment of some, pattern goods are left but small space in the collection of good things for Spring.

Summer Wash Goods.

Search has revealed very little new in this line of requirement. Apart from information contained in January issue, we have only found in the way of something new and something likely, silky cotton fabrics, constructed to drape like a Directoire cloth.

Real novelties, in either weave or pattern, are like pearls in oysters. They may be there but your correspondent hasn't found one.

How Ribbons Are Selling.

In duchess and cord ribbons, plain effects predominate. In the ribbon departments, taffetas, duchess, satin and some Dresden ribbons are shown.

In the trimming departments, the overwhelming introduction of gold and silver has brightened possibilities in this direction. Jet, gold and silver form subjects worth immediate consideration. He who has been nursing a grievance in the shape of a dead and heavy stock of jet trimmings has overtaken a long-lost opportunity.

Notion, or fancy goods departments, should do well with novelty hair ornaments. In the theatres, both in Paris and London, many well dressed women wore pearl and gold bead ornaments. Some of these are in the shape of bands 1½ to 2 in. wide with pearl fringes. Some of them surely must be inspirations sought in Holland. Many of the curious and very ornate head dresses that are worn, resemble the banded styles, ever in vogue in that country.

About Prices.

There is little to add, on the price situation, to that which was contained in our January letter.

Apart from technical differences, such as any live dressmaker or tailor might create, there is nothing positively new to say about dress or suit styles for Spring.

Nearly all lines and styles are inspirations traceable to Directoire or Empire ideas. Exceptions to this influence are merely the retaining of the old, the accustomed dress or suit lines—neat, comfortable and so acceptable.

The Sleeve Question.

The all important length of sleeve. The signs of the times do not promise great things for the long glove possibilities. The fact that the trade is placing its surplus stock into the market, at ridiculous prices, looks like short life to the long-favored fad.

It is impossible to feel that Summer demands will be other than partially appeased with the long sleeves. America is not quite ripe for an unwavering acceptance of the long sleeve and so there still remains the Summer trade. After that, watch out.

In going the rounds of the large departmental stores in Paris and London, one is struck with the information that glove sales have dropped nearly 30 per cent. Not so much due to the decrease in the number of pairs sold, as to the drop in price between long gloves as have been sold, and short gloves as are now being accepted by everyone.

The Stimulants of the Hour.

The great hopes of interest, the possibilities for good Spring business consist in being thoroughly alive to opportunities of the season.

They are there—satin finishes, Directoire and Empire styles; the fresh and very acceptable life of the new millinery, jet, gold and silver trimmings; the wide appeal of the new color scheme, Enthusiasm must be created by using their features as the temptations.

A shoulder to shoulder movement in that direction will bring the profitable reward to the Canadian side.

Dry Goods Firm Won.

Chatham, February 16.—A case of interest to the dry goods trade was decided before County Judge Dowlin last week.

The local dry goods firm of Applebe, Stone & Applebe brought action against the C.P.R. company for damages alleged to have been sustained to goods while in the custody of the company.

The goods consisted of rugs imported from Germany. They came from Germany to England, thence by Allan Line to Montreal, thence by the Intercolonial Railway to St. Hyacinthe, and thence by C.P.R. to Chatham. After delivery, it was discovered that there were two large holes in the rugs, as if a hook had been pierced through them. As a result, the firm entered suit against the railway company for $25, at which amount the damage was placed.

The case was keenly contested. It was a difficult matter to decide whether the goods were damaged while in the custody of the C.P.R. or in that of the other companies by whom they were transported. It was shown, however, that the C.P.R. had given the Intercolonial a clear receipt for the goods; and the judge consequently entered judgment in favor of Applebe, Stone & Applebe.

Audacity of Extreme Paris Gowns Becoming Modified

Merging of Picturesque Styles is Developing an Antique Note — Dyer and Dressmaker are Vieing with Each Other in Production of Color Effects.

Staff Correspondence.

Office of The Dry Goods Review,
8 Place de la Bourse,
Paris, France, Feb. 22.

CERTAIN changes that are now appearing in the later models designed by the leading Paris dressmakers, indicate the direction which the spring fashions will certainly take. The Empire and Directoire gowns are merging into picturesque styles that show the antique note. The audacity of the present extremely clinging gowns is becoming more modified and



Princesse Gown, in Walking Length, of Blue Cloth with Vest Effect and Guimpe.



The Waist Line is Dropping and the Princesse Gown is the Mode of the Moment.

skirts are becoming more ample, and the waist-line is coming down.

Evening gowns are all of the clinging, high-waisted type, and are extremely scanty as to material. Though the majority of these gowns are beautiful and artistic, the boundry line between good and bad taste is easily passed and many of those worn by women of daring and bizarre taste are spectacular and conspicuous.

Just now, color is everything, and the dyer and dressmaker seem to be trying to out do each other in the production of lovely color effects. The dyer is using his tints, while the dressmaker is working wonders with the overlaying of gauzes of many tones. A lovely example was seen in a dance frock produced by a leading house. This was of pale mauve chiffon over pale blue.

Another fancy is the trimming of white with colored lace or embroideries. Thus a smart little gown of white chiffon cloth, embroidered in blue, is trimmed with blue lace and a white net gown has a garnishment of emerald green. Valenciennes lace lends itself best to

Coiffure Follows the Period.

Not only do gowns suggest a picture, but the coiffure, as well as the cloaks and other accessories, must follow the period, and many women look as though they had literally stepped out of the frame of some of the old and priceless paintings with which the French galleries abound. Many of them show tunics of classic drapery, the handsomest of which are bordered with gold and silver spangle work, and embroidery. The edge is bordered with a silk or bugle fringe. Jet is rapidly coming to the front as a trimming. A gown of black meteor crepe had the top of the corsage cut in little squares edged and inset with jet over a guimpe of finely jetted net. The white skin shone through the little meshes in a truly dazzling fashion.

Jet trimmings are used in a marked degree on gowns of every description. A Beer gown of liberty gauze, lightly frilled at the hem, had hung over it a lattice work of small and large jet beads and bugles. A deep pointed edge bordered with a wide jet fringe was raised high at one side and held by a large jet placque with a long hanging tassel.

There is little lace used at present, even on lingerie and dishabille gowns, its place being taken by fine embroideries.

Many lovely shades of blue are seen in the new, soft, coarse serges, of which a large number of the short walking suits are made. These useful and smart suits have skirts so cut as to give the prevailing silhouette. The more moderate models are buttoned from hem to waist on either side, the front lapping over onto the back, and the button holes being really worked. Three or four are left unbuttoned at the hem to allow for a longer stride than the scant width will permit.

Color is everything, and beautiful examples are shown in deference to this feature of the vogue.

The trimming of white with colored lace or embroideries is one of the fancies of the present day in Paris.

Many women look as though they had stepped from the frame of pictures which belong to the long ago.

Foulard silks, in striped, dotted and figured patterns promise to be much worn during Spring and Summer.

Watered silk, of subtle and delicate marking, is one of the latest materials for black costumes, very many of which are now worn.

Paris is advancing the season in hats. Crin and Neapolitan straw are favorites. Crowns will not be materially lower this season.

Foulard silks, which have been out of favor for some time, promise to be much worn during the spring and summer. They will be made with slightly fuller skirts than are now seen, and with neat little easy fitting bodices, with a girdle or belt at the waist-line. The patterns shown are striped, dotted, and in small, simple figures on a ground of blue, green, rose, brown or grey.

Black Watered Silks.

Very many black costumes are worn, and the latest comer in black materials is watered silk. The waterings



Picturesque Motor Hat Made of Soft Straw Plait, with a Large Cabochon of Cherries to hold the Motor Veil in the Correct Position.

and markings on these new silks are particularly subtle and delicate. Whole costumes are made of the watered silk, but it is more often used for long plain half or three-quarter coats for wearing with dresses of pale colored crepe or wool. A Riviera costume is typical of its use, and is made with a modified Directoire coat with wide, square revers held flat by large black velvet buttons, and having a high collar of black satin embroidered in shades of grey, the tight sleeves buttoning to the elbow and having frills of lace over the hands. The coat opens widely and shows a sash or girdle of black satin. This girdle comes high up under the bust, and passing through one side seam across the back and reappears at the other side. It knots in front and has long fringed ends.

Just at present the fashionable coat is the long plain one, either of velvet, plush or of seal imitation. These coats are cut straight up and down, with no defining curves, and reach to the knee. With them are worn furs—the wide scarf thrown over the shoulder and worn with a large muff.

Advancing the Season.

Paris is advancing the season this year and even at this early date straw hats are beginning to be worn, some of the latest seen at the Ritz tea room being composed of straw and flowers. These hats were of fine black Neapolitan and Crin. The brims were about six inches wide and fully as high; thus indicating that crowns will not be materially lower this season. The brim at the back rested almost upon the shoulders, while it was caught up over the left eye with one large crimson rose, and the other side was bent over in such a manner as to almost hide the head. The most stylish of these hats was trimmed with pliable cream straw used as one would do a ribbon, and with tight little bunches of roses. Such hats have a decidedly floppish Pierriot air. Milliners are using much old rose, and it is highly probable that this color will be strong in the hat world when the season fully opens. Many of the new models are decidedly on the cap order and are very wide and high. If the hair is not properly dressed, the effect attained is highly ridiculous as the head is utterly lost in the dimensions of its covering. The back of the hair show and must be so dressed as to catch the chapeaux and hold it in place. A great deal of false hair in the form of puffs and curls are used, which are posed at the back about half way down. The pompadour is worn quite as broad as ever, and sets well out everywhere except on the top of the head.

Suede shoes have been succeeded by pumps of that leather. They are ornamented in various ways, the smartest being the square buckle covered with suede



Dainty Hat of Gauged Blue Crepe, Strings to Tie Under the Chin and Clusters of Moss Rosebuds and Blue Forget-me-nots on Either Side.

leather. Tan and grey are just now most in demand. Later, white will be asked for, and it is possible to have them made to order in other colors.

A new idea is the veiling of blouses with net or maline. These coverings are cut like a plain blouse and can be slipped over any waist.

Still Leading

with the latest fashions, smartest styles, and the best possible value. Our **New Fall Samples** are now ready and in the hands of our representatives. A FEW of the latest creations will not be out of the looms before the end of this month, but we can describe them minutely with illustrated specimens.

Our leading English Speciality for Winter wear is the new

"Chevera" Cloth (Regd.)

40 and 48 inches wide. Unshrinkable and unspottable. It is made in all colors, and is both stylish and durable, as well as being wonderful value. It is strictly confined to us. Other specialities are:

Soliel Ottomans, Mohair Tussahs, Satin Royals, "Pirle" Finished Cheviot Serges, "Permo" Stripes, Wool Ondulienes, Heavy Satin Directoires, "Viking" Coating Serges.

Also Priestley's leading fabrics expressly for Canada, including Silk Warp "Henriettas," Drap d' Almas, &c., &c.

Our leading French Speciality for next season is the unique

"Cachemir Recamier"

(Duplex Satin Finish)

Exquisitely soft and brilliant, and suits the new style of draping better than any other fabric invented this season. Nothing more refined and artistic could be desired by the most fastidious of fashionable ladies. It is manufactured expressly for us, and cannot be had elsewhere. To prevent inferior imitations, our representatives are forbidden to send their samples out or leave them in any store. They will call with these exclusive samples. A few other fashionable specialities are

"Raye Cachemir de L'Inde Cloth," "Suede Satin Amazons," "Raye Sedan Cloth," "Reflex" Satin Stripe Broadcloths, Phantom Stripe Habit Cloths, and the latest craze, **"Merovingian" Fabric.**

J. & N. PHILIPS & CO.

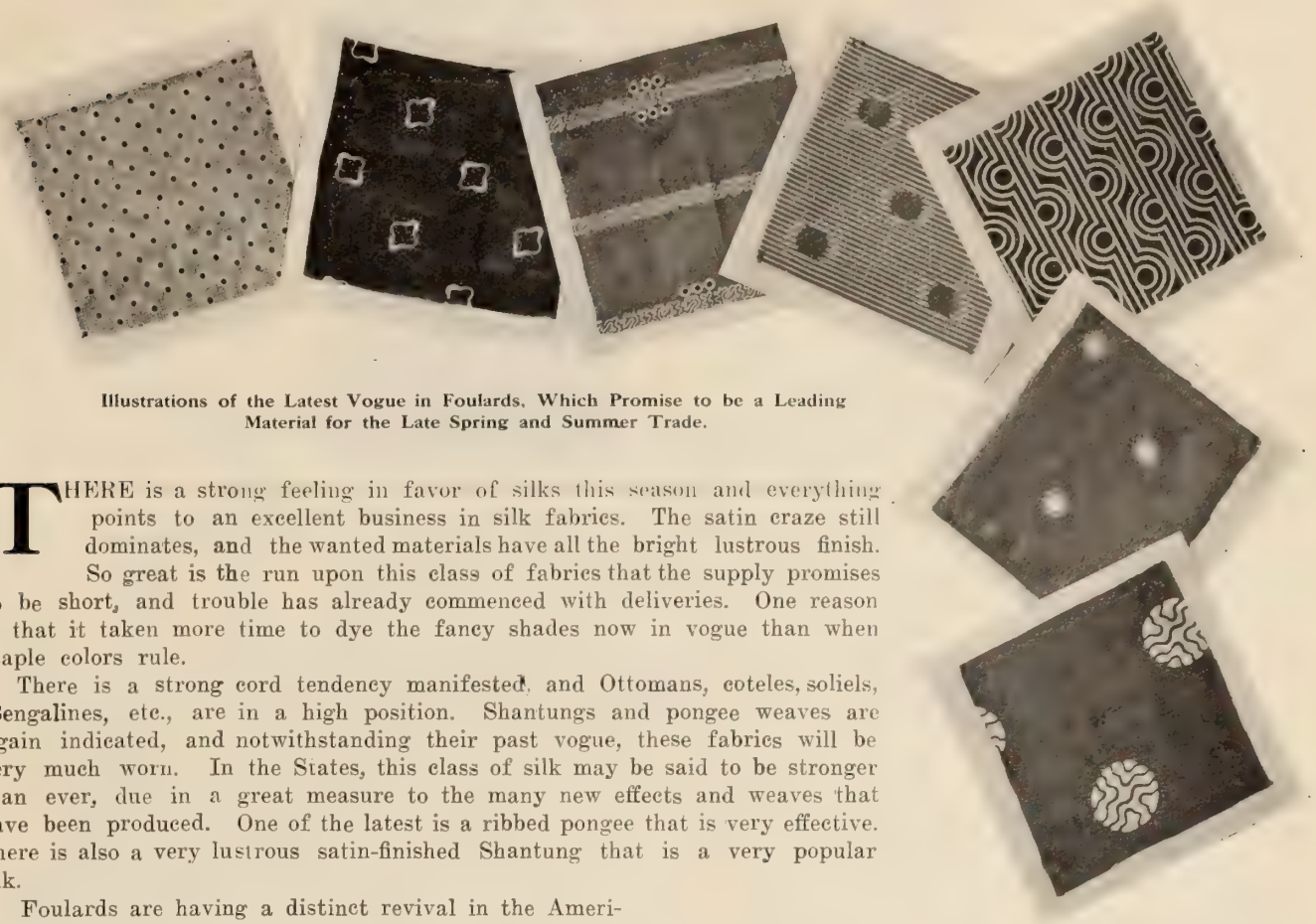
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Toronto

Trend of Styles in Canadian Dress Goods



Illustrations of the Latest Vogue in Foulards, Which Promise to be a Leading Material for the Late Spring and Summer Trade.

THERE is a strong feeling in favor of silks this season and everything points to an excellent business in silk fabrics. The satin craze still dominates, and the wanted materials have all the bright lustrous finish. So great is the run upon this class of fabrics that the supply promises to be short, and trouble has already commenced with deliveries. One reason is that it taken more time to dye the fancy shades now in vogue than when staple colors rule.

There is a strong cord tendency manifested, and Ottomans, coteles, soliels, Bengalines, etc., are in a high position. Shantungs and pongee weaves are again indicated, and notwithstanding their past vogue, these fabrics will be very much worn. In the States, this class of silk may be said to be stronger than ever, due in a great measure to the many new effects and weaves that have been produced. One of the latest is a ribbed pongee that is very effective. There is also a very lustrous satin-finished Shantung that is a very popular silk.

Foulards are having a distinct revival in the American market, and this is so strong that its effects are sure to be felt in this market. This silk has been for quite a time out of vogue but promises to be a leading material for the late Spring and the Summer trade. With satins in the leading place it is superfluous to say that it is the bright satin foulard—not the twilled variety—that is selling. The Directoire colorings now worn look lovely in this fabric, and it is shown in all the new colors, rose, blues, greens, amethysts, golds, tans, and smoke.

No floral patterns are shown, but all the designs are on the classic and the conventional order.

Wash Fabrics.

Quick selling, is the rule now in cotton fabrics, and in some lines a decided scarcity is making itself felt. Just at present, there is a big call for the sheerer goods in the new silk and cotton fabrics. The cotton crepes are coming to the front, and promise to become a considerable factor in the season's trade. The waist houses have taken up this fabric, and are making up some highly attractive models from it, that the trade is taking very kindly to. From the counter point of view, white is the best seller, but dressmakers are finding that the colored crepes make up into dainty little gowns. One merit of the material is that it requires no ironing, only a little attention in the way of pressing being necessary. Dress linens, linen-finished suitings, etc., are indicated for a big season, not only in white, but in all the leading colors. Plain colors are the first favorites, but stripes and some checks are also shown. Plain colors in cotton poplins and reps are also in request.

Dress ginghams are in a very strong position, and, in the lower priced goods, there is some scarcity, Plain goods and medium stripes are in the lead.

Stripes, dotted patterns and checks are the patterns shown, and in about the order indicated. Side bands and bordered effects are shown and are expected to go well with the better trade. Floral effects are selling for special uses, but the stripe, check and spot patterns are those most in vogue.

As the season opens, white cotton fabrics become better sellers. Reps, poplins, etc., in both plain and jacquard weaves are in good demand. Dress linens are selling freely. Batistes, mulls, lawns, and linens are improving, and there is an increasing demand for crossbar and stripe fancies, in muslins, dimities, etc.

Spring Dress Goods at Retail.

Dress goods departments offer an opportunity for good business during the Spring. Stocks become reduced during the Fall and Winter and, as a result, retailers will be showing a range of fresh goods which will be sure to pull business. Spring lines from the viewpoint of both colors and finish are beautiful and offer everything desirable for making striking displays, both in the department and for window displays. Every attempt should be made to encourage early buying on the part of consumers. Spring openings should be held at an early date, and marked attention should be paid to window displays, which are a powerful selling force.

Plain color fabrics, and self-color stripes will have the main call, and the lustrous satin finishes will be most

in demand. This is favorable for trade, as it naturally means that the higher grades, and better qualities will be called for, in order to secure the high finish, which has been applied with success to almost every class of material.

Another thing in favor of Spring trade is the fact that the strong vogue for these lustrous finishes is only securing a really strong footing for the Spring trade, and the marked difference between the goods shown for Spring and those of the Fall and Spring of 1908 make it necessary for the woman who desires to be in style to have the new goods.

Satin cloths, soleils, lightweight Venetians and broadcloths and bright finished worsteds are among the most popular materials.

The Spring range of colors is wide, there being several shades to be classed among the ultra-fashionable. The faded shades are strong such as the faded shades of old rose, bois jolie, amethyst, mauves, faded cadet in the blue series, etc. Taupe, elephant gray, and a new shade called donkey grey, in the grey series, will be fashionable, Castor tints, chocolate and walnut are figuring well in the trade. Owing to the fact that green held such a strong position at the close of the Fall season, it is expected that there will be considerable demand for all shades especially the olive tints.

Brightness of finish and beauty of color are the high characteristics of the new materials, and these features also promise to continue in the lead in Fall fabrics. Weave is not so much sought after as color at present, and provided the material has the requisite lustrous finish and that it drapes well, and is of the fashionable weight, it is the color that is the deciding point with the woman in search of a new gown.

In very light weight materials voiles will have a call in all the pastel shades. Silk and cotton fabrics will be in request, and all crinkled or crepe effects seem likely to meet with marked success for Summer wear, there being a renewed interest in such goods, particularly crepon.

Manufacturers making these bright finished worsted goods are exceedingly busy and buyers are finding goods of this class slow in coming to hand. The manufacturer, however, is not wholly to blame—it is in the dyeing and finishing end that some of the wait occurs. The number of new shades and the decidedly fancy nature of the colors now in vogue make the dyeing a much slower process.

In view of the fact that goods are being held up by the dyers, and that, therefore, it will be difficult to get repeats in time, some manufacturers it is hinted, are contemplating sending goods over in the grey, to be dyed and finished in Canada.

The selling tendency is favoring plain fabrics, and the only strong feature in fancies being the stripes in the weave. A few shadow effects in checks are shown, but beyond a small showing for the very classy trade, very few checks are seen. An exception can be made, however, in favor of shepherds' checks, and these will have some selling strength. White serges in chevron and fancy stripe weaves promise to be big sellers. White ground serges with a narrow stripe of black or color are included in the novelty lines.

Black is of more importance than for a long time back. Not only is the smart woman buying black, but owing to the minor position of staple colors many of the more conservative dressers are compromising on black.

An Optimistic Outlook.



A. J. DUGAL
Manager of the Dress Goods and Staple Department of W. H. Scroggie, Ltd., Montreal.

In a recent interview with a representative of the Dry Goods Review, A. J. Dugal, manager of the dress goods, and staple departments of the departmental store of W. H. Scroggie, Ltd., Montreal, was very optimistic regarding the Spring outlook for the dress goods trade at retail.

Mr. Dugal stated that conditions favor a healthy business. Retail stocks have become well reduced, and merchants are able to show a good stock of new, fresh and up-to-date goods, which enables them to make attractive window and department displays. This is contrary to last Spring, when retailers had carried over heavy stocks, and the percentage of new goods was small. The vogue for satin and all lustrous finishes is in favor of active business at the dress goods counter, as during the past two seasons, fashion favored mixed colors and fancy weaves in preference to finish. This makes it necessary for the woman, who is to be in style, to wear the Spring fabrics. The fact that finish is the main consideration assures a better trade in the high grade, better class goods.

Speaking further on the question of Spring business, Mr. Dugal stated that, according to his belief, merchants should force early Spring business. Earlier openings, more elaborate window and department displays are advisable. These are a powerful selling force, and should be given great consideration and attention.

When asked his opinion in regard to the leading fabrics for Spring and Summer, Mr. Dugal laid great stress on all fabrics with a lustrous finish, and gave instances of the ready sale of such goods. He also spoke of the increasing popularity of crinkled or crepe finished goods, such as crepons, and seersuckers, which are readily being taken up.

Speaking of colors he referred to Spring as a big color season, and was enthusiastic in regard to the beautiful colors and shades to be seen in the Spring showing. Among those mentioned were the rose shades, bois jolie, amethyst, wisteria, catawba, mauve, taupe, elephant, donkey grey, faded cadet blue, gendarme, light and dark navies, and the greens, particularly the olive tints, castor, chocolate and walnut.

Mr. Dugal, who has been with Messrs. W. H. Scroggie, Ltd., during the past ten years, is a native of Quebec City, and served his apprenticeship in the store of Glover, Fry & Co., of Quebec. After six years with this firm he was in the employ of his present firm for a year, after which he took up the manufacturers' agency, representing several firms. After a short period Mr. Dugal again entered the employ of Messrs. W. H. Scroggie, Ltd., and has remained with them to the present time. He was appointed first as floor manager of the linen department, and was then given the position of buyer for the staple and dress goods department. He was the first buyer to be sent to Europe for the firm. Mr. Dugal takes an active interest in the general business of the store outside of his immediate department, and is chairman at the managers' monthly meetings.

Serpentine Crepe

is the unique and most satisfactory of all cotton dress fabrics, and with its odd crinkle, is unlike any other goods you ever saw. Exclusive in designs and color effects, its wear-resisting qualities make it one of the few fabrics of great beauty and worth at small cost.

Made in all the fashionable plain shades and in a large range of figured patterns. Unequalled for house and party gowns, kimonos, dressing sacques, etc. Special patterns of unusual interest for draperies and curtains.

The crinkle is *permanent*—it will neither *stretch* out—*wash* out—*iron* out—*wear* out.

The best jobbers sell the popular **Serpentine Crepe** in all styles, patterns and colorings. Ask your jobber for it, and if he does not keep it, write us his name.

Retailers who are not showing "SERPENTINE CREPE" are invited to send for samples, and learn how they can make money selling it.

PACIFIC MILLS, 70 Kilby St., BOSTON

Among the leading Canadian Jobbers handling Serpentine Crepe are: Greenshields, Limited, Montreal; Gordon McKay Co.; Burton Spence & Co.; John Macdonald Co., Toronto; Manchester Robertson Allison Co., St. John, N.B.; J. & M. Murphy, Halifax, N.S.

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the trade of people who want exclusive goods and who have the money to spend,—goes to the man who has the most fashionable assortment.

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By specializing on our lines you may corner the Automobile Trade in your locality.

Ladies Wear, Limited

58-64 Wellington Street West

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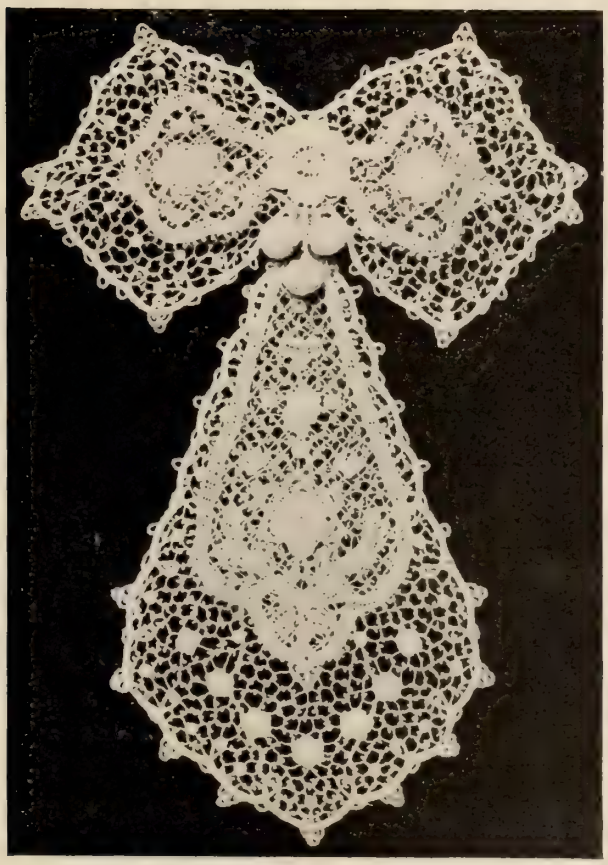
Latest Ideas of Fashion in Dress Accessories

A Good Lace Season.

THE outlook is bright for a good lace season and one along somewhat novel lines. The demand is turning towards such laces as torchon and cluny. Irish crochet laces are coming strongly to the front. In New York the greatest interest possible is being manifested in the real Irish crochet laces. Robes, coats, waists and neckwear are entirely of this lace or lavishly trimmed with it. Following the mode, popular-priced articles of dress show the imitation crochet lace as their chief trimming. Only second to the imitation crochet laces come Cluny and torchons. Not only are these used in the real lace, which can, by the way, be had at very moderate prices for real lace, but there are also close machine-made imitations that are highly effective. Not only are these laces freely used upon linen and lingerie dresses, waists, etc., but they are coming into wide use for the trimming of underwear.

The favor for insertions and bands continues as long, close lines are those in vogue. Bandings give these long lines most effectively, and are most used. Edgings and flouncings, therefore, play only a minor part.

Colored laces are beginning to be very much used, and the universal Irish is seen dyed to match the color of the gown.



Imported Lace Jabot for Wear with Embroidered Collar —Shown by Ladies' Wear, Limited, Toronto.

Colored net laces on a very light ground and often worked up with gold or silver are shown for use with the lightweight Spring fabrics. These light net grounds, with heavy ball and spot patterns, are also shown in white and ecru, and sometimes the ball or spot is in color on a white ground.

There is some idea that venise and guipure may be more used than at present a little later on as many of the more exclusive model houses are using these laces particularly in the form of medalions. These are used to define the waist line and to join the waist and skirt.



Imported Lace and Pleated Lawn Jabot—Shown by Ladies' Wear, Ltd., Toronto.

Valenciennes, which has been so long in high favor, has sunk to its normal use. For many purposes this lace is indispensable, and it must always have a staple place in the department.

✠

Ladies' Neckwear.

There has been little of the between-seasons wait about the neckwear business, and ever since the beginning of the year a good, steady business has been done. As the Spring trade opens up this demand is growing in volume, and on some lines, at least, prompt delivery is impossible. This is because the manufacturer is behind in his orders for nets and other materials used in making neckwear.

For the Easter trade, fancy neckwear is always good and this year is an exception. These are taking the form of the Gibson collar, but without the high points. Net, Vals and other fine laces are all used in their production. There is also little point to the front of these collars.

Neck ruffs are also indicated for popular selling for the Easter season. These come in ribbons and pleated

Lace.—The demand is developing a preference for Cluny, torchon and Irish crochets. The favor for insertions and bands continues.

Neckwear.—The Gibson collar, without the high points, in net, vals and other fine laces is a favorite. Ruchings are strong with the popular trade. The new Dutch collar and kindred low set styles are coming forward.

silks, and in chiffons and malines in all the new art shades. Quite a tasty little ruff is on the market in net and maline that can be sold at 50c. This ruff can be had in all the new season's colors.

Ruchings still keep up, but are decidedly stronger with the popular trade than with the exclusive end. Still the smaller, less fluffy effects now selling promise to continue in vogue for a long time. Manufacturers of ruchings have had a busy time since the beginning of the year, and are still receiving good-sized orders.



New Lingerie Stock Collar, Trimmed Imitation Irish Lace —Shown by Rhys D. Fairbairn & Co., Toronto.

The call for wash neckwear has come extra early this year, and there is every indication of a big season in advance along this line.

In New York, Irish crochet, both real and imitation are indicated as the Summer neckwear laces. This is a new note that should be welcomed as it is just one of those changes that lead to business.

Round, low collars are coming forward strongly and everything points to a big business in this class of neckwear. These Dutch collars, as they are called, are shown in real and in imitation crochet, in linen, embroidered and trimmed with Irish crochet and Cluny, and in many muslins, lawns and other wash fabrics.

To wear with these Dutch collars are many new forms in jabots formed of sheer linen, lawn, and and with Cluny lace, or real or imitation Irish as the trimming. These are, for the most part, pleated, and come in single, double and triple effects. The majority are in white, but some of them show a touch of color in the form of embroidery—just a few spots, or a spray in ceil, pink, helio, or green.

Jabot and bow effects in crochet laces are shown in great number, and there are many lace bows in the same laces.

Though these low, flat affairs promise to be very popular, the higher collars will be by no means driven out. Lovely collars in stocks, etc., are shown in embroidered and lace trimmed models. The laces used here are also the popular Cluny and Irish.

Ascots are showing in big variety, chiefly in the reps and poplins and mercerized fabrics in white. Some few striped effects are shown, but the newest idea in colors is the embroidered spot effects—that is the spot in pale color on the white ground. In short, the outlook is decidedly bright for a good neckwear season.

For wear with smart costumes, beautiful long scarfs of chiffon are shown. These come in all the new shades and in black. They are beautifully embellished with gold and silver embroideries, and many are seen gathered in at the end and finished with a large gilt tassel, while some have gold and silk fringe at the ends. These scarfs are worn over the shoulders in true Empire fashion and accord well with the new Spring millinery.

Gloves

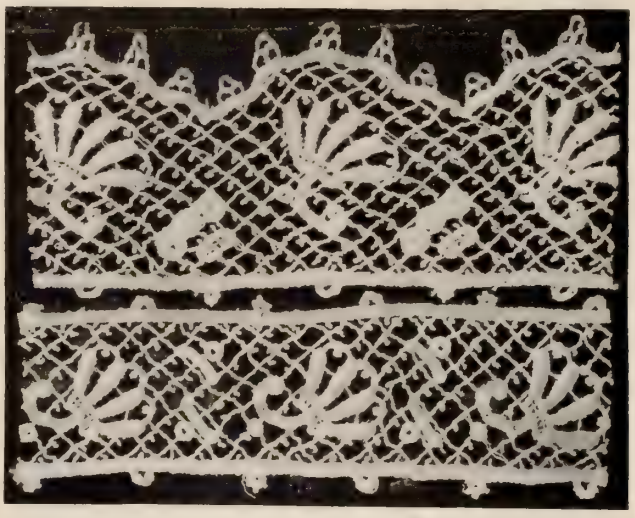
Late buying has had a marked effect upon the glove trade, and, as a result, deliveries are slow. Importers are experiencing a great deal of inconvenience owing to delayed shipments in short kid gloves. Foreign glove manufacturers were obliged to dispense with many of their hands when business was bad, and, as a result, now that the rush has come, they are finding great difficulty in securing sufficient help to turn out the goods asked for.

Long kid gloves are selling in fair quantities for evening wear, but the big demand is for the wrist lengths. In fabric gloves both long and wrist lengths are called for.

There seems to be a renewed interest in white, modes and greys in wrist length kid gloves. Blacks are good sellers, and there is a heavy demand for tans. Other colors are called for to some extent.

Veilings and Nets.

In spite of the fact that they are not new, the Russian nets promise to be the leading veiling net of the season. This is due to the fact that added to their excellent wearing qualities they are one of the most flattering forms of net that have ever been introduced.



Irish Crochet Imitation, Showing Insertion and Edging —Shown by Konig & Stuffmann, Montreal.

All sizes and forms are selling. Just at present black is the most in demand, but as the Spring opens up more colors will sell. Magpies are very good, particularly in the finer meshes and dots.

The call for veilings at present is almost wholly for yard goods. Made veils show their strength in chiffon and crepe goods for auto wear. This, of course, is not very pronounced at present, but will become stronger as the season opens.

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Walter H. Barry & Co.

CABLE ADDRESS "WALBARRY" MONTREAL

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Mr. Retailer,
Everywhere,
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Years ago this business was a theory. Our idea was that ribbons should be handled as a specialty. We have proven this.

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Realizing from the outset of our business career, that our Success lay in <u>really</u> serving you, we fixed that as a principle.

Merchandise, merit, value, <u>not</u> favor, is the real road to lasting success.

Why not buy from us when we can serve you for <u>your own profit</u>? When we fail in this seek others. We take import orders at import prices, but also carry <u>actual</u> stock of <u>every</u> line we show for import.

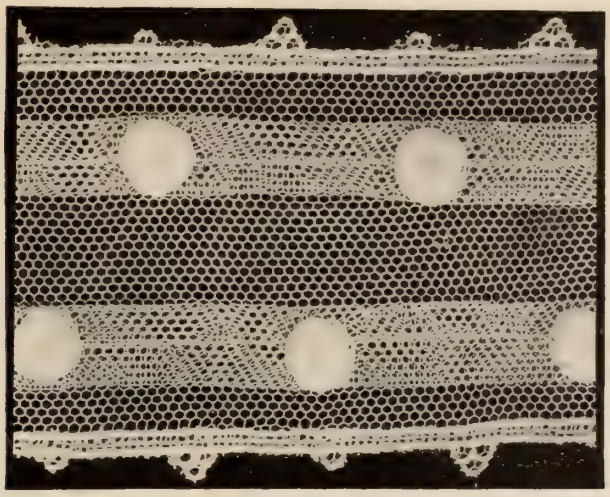
At any rate, if you're not a customer, investigate our offerings in ribbons. Do it this Spring.

Trusting to hear from you.

Very truly yours,
W. H. BARRY & CO.

By *Walter H. Barry*

Dress nets are popular and in varied styles. Fine nets are good, and the large meshed nets are also selling. The large hexagon meshes and many varieties of fish nets are very much in vogue. Besides cream, white and ecru, all the colors popular in millinery and in dress fabrics are



Tucked Button Effect Plauen Net Insertion—Shown by Konig & Stuffmann, Montreal.

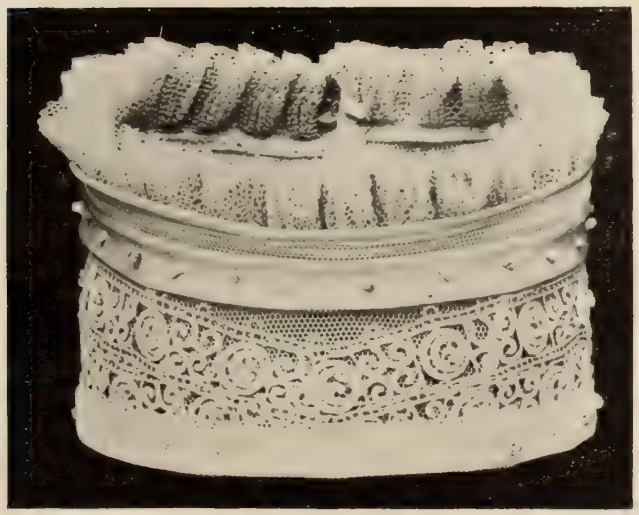
called for. In addition to these gold and silver mesh nets and tinsel cloths are selling.

The dress or over-dress is made from these popular nets, and yokes, etc., are developed in net, often, of one net placed over the other. The latest idea is to veil a waist of lace or silk with an unlined waist of net and gold and silver nets are often employed for the purpose.

The call for nets, both plain and tucked, is large and increasing, and deliveries are none to good on this class of goods. Therefore buyers will do well to watch stocks carefully, and re-order in plenty of time.

Embroideries.

The outlook is for a busy season for the embroidery department, and there is every favoring feature that



Silk and Net Fancy Collar—Shown by Ladies' Wear, Ltd., Toronto.

makes for a large sale. To begin with, fashion is partial to embroideries, and, due to causes known to every buyer, prices at present are attractively low.

The novelties of the season have all been before described in the pages of The Review, and there is nothing new to add at present. Colored effects in delicate shades of pink, blue, emerald and lavender promise a fair run in the larger centres, though, of course, even here the big business will be done in white.

Deep flouncings and matched bands give excellent promise. Corset cover embroideries, beadings and all-overs are also selling. The figure on the cover of the present issue should be deeply studied by all embroidery buyers, and it would not be a bad plan to mount it and use it in either the window or in the department. The gown shown is in excellent style and many gowns of the type it indicates are sure to be worn.

Parasols and Umbrellas.

The early showings of advance lines have now been made and buyers are beginning to consider the next move



Chapeau, Maison Chaigneau, Illustrating the use of Ribbons —From Portfolio, by Walter H. Barry & Co.

in the game. So far, colored coachings have met with most favor. There is also a call for 10, 12 and 16-rib parasols.

The popular trade is taking taffetas, but the more handsome parasols come in the newer satin-finished silks.

Later on, white will come to the front strongly and the embroidered linen and lingerie effects are still in favor. A lovely white satin-finished parasol seen had three deep tucks, and was finished by three scant frills, the edges of which were button-holed.

In silks striped effects and Dresden and floral stripes are shown. The handles are generally tinted or enameled to match the cover, and preference is given to long,

Pewny & Caret

announce that they have in stock a full range of all kinds and colours of Glacé, Suede and Cape goods in all lengths.

Samples on request

Every Glove Guaranteed

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St. Louis
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That is all you require to know about a glove.

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straight effects. Pongee is making its appearance and promises to take a high place when the season opens up.

Braids, Trimmings, Etc.

Manufacturers of braids and trimmings report that the big end of the trade at present is being done in fringes and tassels. The demand for these is heavy, and manufacturers are experiencing difficulty in getting sufficient silk for manufacturing purposes. The chief demand is for black and colors are also selling actively.

Soutache is the leader in braid trimmings at present and is worked up into a great variety of ornaments, etc.



Dutch Collar and Jabot, made of Fine Insertion and Lawn; a Popular Feature in the New York Market at Present – Shown by Ladies' Wear, Ltd., Toronto.

Not only are tassels and fringes good in silks, but metal effects are to the fore both in gold and in silver.

Growing out of the vogue for jet in millinery, has come a revival in trimmings also. In New York at the present time jet trimmings are strongly featured, and many beautiful effects are shown. These trimmings are not in the old-time cut jet which is very heavy, but are in the new molded composition. This is very light. The vogue of jets has also brought spangles to the front and not only jet but metal spangles are much used. Silver in this connection is better than gold. These trimmings come on fine

BELDING'S FASCINATING RIBBONS

That will play so important a part in dress garniture.

Directoire Satins **Directoire Taffetas**

Very Fashionable, in New Colorings.

Broche Effects **Dresdens, plain and checks**

With Satin Borders and Printed Warps.

Wash Ribbons

All Colors for Spring Underwear.

Ribbons, from No. 1 Baby, to 7 inch width in Stock.

ORDER DAILY NEEDS QUICK DELIVERY

Samples and Prices on Application. Our Values Best in the Trade.

"Ribbons and Their Uses."—A large pamphlet on ribbons, illustrating how to make Bows, Directoire Sashes and Girdles, Neckwear, Bags, etc. Very useful, and will increase your ribbon sales. 10c. per copy.

To the Buyer.—The battle is easy for the man who is thoroughly posted in market happenings, therefore do not miss the opportunity of looking at our ribbon samples when our traveller calls.

ASK FOR BELDING'S SPOOL SILKS

BELDING, PAUL & CO., LIMITED

Silk Manufacturers, MONTREAL

ASK FOR BELDING'S SPOOL SILKS

The Serpentine Continuous Hair Roll Patent

Any desired length can be cut to meet any customer's requirements, each end quickly fastened with cotton thread.



Boxed in **6** and **12** yard lengths. Stocked in all the natural shades. This article is guaranteed hygienically treated and is always comfortable and cool.

Copyright.

MADE IN ENGLAND.

STOCKED BY EVERY DRY GOODS STORE IN CANADA.

ORDER NOW. DON'T MISS THE BOOM.

Ask for the Serpentine and insist on above label.

BURNET & TEMPLE, Manufacturers,

3 FITCHETTS COURT, NOBLE STREET, LONDON, ENG.

WE ARE SO PROUD OF OUR GOODS THAT WE BRAND THEM ALL.

and on heavy nets, and the designs are strictly conventional.

While jet is selling now, it is regarded strictly as a Winter fashion, and must drop as soon as the warmer weather arrives. There are not wanting, however, good authorities who predict a strong revival in the Fall.

At the present moment pearl buttons are being freely ordered for use on the wash materials. As a trimming button, very free use is made of crochet balls and buttons.



Lingerie Collar and Cuff Set; Turn-down Collar and Long Cuffs to Wear Over the New Directoire Sleeves – Shown by Rhys D. Fairbairn & Co., Toronto.

The demand for these goods is so great that they are in short supply. Cotton soutaches and cotton trimming braids and cords are coming into use for the embellishment of wash fabrics.

Jet buttons are the novelty of the moment, and it looks as though they would enjoy a revival in the near future.

Ribbons.

Indications point to a good ribbon season. There will be the usual counter demand which promises to share the improvement in all business. The later millinery models also show an increased use of ribbons for trimming purposes, though upon somewhat restricted lines. Wide widths in satin duchesse, and in other satin-finished makes and wide velvet ribbons are very much used.

Belt manufacturers are confident of a good season in belts, notwithstanding the promised princess and one-piece vogue.

A varied line of wash belts is shown, some of the new lines showing the button-hole finish instead of the bound edge.

The hair ornaments of the moment are the curved barrettes, known as the "Mary Garden." Fancy pins are much used.

With the rapid increase in population a picture post card department should be a strong feature for the Canadian dry goods store.

The novelties come in Ottomans, striped satins and failles, but it is the plain satins that promise to be the big end of the business.

Owing to the delay in the placing of orders, deliveries so far have been somewhat of a problem, and many retailers have doubtless wondered at slow shipments and incomplete orders. Ribbon manufacturers have had a deluge of orders, and, as a result, the dyers have not been able to cope with the demand made upon them.

It must be borne in mind that ribbon manufacturers, as a rule, do not do their own dyeing, but send the material in the raw to be dyed, and it is put on the looms after dyeing.

Importers who had contracted for deliveries during January had not their goods during February. When invoices did arrive quantities were very small.

Of course it is expected that this condition will be only temporary.

The Lace Demand.

Irish, baby Irish and Cluny laces, both real and imitation, are in greater favor than they have been for some time. The tendency in the use of laces is toward all the heavier lines. Irish goods are used freely in robes, coats, waists and neckwear, and insertions are also employed. Irish medallions for trimming purposes are fashionable and are meeting with ready sales. The rose pattern and the ball and button effects lead in popularity.

Cluny laces follow the Irish goods closely in popularity, and are freely used. They are taking the place of Vals to a great extent for lingerie, waists, etc.

Ball, button and pendant effects are in good request and the latest samples received by importers show many desirable lines in these patterns.

Owing to price, the heavy end of the Irish and Cluny lace trade is in the imitations, which are really very good in the better grades. The high price of the real laces puts them beyond the reach of the majority of consumers.

Net trimming bands, embroidered in gilt, tinsel and colored silk, still continue in good request, and are suitable for use on lightweight materials.



Fine Lawn Jabot – Shown by Ladies' Wear, Ltd., Toronto.

Konig & Stuffmann

Victoria Square, Montreal

SPRING, 1909, A BIG LACE SEASON

Fashion calls for the use of Laces. Irish Laces and imitations are very good property. Our stock of Laces further exemplifies our unique buying facilities, and our determination to give you the latest novelties at the earliest possible moment they can be procured.

Veilings

Russian Net Effects are strong.

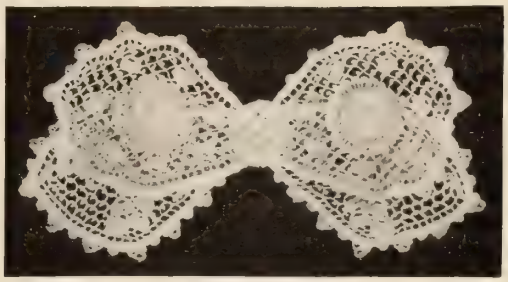
Embroideries

are again good sellers. You will appreciate our stock.

Ladies' Neckwear

Stock comprises wanted lines.

THE NEWEST YET !



No. 1084.—Imitation Irish Crochet Bow, as cut $2.25 dozen

Send your order to-day

Buying from us minimizes your risk of unsalable stock, creates a reputation for you of having the newest goods, and pays you a better profit. Inspection invited, either in the house, or through our representatives.

New Companies Incorporated.

The Household Economy Co., of Toronto, has been incorporated with $40,000 capital, to manufacture, repair, repair and renovate household articles, such as rugs, carpets, furniture, clothing, etc. The provisional directors are: A. C. Bedford-Jones, R. W. Hart, O. Heuman King, H. P. Strang and T. S Webb.

A Bradshaw & Co., Toronto, have been incorporated with $112,000 capital, to carry on a general dry goods and manufacturing business. The provisional directors are: W. Bradshaw, Thos. Bradshaw, R. A. Bradshaw, Geo. S. Watt, F. Heacock, R. Richardson and Ed. Phillips

A Dominion charter has been granted the Jas. H. Clement Co., of Montreal, to carry on business as wholesale and retail merchants, manufacturers, importers and exporters of furs, hats, caps, gloves, mittens, soft shoes, wool, silk, leather and of all articles in connection with the said trade or business. The company is capitalized at $45,000.

The Union Bag Co., of Montreal, manufacturers of bags of every description, and of jute, linen and cotton cloths and twines, have been granted a Dominion charter. The company is capitalized at $99,000.

According to a despatch from Niagara Falls, plans are under way for the construction in that city of a Canadian branch of a large American linen manufactory. Negotiations are now being carried on between the promoters of the new mill and members of the Board of Trade and City Council.

Business Changes Throughout Canada

Ontario

Corrigan & Co., Gananoque, dry goods. Loss by fire.

Margaret M. Houston, Victoria Harbor, millinery; assigned.

Anna L. Felion, Peterboro, milliner; succeeds Allen & Felion.

Laidlaw & Oles, Peterboro, men's furnishings; dissolved.

Miss M. F. Reynolds, Wingham, milliner; successor to Agnes Boyd.

Harker & Webber, Hamilton, dry goods and men's furnishings; dissolved.

McKendry's, Toronto, millinery and women's furnishings; loss by fire.

Fraser, Weir & Lind, London, wholesale hats and furs; succeed Forsythe, Morrison & Co.

Dickison, Nicholson & Co., London, wholesale millinery and fancy goods; R. B. D. Nicholson, deceased.

Quebec

A. Tremblay, Montreal, men's furnishings; sold.

Abbis & Cid, Quebec, fancy and dry goods; registered.

F. Zachaib, Sherbrooke, fancy goods, etc.; assigned.

Brophy, Parsons & Rodden, Montreal, wholesale dry goods; registered.

Wheeler, Allardice & Co., Montreal, manufacturers clothing; sold.

M. Salhani & Co., Montreal, wholesale and retail dry and fancy goods; dissolved.

Alexander Millinery Co., Montreal; dissolved. John C. Brennan, registered.

A. Setlakwe & Co., D'Israeli, dry and fancy goods; succeed E. J. Jarjour & Co.

The Montreal Ruching Mfg. Co., Montreal; J. R. Kissock and N. C. Kissock, registered.

The East

Amherst Suspender Mfg. Co., Amherst; sold.

Dunlap, Cooke Co., Amherst, N.S., wholesale and loss by fire.

Factories for Canada.

A despatch from Washington states that the fact that the Franco-Canadian treaty now being concluded will give Canada all of the minimum rates of the French tariff, will be sufficient to cause many American manufacturers to build factories across the Canadian lines, so that their product may be sent to France with the benefit of the low tariff. This course is considered all the more likely in view of the probability that the French Government within the next year will put into operation a revised tariff which, it is believed, will have the effect of very seriously discriminating against imports into France from the United States. The French tax now on many articles of American production is prohibitive.

Mr. Geo. Milligan, managing director of Debenham's (Canada) Ltd., returned early last month from a visit to the London house.

Gloves.—While long kids are selling in fair quantities, chiefly for evening year, the great demand is for the wrist lengths. In fabric both styles are called for.

Veilings and Nets.—The Russian nets promise to be the leading veiling for the season. The present demand is almost entirely for yard goods. Chiffons and crepes are popular for auto wear. Besides cream, white and ecru all the good millinery shades are called for.

Parasols and Umbrellas.—The popular trade is taking to taffetas. The newer satin-finished silks are making their appearance. There is a call for 10, 12 and 16-rib parasols.

Fancy Parasols

A complete new line now in the hands of our travellers

Your Inspection Invited

THE IRVING UMBRELLA CO. Limited

Manufacturers

79-83 Wellington Street East, Toronto

R. D. Fairbairn Co., Limited

MANUFACTURERS

Two Leaders for Easter Selling



Waist as illustrated is made in White and Ecru Bretonne Net, daintily tucked broad shoulder effect; front, back and yoke trimmed with Oriental Lace and Insertion; front also trimmed with four covered Taffeta Buttons; collar and sleeves trimmed with Oriental Insertion edged with Valenciennes Lace and lined with good quality Jap Silk.

No. F710, $30.00 per dozen

Skirt as illustrated is made in excellent quality Panama Cloth a full 9-gored cape effect trimmed with buttons and wide fold of self material. Well tailored and comes in Black, Brown and Navy.



No. B125, $33.00 per dozen

107 Simcoe Street, TORONTO

HUGH HENRY
204 St. James St., Montreal

J. F. McGACHIE
Vancouver

Allen Manufacturing Co., Ltd.

Directors: A. W. Allen, Fred. Woodland, A. P. Allen



Merchants Are in Danger

YOU ARE IN DANGER

of being caught "without the goods." When we say "goods" we mean **MUSLIN WAISTS.** The merchant who delays his buying will surely lose. It is now settled that certain style tendencies will prevail for the coming season. We have embodied these in our new models, a few of which are shown here. We say they are correct because we **KNOW** it. You cannot buy safer waists than Allen's, and we are prepared to show you that our waists will sell, because women will **WANT** them. Call at our warehouse when you are in Toronto, or write to-day for samples, don't wait for traveller to call on you. We can give you good deliveries now. Our customers **KNOW** that **ALLEN'S WAISTS** always fit properly.

Allen Manufacturing Company, Ltd.

Cor. Simcoe & Pearl Sts. **TORONTO** **Phone Main 1150**

Best Vogue in Ready-to-Wear Garments

New York Styles.

THOUGH the three-piece suit is certainly the model for the openings, the two-piece suit is most favored by buyers. This is because it is more suited to warm weather wear. Of course the coat of the three-piece suit could be left off, and the result would be a fashionable one-piece dress. This dress is at present decidedly high-waisted, the skirt and waist joined by a piping or line of trimming, or else concealed under a Directoire sash. Later models, it is predicted, will see the waist line drop into its proper place, producing the Princess effect. The new model, however, follows closely the figure of to-day, and is wide in the waist and hipless in effect.

In linens and wash suitings the one-piece frock cut upon tailored lines, promises to be one of the leading modes of the season.

It is not suprising that this type of gown is finding favor as it is so very becoming.

The suit-coat is invariably built upon the hipless model and so far the three-quarter length coat has had the lead. Many new coats show points at the bottom. Less trimming is used and the inclination of fashion is towards plainly-tailored models. The collar is flatter and less important. Many are inlaid and those that are not are narrow and flat. The coats are cut away in front in a kind of cross-over fashion, and fasten with either one or three buttons in front. Buttons are still freely used and are as fashionable as ever. The latest button is the cut jet, and metal buttons are more seen. Many piped button-holes are used, some of them being of large size—that is, the silk or satin used is quite wide. These button-holes are generally slanting.

✠

Whitewear.

January sales have been generally successful, and the retail departments are now settling down to a steady business. One feature developed is the selling strength of combinations. Women are buying them freely and buyers are demanding of the manufacturer these garments to sell at popular prices. This means a plainly trimmed garment, but one that is made of fine soft-finished cotton. The corset cover and drawers is the most favored combination, and there is some demand for the three-piece garment.

Manufacturers are now busy with Fall sample lines. Flannelette garments, of course, form the greater part of the Fall business. For some years there was a decided decline in the sale of flannelette garments. They have been in better demand in the past few seasons, and, this year, the business promises to be larger and more important than ever. Based upon the selling lines at the January sales there will also be submitted a line of white-wear for the Fall season.

✠

Skirts Severely Plain.

Skirts, in the majority of cases are severely plain, and when ornamentation is used, it is a slight repetition of the trimming on the coat. The circular, gored, and gored-circular models are all used. Many of the circular skirts boast a front and back panel. The remontante skirt, as the Empire garment is called, is frequently used.

For more formal occasions the suit has the train, but street suits have the short skirts, and there is a tendency to make these skirts quite short. A new idea is to have the back half of the skirt button over onto the front breadth.

Smooth-finished worsteds, satin cloths, satin striped suitings, fine serges, and, in cheaper suits, striped panamas are the materials most used. Broadcloths and striped Venetians are also seeen. Bright finished cashmeres, wool satins and soft satins are used for the dressy suits. Shangtungs and pongees receive high recognition, and Ottomans and ribbed and corded effects are also shown. A new fabric is the cotoline or Bedford cord. This fabric generally comes in two-toned stripes, each alternate cord in a darker shade.

In New York, at any rate, the one-piece suit promises to be the whole thing in linens, but for the out-of-town trade quantities of two-piece suits have sold. Colored linens are in high favor, and all the new colors are seen in linens. Soutache, buttons and lace are the favored trimmings.

✠

Misses' and Juvenile Wear.

This is a branch of the business that is showing rapid expansion. Merchants are finding that it is profitable to stock these lines. Much of the credit is due to one house that is specializing on misses' and children's models. This firm is producing smart and snappy styles that are right up to the minute with New York styles. Their girls and misses' suits are men-tailored, and the most painstaking care is taken in the selection of materials that will stand the strain of wash and wear, and that, moreover, are in patterns and fabrics such as a fastidious mother would herself select. Wherever possible, by an arrangement of buttons, etc., the garment is made to open flat out so that the ironing problem is much simplified—and every mother knows what that means. These are all splendid talking points in the selling of the goods, and the wise buyer will see that his selling staff makes the most of them.

Though the present dress styles favor the very high waist, later models, it is stated, will see the waist line in its proper place, producing the princess effect.

The one-piece frock, cut upon tailored lines, promises to be a leading mode in linens and wash suitings.

The suit coat is invariably built upon the hipless model. So far, three-quarter lengths have the lead.

In whitewear, combinations have developed considerable selling strength. Flannelette garments form a prominent part of Fall lines.

Misses' and juvenile lines of ready-to-wear, containing many good selling features which the selling staffs should make use of.

Simpler styles of wash dresses are preferred. The plain Russian model is much favored.

Manufacturers of lawn waists are extremely busy. Some reports are that orders for Spring delivery are better than ever before.

Your Trade in Children's Dresses and Misses' Wash Suits

Can be largely increased if you have garments which appeal to women who want their children to present a good appearance. This department may be made one of the most profitable in your store.

This is where we help you. We are Specialists in children's wear and misses' wash suits, that is all we make. Our lines in your stock will bring trade to your store.

We give you stylish dresses for children, at prices that will interest you. Let us send you a sample selection. We are willing to trust to your business judgment for the outcome.

Home & Watts, Ltd.

Children's Outfitters Exclusively

Duncan and Pearl Sts., TORONTO

Tailored styles in plain and striped cotton suitings are selected for misses' and girls' wear.

Misses' and girls' suits are built upon strictly tailored lines, the coats being of the box or Norfolk models, best suited to the immature figure of the growing girl. Inlaid collars, strappings and collars, cuffs, patch pockets, etc., of plain on stripe, or of a contrasting color form, with buttons, the chief trimming. The skirts are in gored circular and in pleated models, and for the older girls are shown buttoned up the front. These suits have the mannish cut and finish that only men tailoring can give.

In wash dresses the simpler styles are preferred. The plain Russian model with box-pleats back and front, and with various neck-finishes is a style much favored. Many pretty numbers are shown in ginghams, prints, linen-finished suitings and other wash fabrics. These colored dresses come in a big variety of styles.

Girls' sailor dresses are always in style, and many models of this class are shown in a wide range of suitable fabrics, both striped and in solid colors.



Lawn Waists Popular.

Manufacturers of lawn waists are extremely busy in the effort to overtake orders. The fact that buyers could not make up their mind as to the proper sleeve, is going to mean that there will be a short supply of waists when the selling season fully opens.

While Princess dresses in wash materials are increasing in popularity, the lawn blouse is losing nothing of its prestige, and, in fact, seems to be in greater favor than ever. Some manufacturers report that orders for Spring delivery are better than ever before, and that they were filled up with orders early last month to such an extent that they could not accept any orders for delivery before some time in April.

This state of affairs is, of course, due, in part, to the fact that orders usually placed early were delayed as long as possible, producing a rush when buyers could hold off no longer.

Evidence that lawn blouses are stronger than ever may be had in the fact that many merchants, who placed orders early, and received the goods in December, have been obliged to place heavy repeat orders.

Values in the goods being delivered to merchants are exceedingly good, owing to the fact that embroideries, which are extensively used in the Spring and Summer lines, were bought at a low figure. The price tendency on St. Gall lines is upwards, and this will doubtless affect the next buying of the manufacturers.

Besides the fact that the long sleeves entirely alter the character of the Spring waist, there are many new touches. One of the most noticeable is the use of new trimming laces. The imitation crochet, and the Clunys and torchons are growing in favor, and are much used by the leading Canadian waist makers. Of course, Valenciennes and embroideries are freely used on the popular-priced waists. Valenciennes is a lace that is never out of fashion.

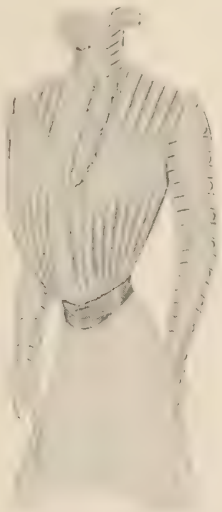
Quite a number of manufacturers are taking up the new cotton crepes and handsome waists made of this fabric are proving acceptable to the better class trade. There is a movement in favor of simplicity of trimming and all trimmings are so arranged as to give the long line. The newer sleeves show flat trimmings of insertions and often a line of trimming runs down from the shoulder to the wrist, and crochet buttons are used on both crepe and lawn waists.

Eclipse
TRADE MARK REGISTERED

Lace, Net and Silk Waists

For Spring we show an unusually varied and attractive line of models. *Nets* and *Laces* are combined with the very latest ideas in embroideries and trimmings.

A wide range of prices from **$2.00** to **$10.00** each.



No. 8007—Tailored Messaline Silk Waist—in all the leading colors.

At every price a striking variety of beautiful styles.

"Eclipse" Brand Waists—stand everywhere and always for guaranteed fit, finish and quality.

In view of the unexpected remarkable revival of trade, we request our customers everywhere to order early so as to ensure satisfactory delivery.

The Eclipse Whitewear Co., Limited

TORONTO

Some of the New Ideas in Rainproof and Waterproof Garments

For SPRING 1909

Ladies' Rubberized Silk Garments, plain, stripes and moire effects. The newest and most stylish garment for outdoor wear.

Fashion also calls for Lightweight Paramatta and Canton Ladies' and Gentlemen's waterproofs.

Highly Mercerized Fabrics, both rubberized and not, are a development of the spring season for Ladies' Garments.

Get Our New Catalogue

And learn full particulars. It is just off the press, and shows accurate illustrations of the new styles and fabrics. It is a decided selling aid for you.

Send for Your Copy To-day

National Rubber Co. of Canada

16 Craig Street West, - MONTREAL

Tailored waists, so far, have been decidedly good. Some of the models that are not so severe have frills down the side of the pleat. Solid colors in linens, striped linens, striped madras, ginghams, and other cotton fabrics, are in evidence. New York is showing the tailored waist with the Dutch or Gretchen collar and finished with a jabot.

In lingerie and semi-tailored lines, while the all-white waist is the decided leader, there is a tendency to use a little color in the trimming. Embroidery, showing a line of colored spots, is much used for this purpose.

Net waists continue to be shown, and will be good for the Easter trade. White is selling best, but ecru and other colors, particularly grey, navy and brown, are the leading colors. Black is much seen, particularly when made of the coarser mesh net. The tendency, even in net waists, is towards simple styles and buttons play a very important part in the trimming of these waists. Satin pipings are a much used finish.

✦

Utility Garments.

Coats of rubberized silk and satin, mercerized fabrics, and various special cloths are selling to some extent in



One of the New Modes Shown by the Eclipse Whitewear Co., Toronto.

nearly every section of Canada. Merchants will display them prominently at garment opening time. These coats are not only sightly but useful for many occasions.

✦

A Manufacturer's Dream.

Are manufacturers of suits, coats and skirts to develop into tailors and dressmakers?

When one is particularly pessimistic, present conditions of trade lead one to believe that small orders now prevalent, mean that manufacturers as a class will have to meet the changed conditions.



Jets and Spangles are the coming feature in trimming lines. The gown is in Greek style, with jet outlining the tunic and decolette. The shoulders and arms veiled in spangled net.

Dean Swift said "The first man who ate an oyster had courage." It does not require courage to eat an oyster to-day.

TRADE Laurentian MARK

The Mark of Quality for Whitewear, Blouses, Hemmed Sheets and Pillow Slips.

Laurentian Whitewear

Is a Success

It does not take courage to try an established line like Laurentian Whitewear.

LAURENTIAN WHITEWEAR will give Satisfaction to You and Your Customers

LAURENTIAN WHITEWEAR CO.

LEVIS, - QUE.

MONTREAL OFFICE
703 Mark Fisher Building
Z. P. Benoit

C. McKercher
Eastern Ontario

EASTERN TOWNSHIPS
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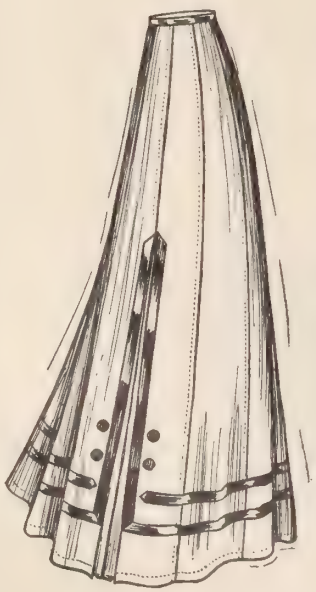
Alex. Burr
Maritime Provinces
Headquarters, St. John, N.B.

TORONTO OFFICE
715 Empire Building
W. H. Piton

A Skirt Value

Price $4.00

Style 223



11 Gored Skirt, imitation Sheath effect, made with fan pleats and Satin folds. Trimmed with 2 rows of satin folds at bottom. Comes in self-striped Venetian or Panama in Black, Blue, Brown, Green.

This skirt is a "seller" with us. It will be with you. We have a line of Skirts, Suits and Covert Coats that is full of good styles and values.

First come—
First served!

Montreal Skirt and Cloak Mfg. Co.

1114 St. Lawrence Blvd. - MONTREAL

BERGER'S

THE place for

SKIRTS

All the Staples and Everything that's New.

Prompt Deliveries for Your Easter Garment Opening

Inspection Invited When in the City.

BERGER & CO.

385 St. Paul Street, - Montreal



Expert designers and highly skilled operatives unite to make "Invader" Blouses and Whitewear better value, dollar for dollar, than any other brand in the trade.

Not only are the goods up to the minute in style, but they are perfect in fit and finish—we have never had a complaint.

Better see our samples before placing your order.

Remember—We make a specialty of "rush" orders. Let's fill yours.

The W. R. Brock Company (Limited)

Montreal

The time has passed when large suit orders of certain styles and materials are possible. The fastidious woman desires exclusiveness. To-day one cannot dress the town or city with similar garments. As a result, many manufacturers worry seriously over this phase of the order problem.



One of the New Modes from the Range of Eclipse Whitewear Company, Toronto.

It simply means that manufacturers have to show a wide range of styles which means a heavy expense in the matter of samples and a large variety of materials, in order to meet successfully the demands of retailers and consumers.

The Dry Goods Review will welcome opinions from either retailers or manufacturers regarding this problem.

Fire Destroys Chatham Store.

The dry goods store of H. W. Ball & Co., Chatham, was destroyed by fire on the afternoon of Feb. 10. The fire started in the basement, apparently from a gas furnace. The loss was estimated at $40,000, with $31,000 insurance. A. Harker and Parnell Welsh, employees in the store, were badly burned in attempting to extinguish the blaze when it first broke out. It is estimated that $10,000 damage was caused by water in the shoe store of Geo. W. Cowan, adjoining. The shoe store of Wm. Somerville & Son was also drenched with water, the damage being $7,000. In the two latter instances, the loss is fully covered by insurance.

Mr. Ball has made no announcement as yet of his intentions. Following the adjustment of his losses, he removed the damaged stock to the Scane Block, where for some days it was the centre of a rush of bargain hunters.

Mr. Ball came here about three years ago, when he purchased the business previously conducted by J. U. Thibaudeau. He originated the Monday bargain day in Chatham, and seemed a veritable genius for evolving unique selling and advertising schemes. He also started the first, and, so far, the only automobile delivery in Chatham. Since the fire, he has been the recipient of expressions of sympathy from all classes of citizens, and not the least from his business rivals. A noteworthy instance was that furnished by the rival dry goods firm of Applebe, Stone & Applebe, who, on the day following the fire, in place of their usual advertisement, ran the following brief announcement:

"We desire to extend our sympathy to our respected competitors, Messrs. H. W. Ball & Co., in their loss by fire yesterday, and to express the hope that their affairs may soon be so adjusted as to enable them to continue business without undue loss of time."

CAPITAL WANTED

in a well-established Ladies' Wear manufacturing concern. The trademark is well and favorably known in every Province of Canada. One who can invest between $5,000 and $10,000 required. A man who is capable of taking an active interest is preferred. Also willing to consider offer from wholesale concern that will sell output, and supply capital. Apply in first instance by letter to Box X, Dry Goods Review, Montreal, Que.

There's A Warmer Time Coming!

When your lady customers will be clamouring for a wash suit—stylish, cool and inexpensive

That describes the "Quiet Elegance" Line and we are ready to show the range

Watt & Shapiro Mfg. Co.

507 St. Paul St., MONTREAL

REGAL BRAND

Look for the Tiger's Head

Please mention The Review to Advertisers and Their Travelers

The Glove House of Canada

Spring Stocks are unusually complete and your hurry-up wants for Easter will have immediate and satisfactory attention.



Long Gloves are still selling. Take advantage of our well-assorted stock. Every possible want is anticipated.

Popular colors and styles in Kid, Chamois, and Fabric Lines await your choosing.

Short Gloves Our stock of all styles is particularly well-assorted. Try us on your Fabric Glove Repeats and you'll not be disappointed.

In your own interest keep your stock complete on standard lines of Gloves.

The Fall range of Kid and Wool Gloves is now on the Road. One of our 15 salesmen will be glad to demonstrate its value.

Our advertising campaign for 1909 is still more extensive. The demand thus created is directed right to your counters.



Perrin Freres & Cie.

Mark Fisher Building

MONTREAL



SALES and PROFIT

The fact that we are one of the oldest established manufacturers of underwear in Canada, should count for something. As a matter of fact it does count for a great deal. It means just this: that during all these years we have been learning things about better methods of making underwear.

All this wealth of experience is represented in Zenith brand underwear. We believe it's the best underwear that has ever been made by any Canadian mill.

You're selling underwear for profit and volume of sales—as much of both as you can get. Zenith brand underwear will help you; in fact it will be the MEANS by which both may be secured. The reason is that it's the "come-back-for-more" kind. You know the sales-building value of that quality.

Travellers now showing Samples of Zenith brand underwear for fall. It is manufactured by

S. LENNARD & SONS, Dundas

RICHARD L. BAKER & CO.
100 Wellington St. West, Toronto - Sole Selling Agents

Zenith BRAND UNDERWEAR

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

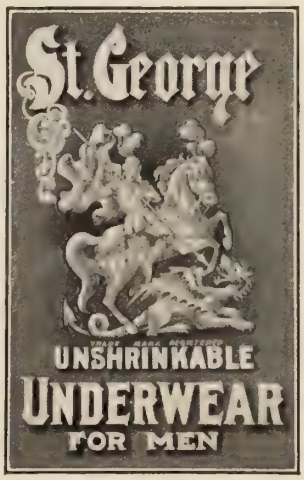
A HALF HOSE FOR HARDWEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

St. George Brand
Underwear for Men



made in various weights and textures

WOOLNAP

(For extra warmth)

Also bears the St. George Trademark for your protection and ours.

Beauty of Color and Grace of Line in Spring Garments

Simple General Effects Observed in Trimming Arrangements — Many Novelties Offered in Suits, Dresses and Waists — Long, Straight Lines a Feature of New Models.

Staff Correspondence.

Office of the Dry Goods Review, 622-624, Tribune Building, New York, February 27.

THE Spring lines of ready-made garments shown by the various houses impress one with the grace of their lines and beauty of colors, as well as the marked simplicity of their designing. After the extreme and elaborate garments of the Fall and Winter, it is interesting to note the more simple styles, which are a strong feature of this season's productions. While trimmed garments have a strong representation, the plain tailored suit, many times devoid of trimming, holds a high position in the estimation of both manufacturer and retailer.

The keynote of fashion which doubtless will be retained for some time to come, is long, straight lines, slender, hipless, sylph-like figure. Practically every garment which lays claim to being fashionable and up-to-date is constructed on these lines.

Tailored suits are classed in three types this season, namely ; the one-piece Princess costume for street wear ; the so-called three-piece costume, consisting of Princess, Empire or one-piece costume and coat ; and the regulation two-piece walking suit.

The principal features embodied in the plain-tailored, serviceable street or walking suits are the hipless coats of medium lengths, ranging from 32 to 42 inches, with round or pointed cutaway fronts, spreading in blazer effect, to be buttoned with one, two or three buttons, often lapping over bias far to the left side. The nearly straight hanging backs of these coats have a tendency to broad effects, the seams being often placed near the shoulders or starting right at the shoulder point. The split centre back is another interesting evolution intended to show as much as possible of the skirt or dress underneath. The sleeves of these suits are long and close-fitting and inserted into the armholes with little or no fullness. While collars in the usual notched form are the most favored, a good many models are shown with flat inlaid collarless effects, or with a military turn-down collar. Skirts to the suits are tight and clinging with very moderate width at the bottom and most of them are raised above the waist line in Empire effect and mounted on a boned inside girdle.

Sleeveless Coats.

A few sleeveless coat suits are shown by high class houses. Such models have sleeves in the dress which are made of self material as the suit so that when the coat, which is simply finished off in the natural size armhole, is worn, the sleeves appear to form the coat sleeve. Last year sleeveless coats were introduced as novelties, but their popularity was of short duration. This was due to the materials employed to form the sleeves, as well as the styles, which called for the three-quarter sleeves. Now many of the three-piece suits have long sleeves in both costume and coat, which makes the garment very warm, especially for Spring wear, therefore, the sleeveless coat is expected to become very popular this season.

Many garment manufacturers have made up their samples in small woman's sizes and buyers are selecting such sizes in 34, 36, 38 and 40-inch bust measures, as they claim less alteration is necessary than when a small woman selects a regulation woman's model which is many times too large for her. Formerly a small woman selected a miss's model, but as garments for misses do not conform exactly with the figure of a small woman who is fully developed, the making of small woman's models is an interesting departure, and ought to meet with a ready reception in the trade.

Serges in Demand.

Serges, from the finer to the coarser weaves, are greatly in demand for suits, and it is anticipated they will be very popular for Spring. Plain cloths are given the preference, although many pretty effects in self-color stripes are shown. Satin-surfaced cashmeres, Tussah, pongee, rough silks of all weaves, linen, and fancy worsteds in chevron and diagonal effects are extensively employed in the suits of all descriptions.

There is a marked tendency to trim plain materials with self colors or to employ trimmings dyed to match the color of the garment. This is much noted where folds, buttons and braids are used to trim the suits.

In separate coats, coverts in plain and striped effects are shown, made on strictly tailored lines, in both fitted or semi-fitted styles. Ottoman silk, satin and rough silk coats are also favored. A novel style shown is made of Tussah, in full length Directoire effect. It simulates the coat dress so closely that one can scarcely discern the difference. The vogue of the costume idea should certainly aid the sale of separate coats.

Houses catering to the manufacture of separate skirts are displaying many new features in the designing of the Spring lines, which are meeting with ready

Brief summary of popular Easter offerings : Simplicity of style is the most noted feature in suits, costumes and accessories—Foulards and rough weaves of silks, such as Tussah and pongee most popular—Lace coats for dressy wear—Three-piece lingerie suits in semi-hipless directoire effects for Summer use—Separate skirts in high-waisted effects—Crepe waists handsomely embroidered—Scarfs made of silk, crepes and chiffon, with embroidered edges finished with fringe, and embroidered motifs shown across the back when the scarf is worn over the shoulders—Ribbons in big demand, in fancies and plain colorings—Pretty opera bags, glove cases and work bags developed in ribbons shown—Veilings in black and colorings which are conspicuous for spring, will be popular—Close-fitted lines in petticoats—Sunburst designs most popular—Corsets in extreme lengths being brought out by American manufacturers—Low bust corsets in popular demand—Less demand for long gloves and more for short lengths in all colorings—Novelties in belts, sash pins, brooches, hat-pins, shirt-waist sets, combs and barrettes, etc.

reception by the visiting trade. In the better grade models the high waist-band or Empire effect, supported by an inner canvas belt, the long hipless lines with flare below the knee are being generously taken. Habit backs are much favored. All the materials favored in suitings are represented in the new skirt lines. Plain materials as well as invisible stripes and effective color combinations are shown in a variety of effective designs.

Marked Simplicity.

The vogue for costumes is quite apparent in the new lines. The one-piece effect prevails, and marked simplicity is noted in the models. Foulards as well as rough weave silks are regarded most favorably for the coming season's costumes. Soft lustrous silks and satins are also employed in the higher price models. The Directoire effects are shown in costumes of all kinds, the long hipless effect being forcibly brought out in every instance. The skirts are plain and full in straight lines, and are invariably made with a slightly raised waistline. The waists are more elaborate and the yokes and sleeves are of lace or net. Collars are either very high or low, cut in Dutch-neck effect. The sleeves are always long and have very little fullness at the top.

Washable suits and dresses developed in linens and repp are expected to be very popular for the coming Summer season. The lines were more attractive than ever this year. In suits, the tailored effects are good and are made on practically the same lines as the cloth suits. In the trimmed linen suits, heavy laces are employed. Three-piece effects are quite a feature of the washable lines and promise to become very popular this season. The jumper model in these suits is popular in medium priced three-piece suits. The one-piece dress is more favored by the high class trade. Lingerie dresses are also shown in many beautiful designs.

Garments made of rubberized silk and satin, or raincoats of cloth are very interesting this season. There are many new styles in detail of trimming and cut that are very modish. These garments, like all other productions, are simple, and strongly emphasize the Directoire effects, such as long, hipless and slender lines. These models are particularly desirable for automobiling.

Tailored Suits for Misses and Children.

Tailored suits are the most interesting productions of fashion for the young girl and child. Such garments are being featured more extensively this season than ever. The smartest numbers are simple in the extreme and the models simulate those to be worn by women, so that the girl or child is gowned as well and up-to-date as her mother.

The coats to these suits are made hipless, and while many novelties are shown, the plain hipless coat, semi-fitted, and hanging straight from the shoulders, is considered the best seller to-day. Practically all the coats are cut away to some extent in the front. Less trimmings are used on suits this Spring than last season.

In coats for the infants the same lines are observed in the new Spring showings as last season. For the baby of ten years some garments displaying novelty ideas are developed in Directoire effects. Lingerie coats on colored foundations, also pongee and rough weave silk coats will all be popular.

Simple Effects in Waists.

The new lines of waists shown for Spring are simple in every particular. This is practically necessary in order to carry out the prevailing modes of fashion. Laces and embroidery are used extensively, but simple designs are brought out. The long and tight sleeves also give them simple effects as the short puffy sleeves give the waists a dressy look. The sleeves in the lingerie waists are nearly always trimmed, as the long lines in the plain effects are not attractive.

More and more favor is being shown for the tailored waists which are being displayed in many attractive styles. The stiffened linen collars and cuffs are preferred in the tailored models.

Embroidered effects are to be a favored trimming for both lingerie and tailored waists, some of the embroideries having a touch of color. Drop trimmings and buttons in crochet effects are the most favored trimmings this season for washable waists. French crepes as well as its imitations are very popular now and are expected to be even more so in the Spring.

Novel Features in Parasols.

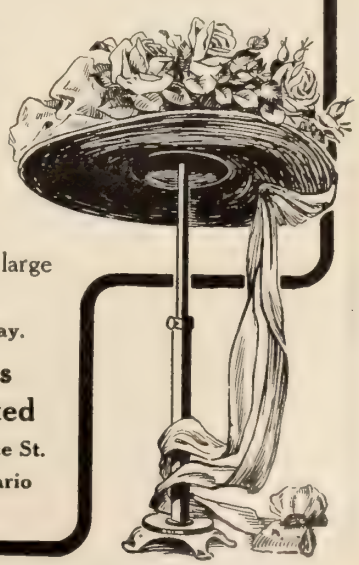
Parasols for the coming Summer promise to show a number of novel and effective features which should prove of great interest to the trade. One of the most pronounced features is the tendency for Japanese effects. Gilt frames are also a new feature. The longer handles are expected to be most in favor, some of them measuring 48 inches, but the shoulder length, or possibly a little longer, will be the prevailing length. Prints, in stripes, Persian and floral designs, and solid colors, are all well represented. Pongees, in solid and embroidered effects, also cretonne parasols, promise to be used again this season.

Tailored Effects in Petticoats.

The sunburst designs in some of the novelty garments are creating favor in the trade. In fact, such styles are considered very adaptable for wear under the close-fitted gowns worn to-day. Tailored effects in petticoats promise to be an even greater feature for the coming Spring than ever before

Millinery
HAT STANDS

To make your Spring opening a success you require the best kind of Hat Stands. Old and worn stands detract greatly from the appearance of the Millinery displayed upon them—you cannot afford to use such stands. Our latest designs, made of square tubing on Roman bases, finished in Nickel Plate, Brushed Brass, Antique Copper or Antique Brass with velvet tops, are very handsome, practical stands. Our catalogue shows a large variety of designs.



Send for a copy to-day.

Toronto Brass Mfg. Co., Limited
17-21 Temperance St.
Toronto, Ontario

"IF IT'S THE BEST WE HAVE IT"

Two months ago we advertised that we had "two buyers in Paris" and to-day we advise the trade that as a result of their work we have on hand the most beautiful, most complete and most up-to-date stock of millinery in Canada.

An announcement like this is too short for an extended list of goods but in passing would mention Bandeaux goods in jet, jet and gold, and Dresden; also crowns in fancy jet combined with coloured straw; and fancy Gauze trimming in ribbed effects. All these goods are of French manufacture direct from Paris by last steamer. They are the most desirable goods in the trade and are in great demand.

Our warehouses are full of just the goods you need. We sell nothing but millinery, but in millinery we handle everything that is worth handling.

The Smith-Runciman Co., Ltd.

Toronto Ottawa Hamilton Winnipeg

The Canadian Millinery Review

THE new millinery has now been passed upon and approved by the trade. Paris ideas have been adopted and in many cases adapted by the Canadian milliners, and it is now possible to gain some accurate idea as to the styles that will lead for the early season. There is every promise of a picturesque season—gowns are built upon picturesque Directoire and Empire lines, and the new millinery follows on and completes the picture.

The hats in reality, save in the case of a few models, are by no means small, for if they do not show the far-reaching brim they are wide and high. Fashion is taking her inspiration from the turbans and caps worn



Directoire Poke—Shown by D. McCall & Co.

during the Directoire and Empire periods—though the smart bonnet shapes come from the later 1830 period.

The most distinctive feature of the new millinery is the exaggerated crown of almost any shape as long as it is large. Another point is the softness of outline, for even where the pressed shape with the clear cut outline is seen, it is softened and broken by the trimming masses. This is one feature that makes for the success of the new millinery as it makes it becoming to almost every type of face. Many brims roll slightly, and not a few of the new turbans are brimless. There are many hats that show the mushroom influence in the brim—not the curved mushroom so popular the last few seasons, but in a straight drooping effect. Cavalier shapes are beginning to make their appearance. Some of the later of these are of quite large size and indicate the lines that summer millinery will take.

Good Braid Season.

This is to be a larger braid season than for some time. Milliners are welcoming the pretty soft braids, as they work up so beautifully into pretty and individual hats. Pressed shapes in Milan, hemp, Jap and crin are all shown. Flowers, too, will have a large place.

One of the most successful hats has been the floral turban. These are made in almost all the fruit or flowers of the season and with or without the admixture of foliage.

The showing of flowers is a large one and all authorities are at one in predicting a big flower season. Fashion favors at present the small fine flowers so dear to every milliner's heart, but larger flowers are not absent, and even very large flowers are shown. The fact is it is flowers that is to be worn.

Nets Are Much Used.

Nets, both fine and of coarse mesh, are very much used, crepe is indicated and silks of the bengaline order.

Many milliners are using fruit—berries, apples, cherries, etc., and mixed flowers, foliage and grasses are all used. Flower cabochons, flower bands, flower rosettes and even bows are seen.

Hair Supports the Hat.

Just a word about the hair. For wearing with the new hats the hair is dressed out at the back and sides, forming a support for the hat to rest on. There is no pompadour and the hair is dressed flat at the top. The large head size still rules, and in many shapes there is nothing but the facing underneath. This is wired and when the hat is on the head its own weight places it at the proper angle. Many of the later shapes are posed on the side of the head and it is because of these models that the bang is back again.

Rose is Queen.

The rose is queen of the garden, and also is always queen in the millinery world and is shown in tiny moss and Banksea roses, as well as the larger effects. Almost all of the popular garden and field flowers are shown generally in their natural coloring, but in many cases such as hyacinths, lilac, cowslips and other flowers in all the new colorings. There is a determined effort made

Millinery styles are in accord with the outstanding features of a picturesque season, giving additional emphasis to the Directoire and Empire vogue.

The most distinctive feature of the new millinery is the exaggerated crown. Still another point is the softness of outline.

Braids, flowers, and foliage have a prominent place in trimmings. One of the most successful hats is the floral turban.

Wings, particularly in the natural shades are much used in street hats. For dress models, ostrich paradise and mephisto effects are popular.

The

Silk House

FOR

Spring Trade

1909

Japan and China Silks

Shan Tungs	Tussores
Satins	Messalines
Tamalines	Taffetas
Peau de Soie	Ottoman
Louisine	Crepe de Chine

Fancy Silks

In Striped and Figured Effects in
ALL QUALITIES

Complete Range of

Windsor Ties

INCLUDING

Tartan and Fancy Plaids Checks, Polka Dots, etc.

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TORONTO

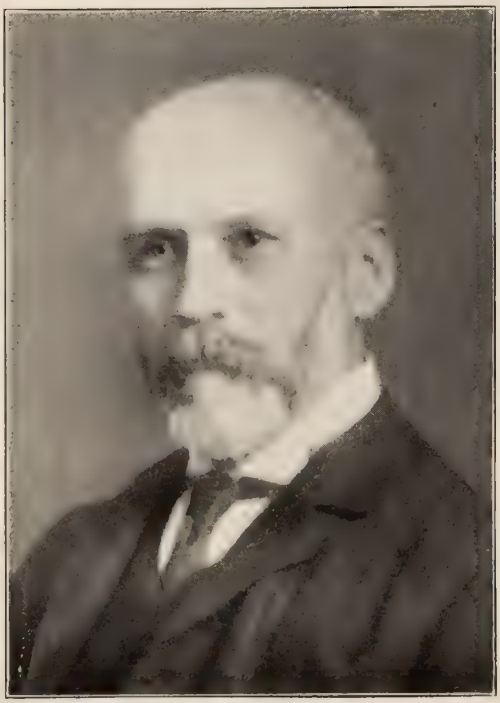
to popularize the violet for the early trade, and as shown in the new faded purple shades it is a beautiful flower.

Wings, particularly in the natural shades, are much used on street hats and for the dress models lovely ostrich and paradise is used. Mephisto effects in quills are seen and the curious antennae mounts—those with the striped quills and the feather-tufted ends. The latest feather to take the milliner's fancy is the double uncurled ostrich plume in the natural tone.

Every milliner has bought some jet, and for the early season it will be decidedly good. That it will survive the early season is not expected, but its reappearance is looked for in the fall. Jet is decidedly a fall feature. Ribbons in the plain, weaves in satins and velvets are very much used. Long ribbon ties are very much in evidence.

Jas. Rodger Retires.

Jas. Rodger, one of the most widely know dry goods men in Canada, through his long connection with the Gault Bros. Co., Montreal, has retired from the active office and financial management of that firm. He still continues on the Board of Directors of the Montreal house, and will still be seen occasionally at the warehouse. Mr. Rodger, of course, continues as vice-president of Gaults, Ltd., Winnipeg, and president of the Gault Bros., Vancouver, besides his connection with other interests.



JAMES RODGER
Retiring from Active Office Management.

One of the chief reasons of Mr. Rodger's decision to lay aside active work and responsibilities was to give him freedom to devote more time to religious and benevolent work.

Mr. Rodger entered the employ of Gault Brothers Co., Montreal, nearly thirty-seven years ago, and has seen service in every branch of office work until he finally directed the financial affairs of the concern. For three years previous to his connection with Gault Bros., Mr. Rodger, as a very young man, was connected with Thos. May & Co., Montreal.

Spring - 1909

The Leading Millinery House of Canada

Cockburn & Rea, Limited

54-56 Wellington St. West

Toronto

MILLINERY NOVELTIES

that are in demand and at popular prices.

Ribbons

A special feature in following lines.

Black and Colored Taffetas No. 5912
Black and Colored Liberty No. 444
Dresden Ribbons, various designs
Black and White Checks, various designs

Straw Braids

Everything indicates that this will be a big braid season. We have a splendid stock and a complete range of shades.

Flowers

Our Novelties in Flowers fully sustain our reputation as the leading flower house.

Sequin Trimmings and Jets

We are showing an exceptionally large range of Black and Colored Sequin Trimmings in exclusive designs. This article is very strong for coming season.

WRITE FOR SAMPLES AND QUOTATIONS.

Letter orders specially attended to.

COCKBURN & REA, Limited

Wellington Street West, - TORONTO



Originality and Exclusiveness

are the characteristics of High-class Millinery. Hosts of people can copy, but few can originate things that are really desirable. This applies particularly to Millinery, and it is just in this quality of originality that we claim to excel. It is the point about our stock which will impress you, as a practical milliner, most forcibly.

On the basis of your own benefit, we present our claims for your consideration.

There is always one best millinery store in every town.

If you are a customer of ours, you will have taken an important step towards making your store the ONE BEST.

G. Goulding & Sons

55 Wellington St. W., Toronto

230 McGill Street, Montreal
65 Albert Street, Winnipeg



OUR reputation for all pertaining to Millinery has been fully maintained and added to this season. Showings in all Departments are meeting with unprecedented success.

Should our Travellers not call on you, or if you are not on our mailing list, we request that you write us.

THE JOHN D. IVEY CO., LIMITED

WAREHOUSES:

TORONTO
MONTREAL
QUEBEC
WINNIPEG



We Don't Ask for Your Business

now on the strength of the service we were able to give you in the past. We don't depend on our reputation in spite of the fact that no house in Canada could make out as good a claim even on this score.

We do ask you to judge us by our ability to serve you now. We know we have never been able to do it as well. For exclusive millinery novelties—the goods which reflect discriminating judgment and a thorough knowledge of style tendencies—as well as for the style lines, we lead to-day, as we have led in the past. You can easily test the truth of this claim.

THE D. McCALL COMPANY, LIMITED

94-96-98 Wellington Street West,
TORONTO.

Branches at Winnipeg, Montreal, Ottawa, Quebec.

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Are the best advertising medium. They are Souvenirs that will be retained by the receiver. They are the best kind of opening card. A regular, direct-to-your-customer advertisement. The latest New York and Parisian models sold in assortments and by special selections. Your name and address or any other advertising matter printed on same.

PRICES

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Special quotations for large quantities, or on special designs.
These cards are on special photo imitation finish.

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The Illustrated Post Card Company

106 NOTRE DAME ST. EAST, MONTREAL, QUE.



Highest type of Parisian Sculpture Work. Price upon request.

Be a Leader and get one for your Millinery Opening

New catalogue upon request.

DELFOSSE & CO.

Canada's Greatest Fixture House.

5 Hermine Street,
MONTREAL.

Men Who Sell Things

By Walter D. Moody

Business Manager of Chicago Association of Commerce

This "Salesman's Blue Book," written for Manufacturers, Merchants, Employers, and all Sellers of Goods, gives the author's Observations and Experiences of over 20 years as Travelling Salesman, European Buyer, Sales Manager and Employer. It shows "HOW TO INCREASE THE EFFICIENCY OF YOUR SELLING SERVICE" and "HOW TO INCREASE YOUR BUSINESS." Adopting these up-to-date suggestions means MONEY FOR YOU. Three of the 22 subjects are: The Order Taker, Right Kind of Salesman, Letters to the Trade.

295 pp. Net, $1.00 By Mail, $1.10

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If your business can stand improvement, you and your clerks need to read the Dry Goods Review each month. Price $2 per year. Send your order now. Dry Goods Review Subscription Department, 10 Front Street East, Toronto.

New Hats Suggest Days of Romney and First Empire

The Turban, the Poke and the Cavalier — Prevailing Mode is Contradicted in Some of the Prevailing Models — Several Novel Effects Making their Appearance in Trimmings.

Staff Correspondence.

Office of the Dry Goods Review,
622-624 Tribune Bldg.,
New York, Feb. 26th.

THE millinery sensation of the month is the poke. It is the latest from Paris with the possible exception of the Cavalier hat, an elongated model which is almost a direct contradiction to the prevailing mode. The Cavalier hat as its name implies is picturesque. It is long from front to back and dips slightly at those points. It is decidedly narrower than the other hats worn and its crown is therefore not so extreme, its height varies. This shape is at its best trimmed with sweeping feathers, or one feather mounted so as to fall low over the crown.

Such a hat may be regarded not as the present mode, but as the mode to come when we will have become weary of the mushroom and the poke. Of the numerous pokes shown, the most ultra is a creation of Marie Louise. The usual order of things is here reversed and we find the brim lying flat on the forehead, coming to the brows, and poking out at the sides and back in a most unusual manner. This is ultra, but the poke that is really practical is the short-backed or cut away back poke of medium size, made of Leghorn, Tuscan or Neapolitan and daintily trimmed with small flowers and ribbon, with of course ribbon ties. Some of these, notably a lovely Leghorn, trimmed in corded velvet, in two of the golden brown shades known as chamois, are examples of the 1830 period—and are pure Directoire. The model under discussion was also trimmed with a cluster of three ostrich tips mounted well toward the back. Mme. Lore was the designer.

The Chin Tie is Coming.

While experience has taught us that ties are always a feature of the openings this season seems to argue that the ties will be worn for they are very much in the picture so to speak. It is true that all pokes have not ties, but the majority have and many of the picture hats as well. The Directoire tie crossing the hair at the back has been in vogue, but now we have the chin tie finished under one ear with a saucy made bow, the bow fastening on to the long end which comes from the left side of the brim. Velvet ribbon seems to be the favorite for this idea, indeed is used in many attractive ways. Fancy ribbons are noted. There are many two-tone effects; indeed, the two-tone idea is the keynote of the season's color scheme, two-tones of one color being found in straw, ribbon, silk and indeed all materials. This effect is frequently obtained by using one material over another, crepe, chiffon or net over silk or straw for example. This fad adds greatly to the cost of a hat. The same may be said of the fashion of facings, which at present are of straw, a rough straw facing, a fine straw or vice versa.

All Varieties of Straw.

The question of straw is an interesting one. Practically all varieties are used; Georgette used no coarse straws at all, the hats made by her being Neapolitans, fine Milans, chips and crin, while Camille Roger runs to the other extreme using Jumbo braids. Esther Meyer and Suzanne Talbot use the coarse straws, while Louison favors the finer weaves, consequently, we use coarse and fine, and what is more, not infrequently combine them. It is about the same as to shapes. Georgette, as usual, favors large hats and her brims show no mushroom tendency, while some of the other designers show practically nothing but mushrooms, large and small, the latter only by courtesy, as literally speaking, there are no small hats, the smallest being cumbersome and looking out of all proportion for they are mostly crown. Turbans are brimless and very bulky. It must be recorded that head sizes are still very large, the head entering well up into the hat, and, that, in many, bandeaux are used. They are not trimmed although a tendency to under brim decoration is noted, for some designers are placing one or two small flat roses, or a velvet bow flat against the brim, near its edge. This is a very quaint fashion, as the hats though setting low on the head are tilted a little to one side and do not cover the brow as formerly.

Practically all hats are high, crowns and feathers, bows and other trimmings accentuating the height. Flowers are arranged in tight bands, chains, rosettes and similar devices, and as has been previously stated are combined with fruits. Fruit, particularly the smaller variety are among the most prominent features. Cherries lead. They too are stiffly arranged. A flat saucer-like cabochon was made of cherries, the whole being surrounded by a fringe of lilies-of-the-valley. Gooseberries huckleberries, blackberries and small grape clusters, mulberries and small green apples are among the offerings in fruit. Fruit and flowers are often combined, colors run riot in such arrangements, but most of them are dark and tone more or less successful together.

A daring color scheme was a hat of violet straw and ribbon trimmed with cherries. Another was a stunning model in hyacinth blue, trimmed with wistaria, which fell from a crescent shaped band of American beauties.

The Cavalier hat is decidedly narrower than the other hats worn, and its crown is therefore not so extreme.

The season seems to argue that ribbon ties will be worn with pokes and picture hats, the chin tie being the latest idea.

Practically all varieties of straw are used. The finer weaves are sometimes combined with the coarser.

The great majority of hats are high, crowns and feathers, bows and other trimmings accentuating the height.

Fruit, particularly the smaller varieties, are among the most prominent trimming features. They as well as flowers, are somewhat stiffly arranged in bands, chains, rosettes and similar devices.

Elongated Mephisto quills of aigrettes give an elegant appearance, uncurled ostrich, particularly in natural colors, is much worn. Novel effects in foliage are making their appearance.

New York Hats Illustrative of Latest Styles

A picturesque hat from Marie Louise. Made of fine black Milan pressed shaped, is the top illustration. The high crown is draped with turquoise velvet, side trimming of black paradise. Egyptian scarf of blue chiffon and black gold threaded lace.



On the left is a turban of pain brule chip, with pleated maline collar, cherries, and red velvet ribbon. By Esther Meyer.

The other is a leghorn poke, trimmed with ruche of fine lace and chains of forget-me-nots, roses at side, high standing foliage. Block ties of green ribbon.

Violets are winning favor. The deep purple single violet leads. These are often combined with roses. They are arranged into chains and festooned over crowns, an arrangement for which small flowers are most appropriate.

A lovely large hat in sautern-colored straw had a wide band made of a double row of La France roses, the rose overlapping and no foliage being used. Soft pink satin ribbon was arranged in a wide Alsatian bow at the back. The lavish use of trimming was illustrated by a Leghorn model banked with wistaria, falling like a fringe from the Incroyable crown. A spider bow of bright cerise velvet ribbon sprawled across the entire back over the wistaria.

Laces to the Fore.

It will be good news for many that laces are once more to the fore. The fine laces are mostly favored. Gold lace as well as silver appears in many handsome hats. Lace scarfs, drape brims and the Egyptian shoulder scarf is a picturesque fad. The jet craze is still rampant and it is believed that for early wear and also for next season they will be very strong.

There is an effort to reinstate pearls, strings and cabochons are noted but as yet they are not frequent enough to be really taken seriously. Jet buckles and bands of jet feature on the large hats. Paradise is a costly but elegant trimming and has first place for high class dress hats. Elongated Mephisto quills of aigrettes are very elegant. Uncurled ostrich particularly in natural colorings is very much worn. Bleached and dyed peacock is an excellent substitute. Very smart are some of the quill arrangements. The quills are frequently shaven at either side of the stiff quill centre, these long stiff ornaments being very smart and inexpensive. Quills fashioned from small flowers are charming.

Novel Flower Effects.

Flower bows, stiff wreaths and buckles of flowers are features. Lilies-of-the-valley in all colors are strong; indeed colors entirely at variance with the laws of nature are in great favor. Blue and mauve roses, blue cherries and other unnatural effects are prominent. There are also jet fruits, notably cherries. Hand made hats are once again in demand. Straw braids are used in many novel ways. Flower crowns are a feature of many hats made of braid. Flower hats are very strong. Geraniums are being used for this purpose. There are several novel effects in foliage. Small flowers often are used with tiny velvet leaves. The larger flowers have chiffon foliage and leaves made of metallic tissue.

Great Range of Color.

As to color, rose in all its various shades leads with mauves, lilacs, violets and kindred shades following. There is a pale, indefinite yellowish green that is seen on many of the French hats. It is called sulphur by some, but is no where near as yellow, lichen seems to be the name most frequently given, green-gage might describe it, it is a clear cold green not at all brilliant in character. This color in ribbon and feathers is most frequently combined with black. A facing of straw in the same shade was a feature of a black Neapolitan suggestive of a Romney picture, the crown piled high with tips falling across each other from every possible direction. Old blue is another color, and by the way olive and blue is a combination charming and practical.

Naturally we must expect modifications of these extreme styles, for they are most extreme and unusual, in line, texture and color, but principally in line.

Dominion Textile Co. Not Affected.

Justice Demers, the latter part of February, canceled the lease of the Dominion Cotton Mills Co.'s property to the Dominion Textile Company, Limited. The judgment was rendered in the suit of Geo. E. Amyot, Quebec, and F. B. Mathys, Montreal, against the Dominion Cotton Mills Company, and the Dominion Textile Company. Messrs. Amyot and Mathys, with a few other holders of Dominion Cotton Mills stock, had persistently resisted the advice of their directors to exchange their stock for stock and bonds in the Dominion Textile Company, and when the majority of shareholders adopted the lease of the Dominion Cotton Mills Company to the Dominion Textile Company on Nov. 10th, 1905, they voted against it. Their suit was based upon the legality of the lease.

Justice Demers, in commenting on and explaining the decision, stated that the majority could sell the property of the company by public competition, but could not sell out their business profits, and that a business may be leased when it is found the business cannot be carried on. The Dominion Cotton Mills Company, at the time of the lease was not insolvent. Besides a company incorporated by letters patent cannot transfer its business even for a time to another company, unless by will of all the shareholders, or by authority of a statute. A dissentient shareholder, as in this case, may prevent the sale.

As the trade is well aware, the Dominion Cotton Mills comprise eleven mills, two in Montreal and Brantford, and one each at Hochelaga, Magog, Coaticook, Moncton, Kingston, Halifax and Windsor, N.S. Along with the Merchants Cotton Co., Colonial Bleaching and Dyeing Co., Montmorency Cotton Company, the Dominion Cotton Mills Co., formed the Dominion Textile Company. The Dominion Textile Company own outright the Merchants, Colonial and Montmorency Cotton Mills, and 27,000 of the 30,000 shares of the Dominion Cotton Mills Company.

Inasmuch as the Textile Company own such an overwhelming majority of the Dominion Cotton Mills stock, it may easily be seen that their business will not be affected.

Discussing the upsetting of the lease with The Review, C. B. Gordon, managing director of the Dominion Textile Company, stated that matters would go on practically unchanged. They would simply act as selling agents for the Dominion Cotton Mills Company, and no ripple on the business surface would appear. He pointed out that the leasing of the Dominion Cotton Mills to the Dominion Textile Company appeared the simplest solution of the problem of consolidation. It saved a good deal of trouble in bookkeeping and other expenses. The Dominion Textile Company will now operate the Dominion Cotton Mills Company as a subsidiary concern.

A Cheerful Statement.

The annual report presented to the stockholders of the Associated Merchants' Co., New York, by John J. Claflin, the president, is of unusual interest, since it is a notable exception to the statements one frequently hears with reference to the effects of the year of depression in the United States. The net income, it was pointed out showed only a slight decrease over 1907, and the outlook was hopeful.

"In resuming extra dividends," said Mr. Claflin, "it seems wise to carry this season's surplus income beyond regular dividend requirements to extra dividend account,

so that we may have an ample fund for contingencies while tariff revision is pending. That disturbing condition removed, we should soon enjoy a fair measure of prosperity.

"It is gratifying to note that the net income of the year 1908 would have enabled us to pay extra dividends at the rates of 1907 without encroaching on our surplus. Trade improved gradually throughout the season now ended and we have no doubt that 1909 will prove more profitable than 1908."

In its income account the company shows the following results :—

Net income	$1,273,237	Dec., $115,176
Balance after dividends ...	237,620	Inc., 117,017
Surplus	20,648	Dec., 98,836
Profit and loss surplus...	1,662,429	Inc., 20,648

The company only recently declared an extra dividend on the common stock of ½ per cent. The dividends for the year ended February 1, amounted to $301,300 on the first preferred, $304,428 on the second preferred and $129,889 on the common stock.

For the half year ended February 1 the company showed an increase in net income of $57,028. The balance after dividends was $216,922, an increase of $173,786.

In the balance sheet as of February 1 cash on hand amounted to $1,033,210. Total assets were $19,177,040, a gain of $247,239. Stock of the H. B. Claflin Company aggregated $5,000,000. Other securities amounted to $8,100,000 and junior securities to $5,000,000.

Death of Donald MacKay.

By the death of Donald MacKay, head of the wholesale dry goods house of Gordon, Mackay & Co., Toronto, on Feb. 19, a notable mercantile career which had its beginning during a troublous period in Canada's history, came to a close. Mr. MacKay was in his 94th year, and up to a couple of months prior to his death frequently visited the warehouse.

Donald MacKay was a native of Lybster, Scotland. He was born in 1815, and coming to Canada in the early thirties, with many another loyal young man, he bore arms during the rebellion of 1837. With his two elder brothers, he first identified himself with Canadian mercantile life in Montreal. Their business grew steadily and after 15 years Mr. MacKay moved to Hamilton and there joined the late John Gordon in a wholesale dry goods business. They transferred to Toronto in 1859. The opening of the Lybster Cotton Mills, Merritton, in 1861, marked an important expansion of the firm's enterprise.

Ten years later saw the erection of a large warehouse at the corner of Bay and Front Streets. This was destroyed in the big fire which played havoc with Toronto's business district, but the company rebuilt on the same site. Mr. Gordon died in 1882, and the business was then organized as a limited liability company with Mr. MacKay as president. The large wholesale house, with its associated enterprise, did not represent the entire sphere of Mr. MacKay's activities. He held the office of Vice-President of the Ontario Bank for some years and was a director at the time it became defunct. He was also a director of the London and Canadian Loan and Agency Co. He is survived by a widow, three sons and a daughter, William J. Drummond and J. Gordon MacKay, of Toronto, and Mrs. Dr. Senkler, of Vancouver.

The last annual meeting of Gordon MacKay & Co. considered it due Mr. MacKay that he be relieved of the responsibilities of the presidency, and J. W. Woods, formerly vice-president, was appointed. He was succeeded by A. G. Malcolm, one of the directors.

Death of Philip Jamieson.

The death of Philip Jamieson, men's outfitter, who was identified with the mercantile activities of Toronto for over 30 years, occurred at his home in that city on the morning of Feb. 20th. He had been ill since early in January. Mr. Jamieson was born in Edinburgh, Scotland, 59 years ago. Following his marriage in 1873, he decided to go to Australia, and on his way thither stopped over at Toronto, where his brother-in-law induced him to go into an established business with him. In 1876 Mr. Jamieson opened a store on the north-west corner of Queen and Yonge Streets. The building was burned in the Simpson fire, but was immediately re-erected. Only a month prior to his death Mr. Jamieson sold his store to S. Knox & Co., and was considering plans for a trip around the world.

His First Full-Page Ad.

Mr. Jamieson held decided views with reference to the value of advertising as a business stimulant. He no sooner launched out for himself than he created somewhat of a sensation among the more conservative, by the manner in which he went after business publicity. This was thirty years ago. It is related of him that his was the first full-page ad. in the Toronto Globe, and that, when he spoke of the proposition, previous to publication, his sanity was questioned. He knew what he was doing, however, and the ad. went. Hon. Geo. Brown is said to have had a hand in its publication. From the outset, the ads. relating to the Jamieson corner in Toronto were built on snappy, attractive lines.



THE LATE PHILIP JAMIESON.

F. J. Knight, of R. D. Fairbairn, Toronto, went to Europe during the latter part of February on a trip for his firm.

Greenshields Limited

MONTREAL

Health Brand Underwear

Our salesmen are now showing samples of Health Brand Underwear for Fall, 1909. We have improved the quality of every number and have reduced the prices. We guarantee the sizes to be correct in every number. We have a complete stock on hand and can supply you at once with Long or Short Sleeves in white or natural. We think it will increase the sales of your Ladies' and Children's Underwear if you stock Health Brand.

Gloves and Hosiery

Ask our salesmen to show you their samples of the following numbers, or send us an order for sample dozens

Plain Black Cotton Hose, BP1 $1.00, BP2 $1.25, BP4 $2.00, BP5 $2.25.
Plain Black Lisle Hose, LI $2.25, 507 $3.60, 509 $4.25.
Plain Tan Cotton Hose, TPI $1.25, TP2 $1.65, TP3 $2.00, TP4 $2.25.
Plain Tan Lisle Hose, TL4 $2.25, TL5 $3.00, TL6 $4.00.
Natural Wool Sole Black Cotton Hose, W.S 105 $2.25.
Balbriggan Sole Black Cotton Hose, M.S. 100 $2.25.
Lace Ankle Hose at $2.25 per dozen in black, white, tan, sky, pink, cardinal, navy, nile, helio and grey.

Short Gloves

109	2	Dome Lisle	$2.00	all sizes	all colors	
1113	2	" "	2.25	"	"	"
115	2	" Silkette	2.25	"	"	"
122	2	" Lisle	3.00	"	"	"
150	2	" Tafetta	2.25	"	"	"
174	11"	Jersey Silk	2.25	"	"	"
182	2	Dome Silk	3.25	"	"	Blk. white
194	2	" "	4.50	dble. tips, all sizes, all colors.		

16 to 20-inch Gloves

316	Mous.	16-in.	Lisle	$2.25	all sizes	all cols	
320	"	17 "	"	3.00	"	"	
330	"	18 "	"	4.00	"	"	
359	"	18 "	Silk	6.00	"	"	
368	"	20 "	"	8.00	"	"	
384	"	18 "	Lace	2 25	"	Black and White	
1386	"	18 "	Merc. Lace	4.25	"	"	"

These are only a few of our special values. We have a complete stock of Hosiery and Gloves at popular prices.

Has your Wholesale House your requirements for Spring?

You want the Goods NOW.



SALES

tell the tale!

At the end of a season the merchant who specializes in

"Hygeian"

REGISTERED

UNDERWEAR

has clear shelves in his Underwear department. Quality does it! Hygeian Underwear is perfect in material, fit and finish—it is all that a real good undergarment should be.

ASK YOUR JOBBER FOR

"Hygeian" Underwear and "Hygeian" Waists

Eagle Knitting Co., Limited

HAMILTON, - CANADA

Please mention The Review to Advertisers and Their Travelers

Look Ahead on Your Knit Waist Supply

THE

Nazareth Waist

is the *one* children's knit waist that you won't find sleeping by the wayside waiting for you.

We're producing over 1200 dozen **Nazareth Waists** every working day and it's a continuous performance with us to keep pace with demand.

That proves most mothers know the waist they want.

Best way to make sure of your supply is to place your orders *early* with any of the following jobbers.

They all have the genuine.

Calgary, Alta.
W. R. Brock Co., Ltd.

Halifax, N.S.
W. & C. Silver
Smith Bros.

Kingston, Ont.
Macnee & Minnes

London, Ont.
R. C. Struthers & Co.
Robinson, Little & Co.

Montreal
W. R. Brock Co., Ltd.
Greenshields, Ltd.
Hodgson, Sumner & Co.
A. Racine & Co.
Brophy, Parsons & Rodden
Kyle, Cheesbrough & Co.
McIntyre Son & Co.

St. John, N.B.
The Vassie Co., Ltd.
Frank Skinner & Co.
Manchester, Robertson & Allison
Scovil Bros., Ltd.

Toronto
John Macdonald & Co.
Beatty, Kerr & Verner
W. R. Brock Co., Ltd.
Gordon, Mackay & Co.
Denton, Mitchell & Duncan

Vancouver, B.C.
The Gault Bros. Co.

Winnipeg, Man.
R. J. Whitla & Co., Ltd.
Robinson, Little & Co.



Mills at
Nazareth,
Pa., U.S.A.

Nazareth Waist Co.

350 Broadway, New York

Canadian Representatives:—
E. H. Walsh & Co.,
Toronto and Montreal

ZIMMERKNIT



Athletic Shirts

The above cut is but one of the many splendid lines of Athletic and Outing garments manufactured by us for the coming season. There is sure to be a great demand for these, and it would be well for you to make sure by ordering same early. They may be had in the following popular colors: Solid Navy, White and Green, Navy trimmed with Cardinal or White, White trimmed with Navy, Royal, Sky, Cardinal and Green. These garments are fully up to the high standard maintained by our well-known "Zimmerknit" Underwear.

Sold by all Canadian Jobbers.

Zimmerman Manufacturing Company, Limited
Hamilton - - - Canada

News of Season's Trade in Knitted Goods

THE situation in knitted goods is consistent with the general improvement throughout the dry goods trade. While February is in some respects an off month, so far as the approaching Spring season is concerned, Fall business is being vigorously pushed and the result is pretty much all in favor of the optimist. While there was some jockeying in prices at the get-away of the season, the steadying process is making towards a desirable result—one that is more in keeping with the very hopeful outlook. Among the wholesale houses, one hears the echo from general conditions throughout the country. Here and there the rift in the cloud has not yet made its appearance, but, on the whole, business is looking up nicely. Some houses report that December was a record month, and that, should the trend of trade continue on that basis, 1909 will make an exceptional showing. The crop is the thing, and should the Dominion's agricultural areas repeat the story of last year, it is felt that Canada will soon be herself again.

Evidences of Caution.

At present there remain unmistakable evidences of cautiousness. That explains the predictions that are being made to the effect that there is going to be a shortage where manufacturers did not choose to produce, while there were few positive assurance of demand. No one section of the trade can fairly be held responsible for this conservatism. It appears to have been part and parcel of the dull period. People did not appear to want to buy, the retailer had his excuse for measuring his orders by immediate demand, the wholesaler was not indisposed to ignore the same course, and the manufacturer was not inclined to carry the entire responsibility. The better feeling that is apparent, however, indicates that conditions are working around towards a decided improvement.

A lively spurt in balbriggans is reported by one house to have occurred during February. Probably this activity may be taken as the forerunner of the sorting and repeat season upon which anticipation is being anchored. Should the outcome increase up to present prophesies, the Spring and Summer season will have little in it to complain about.

The present word is that Fall prices are not going to see any marked change. In some of the cheaper lines there will be better values at the usual prices, but actual figures will not be affected. The firming tendency in wool and cotton is the outstanding argument applied to expectation of further decreases. Discussing the tendency towards conservatism, an importer told The Review that the selling season was becoming later every year, owing to the fact that buyers would not take a hand in the market until they had to. Recently, however, they had an opportunity to purchase in full view of an upward movement, and he expresses the opinion that the Canadian manufacturer has been fairly well supplied at prices on the better side of the high notches.

Colors and Embroidery.

What has been said of Spring sorting in underwear is confidently expected with regard to hosiery. Duplicate orders are allowed a large place in advance considerations of the season's business. Solid colors and embroidered effects are prominent. For Fall, this feature is, of course, not so noticeable. It is altogether likely that numerous novelty effects will make their appearance by way of the color route when the season actually opens. In sartorial matters, it is going to be an extraordinary season from more than one point of view, and fancy footwear will undoubtedly play a part.

The Sweater Coat.

Buyers state that the coat sweater styles are increasing in strength and that they are showing a tendency to follow, to some extent, the lines of the season's costume coats. In the realm of knitted novelties, coats that suggest the prevailing drapiness, but which, at the same time retain their best utilitarian features, are making their appearance. The knitted coat is, in fact, being worked out in a great variety of styles, adaptable to as many different purposes. This usefulness is what has given the coat styles their impetus towards favor. While the athlete may still cling to the rolled neck sweater for training purposes, there will always be a good market for the other garments among the great general public.

Demonstrating Knit Goods.

Some valuable suggestions as to methods which might be employed by a merchant with a fair-sized store in advertising his knit goods department, were contained in the industrial exhibition held by the T. Eaton Co., Toronto. Among other processes of manufacture were those employed in the production of ties, hosiery, mittens and toques. The spaces fenced off for the machines and operatives were always surrounded by an interested crowd. It gave them something to talk about.

"Very few people know exactly how their knitted garments are produced nowadays," said one of the buyers of the knit goods department to The Review. "This idea has an educative object in view. It demonstrates methods and it verifies statements with regard to materials in the goods we advertise. It is a matter of bringing the consumer right back to the raw material. It convinces him

There is a decidedly better feeling with regard to the year's prospects. Spring sorting is considered as likely to give the season an exceptional record.

Fall business is developing nicely. Price cutting is said to have succumbed pretty well to steadying influences.

With wool and cotton showing a firming tendency, no further easing off in prices may be looked for.

The sweater coat styles are still a very strong feature of the market. For ladies' wear some of the new garments suggest the prevailing costume lines.

Retailers, with a small area of space available in their stores, might do well to consider the plan of giving demonstrations in their store on processes employed in the manufacture of knitted goods.

Profit for You

The unshrinkable qualities of Perry's Underwear make the selling of these goods an easy matter—that's a mighty important consideration. Isn't it more pleasant to handle goods that you know will commend themselves to your customers, than those you have to push? When you have sold Perry's Nevershrink Underwear once, it's pretty sure to bring that customer back to your store not only to fill the next underwear want, but for other goods as well, because there will be the natural assumption that a store which sells dependable underwear like Perry's Nevershrink will also handle other reliable goods. This is where you get a double gain by stocking Perry's Nevershrink Underwear.

Fall samples are now being shown and they are specially good value.

You should see them before placing your Underwear Orders.

G. B. Perry Knitting Company

Hamilton : : : Canada

on the subject of merit, and, besides, gives him a chance to learn a lot of things he should know."

"Do you think the merchant with a little room to spare could give a demonstration on the manufacture of knit goods?" was the question asked of a manufacturer.

"Certainly he could, and he might find a manufacturer willing to help him out on the proposition," he replied. "A knitting machine does not occupy a great amount of space. A small motor could be temporarily instaled to run it. Backed up by proper advertising that machine would draw a crowd to the store. I should say that the merchant could find it possible to run such a machine in one of his windows along with a display of goods. An intelligent operator could get up a little speel which would explain the goods to the people. It would set the people talking. I will venture to say that with a little demonstrating of this kind a merchant could introduce a sale which would make the cost worth while."

✝

Lace Hosiery Machine.

A lace hosiery machine has recently been invented in Germany by which the jackquard loom mechanism and the full-fashioned hosiery machine are combined. One of several advantages claimed for it is that it will produce any number of exclusively fancy hose designs

✝

To Become More Aggressive.

The thirteenth annual meeting and dinner of the Toronto Retail Merchants' Association was held on the evening of February 23rd. The occasion was remarkable for its straight-forward discussion of matters pertaining to the interests of retail merchants. Following up his assertion that the merchants had not been sufficiently aggressive in behalf of their rights, E. M. Trowern, Secretary of the Retail Merchants' Association, stated that in future they were going to invite their representatives in the Dominion Parliament to meet with them once a year to tell them what they had done on their behalf. He stated that the aim was to secure such legislation as would cut the "fake" out of business and would establish the square deal. Referring to the evils of the parcel post system, he stated that it allowed the mammoth stores to ship goods out to the small towns, with the result that the local storekeepers were placed at a great disadvantage.

H. C. Beckett, of Hamilton, urged the co-operation of the wholesale and retail branches of business, and advocated the establishment of a permanent commission to superintend the business interests of the country, and the governmental recognition of trade associations.

Hon. Geo. E. Foster agreed that legislation should receive all the information possible but demands, he stated, should be in concise form and placed in the hands of every member of Parliament.

Not exactly approving of Mr. Trowern's tone, W. K. McNaught, M.P.P., stated that the government was legislating for the whole of the country and he would not support any proposition that injured one class to benefit another.

There were over one hundred business men at the meeting, and F. C. Higgins, president of the Toronto Branch, presided.

Fire in the Ideal Clothing Factory, Port Hope, on February 13th, caused about $1,000 damage.



WE hold patents on the **BRADLEY** and **MONARCH MUFFLERS** and will **prosecute** any one manufacturing or offering for sale Mufflers that are infringements on our patents. **RETAILERS** are also liable under the patent laws of Canada if they offer for sale infringements on any patented article.





VARSITY





JERSEY COAT

We Are Booking Very Large Orders for Mufflers and Other Lines of Knitted Goods

Orders placed with our travellers or mailed direct will receive our prompt attention

See our range of Knitted Neckwear

THE MONARCH KNITTING CO., Limited

DUNNVILLE **ONTARIO**



Absolutely Unshrinkable "Ceetee" Underwear

The Larger Outlook

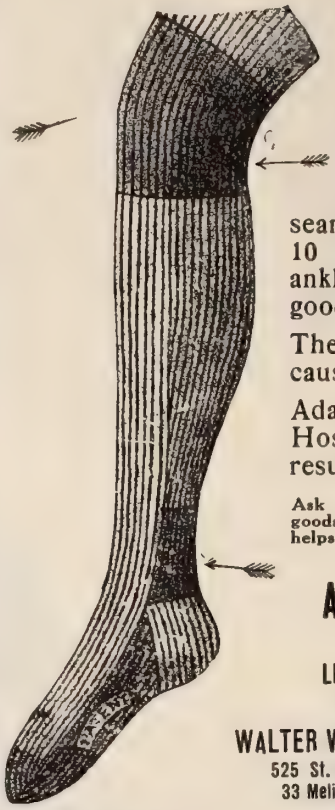
is what the dry goods merchant possesses who handles our garments and the things which give him this, are their unquestioned merits, freedom from roughness, full-fashioned shape, perfect quality of materials used, methods of manufacture and our positive guarantee to replace any garment that shrinks.

Our "Ceetee" Brand of garments have a national reputation for worth and wear.

Prompt attention given to all sorting orders. Have you seen our Fall samples? Inspect them; they are leaders beyond a doubt.

The C. Turnbull Co.
of Galt, Limited
Galt, - - Ontario

Adams' Lock-Stitch Hose



Satisfactory Stockings

Sizes 4 to 10 in.—Pure Cashmere—

THE LOCK STITCH

seamless heels and toes, 10 fold knees, 6 fold ankles are some of their good features.

They're economical because they wear.

Adams' Lock-Stitch Hose brings you best results.

Ask your wholesaler for these goods. Full particulars and sales helps of the line from our agents.

A. E. ADAMS & CO.
Manufacturers
LEICESTER, - ENGLAND

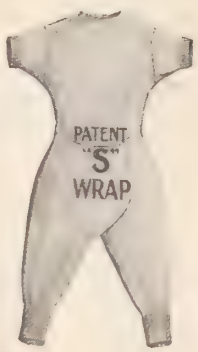
AGENTS
WALTER WILLIAMS & CO.,
525 St. Paul St., Montreal
33 Melinda St., Toronto

JAY

THE JAY FINISH TRADE MARK UNSHRINKABLE.

UNSHRINKABLE WOOL

UNDERWEAR



LADIES'

Combinations fitted with the Patent "S" WRAP, affording complete protection where this is most necessary.

No button is needed, and the garment does not drag when the wearer is sitting.

GENTLEMEN'S

"STAR" Seated Pants and Drawers. No seams at fork, up back, or down inside of leg to chafe, or give way. All wearing parts are strengthened and extra spliced.



These Specialities are made of Unshrinkable Wool and can also be obtained in Merino, and Silk and Merino.

ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

Please note the above TRADE MARK should be upon every genuine JAY FINISH Garment.

Wholesale only -
Messrs. I. & R. MORLEY and Geo. BRETTLE & Co., Lon., ENG.

THE LEADING ENGLISH UNDERWEAR.



Back of the

"Ellis" Underwear

is the record of a magnificent idea, carried to a practical completion. "ELASTICITY" is the idea, and we secure it—to the point of perfection—by our special "spring needle" process.

Ahead of the

"Ellis" Underwear

is a future of assured success such as comes only to the line with a real selling point, and that can lay claim to *highest quality.*

The Ellis Manufacturing Co.

LIMITED

HAMILTON

Moneypenny Bros. & Co., Montreal and Toronto
SELLING AGENTS

If you want a line of

Men's Unshrinkable

Underwear

that will give your Customers better satisfaction than the ones you sold last year.

Buy

UNSHRINKABLE *eureka* NOVA SCOTIA WOOL

Samples on application.

Nova Scotia Knitting Mills, Limited

EUREKA, N.S.

You can throw some real enthusiasm into your Underwear-selling if you will wear a suit of

Pen-Angle Underwear

You will understand then why so many of your customers won't have anything else. And you can give it the strongest personal recommendation to those customers who are still strangers to Pen-Angle comforts.

Pen WARRANTED HIGH Angle PENMANS GRADE UNSHRINKABLE Trade Mark

PENMANS LIMITED
PARIS, CANADA

WATSON'S THAT WILL WEAR UNDERWEAR

Fall Season
1909

Our representatives are now on their way to you with 1909 Fall Samples of

Watson's Underwear
for Men, Women and Children

You will find them unbeatable in wearing qualities, good fit and neat finish.

REPRESENTATIVES

EDWARD BURNS CO., Ltd.
117 Wellington St.
TORONTO

J. A. MURRAY
SUSSEX, N.B.

A. L. GILPIN
207 St. James St.
MONTREAL

BRYCE & CO.
Box 238
WINNIPEG

Watson Manufacturing Co., Limited

Paris and Brantford, Ont.

WATSON'S WILL NOT SHRINK UNDERWEAR

TELL THE TRUTH ABOUT THE DYE



¶ You can describe *any* kind of a black stocking as *fast* black. But the *truth* will come out in the first washing or wearing.

¶ It's not difficult to "tell the truth about the dye" if you sell only **HERMSDORF-DYED** black stockings.

¶ Why not identify your store with the *real* fast blacks by running a "Hermsdorf Week?"

¶ If you've got the goods, we've got the power to move them. We supply, *free*, store hangers, window signs, cuts, booklets — in fact a complete campaign to every merchant who wants to get a tighter grip on the hosiery trade in his town.

¶ Write now. Let us co-operate.

Louis Hermsdorf Dyer

Works, Chemnitz, Saxony. American Bureau, 235 W. 39th St., New York

The Art of Giving Satisfaction

TRADE MARK
MADE BY THE GODERICH KNITTING CO

We supply a brand of Hosiery and Mitts that are of the very best quality. We are prompt and careful in filling orders, and aim to make your dealings with us a pleasure to you.

"The Maple Leaf Brand" of Hosiery and Mitts

gives the utmost satisfaction.

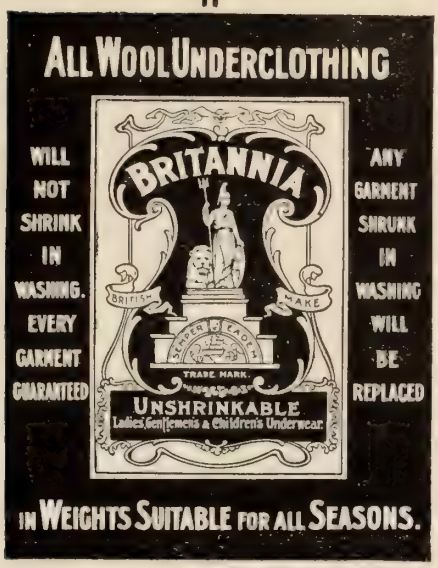
YOU WILL BE INTERESTED IN OUR 1909 SAMPLES AND PRICES.

Goderich Knitting Co. LIMITED
Goderich, Ont.

SELLING AGENTS:
J. E. McClung, Toronto, for Ontario.
Fred. S. White, St. Stephen, N.B., for Maritime.
Gerhardt, Hanley McKay Co., Ltd., Winnipeg, Man., for West.
A. L. Gilpin, Montreal, Que., for Quebec.

Britannia

Unshrinkable Underwear



Your Fall underwear order should include an assortment of the high grade

Britannia Underwear

It is the underwear for high-class demand

Britannia is Unshrinkable

See your wholesaler for the goods
Ask us for attractive sales-helps
We help you sell Britannia

Duncan Bell

Canadian Representative

Manchester Building, TORONTO 301 St. James St., MONTREAL

Jaeger Pure Wool



REMOVAL NOTICE

To meet the increasing demands of our business we are removing our Wholesale Warehouse to more modern and up-to-date premises in the Victoria Building, 52 Victoria Square, where we shall be pleased to welcome our customers when visiting Montreal.

NOTE THE ADDRESS

Dr. Jaeger's Sanitary Woollen System Co., Ltd.

52 Victoria Square, - MONTREAL

Should Banks Encourage Farmers to Hoard Money?

Merchants Claim that They are not Getting their Fair Share From Agricultural Districts and that Some Farms are Being Stinted.

THE merchant in the manufacturing town does not have to wander far afield in order to locate the causes for apparent scarcity of money in his particular centre. He figures that the stringency, due in some considerable measure, to the tightening up of credits, had its effect in curtailed output, that a general policy of conservatism adopted by manufacturers during the depression resulted in scarcity of labor, and that the shopping public practised economies not heard of in more prosperous times.

When there has been a falling off in business in a country town, surrounded by a good farming district, however, the same diagnosis will not serve. The farmer has been having fairly good years and prices have advanced very considerably in many respects. When there are few, if any, factories, the merchants must look to the farmers for a reasonable patronage. They realize that he should be in a position to buy well, and that with the generally good footing which Ontario's agricultural community is now occupying, there should be a commensurate flow of ready cash from that direction.

Building Up Deposits.

How is it working out? Discussing the situation recently with the Review one merchant contended that the banks, in their untiring zeal to build up deposits, were educating the farmer in the wrong direction—to hoard their earnings from the farm unreasonably—and that the tendency was being further encouraged by the introduction and use of cheques as mediums of payment, first, as between the buyer of farm produce and the farmer and second, as between the farmer and retail merchant. Once a bank account had begun to develop proportions, he argued, most farmers hated to see it shrink. It appears to be a condition which demonstrates that the bank and the farmer are a strong combination, but the complaint in the present instance is that it is not conducive to the greatest good to the greatest number deserving.

"When the farmer has money in his pocket," said the merchant, "he is a different man. A few years ago his house was rarely without cash. The banks had not begun to spread out. The farmer bought readily enough, then, but this present day custom of carrying nothing more tangible than a blank cheque book in his pocket and an inordinate disinclination to disturb a fat bank deposit, is creating an undesirable merchandizing proposition. I think I may safely say, from instances I have encountered, that it is having a demoralizing influence upon the farmer's business principles. He does not draw the line. He keeps on depositing, and I contend that some of the money belongs to us. Backed by an account in the bank, there are those who apparently consider that they may demand an unlimited amount of credit. They expect the merchant to stand for it.

Frame Up Excuses.

"Not having the ready cash, some of them frame up excuses for postponing payment, even though they know that our store is run on the cash plan. This man puts forward the plea that his money is deposited in another town and that he will settle up next time. Another man's wife says her husband filled out a cheque at home to make a withdrawal but that he came away and forgot it. The husband, of course, doesn't show up. These are some of the excuses, and I claim it is demoralizing. Of course there are exceptions—very notable exceptions, I am grateful to be able to say.

"I have noticed this condition developing for the past three years and I claim that it is, not only having a serious effect upon business, but that the farm itself is not getting all that it is entitled to in order that the highest standard in agriculture might be developed. A few years ago, when the farmer brought his hogs, his cattle, his hay or other produce to market, he received the cash. His wife comes to market with butter and eggs it is true, and receives cash in payment, but that represents a very small part of the proceeds from products of the farm. Nowadays, when the farmer brings his hay or hogs to town, he either receives a cheque or a ticket which is as good as a cheque. He then goes to the bank and deposits it. The entire system is one which plays into the hand of the banker.

"The competition for these deposits has developed a plan which appeals to most farmers. He has been told that it is more businesslike to use cheques. The banks have accordingly equipped him with the means, but it is evident that the willingness to draw is not in it with the willingness to deposit. The bank book is the farmer's visible financial thermometer, and naturally, he likes to have the indicator soar as high as possible above zero."

Withholds More Than He Should.

" 'Do you not think it a good thing for a farmer to have a bank account?' " was the question asked of me recently by a banker and I agreed with him that it was, but I pointed out that the banks had so campaigned after the farmer's money, that he was now withholding more than he should from the merchant as well as from his own farm and even his own household. The agriculturalists of Ontario are, on the whole, now in a position to live more comfortably than was the case in the early days. Nowhere will you see tables so well supplied as in some of our farming districts. A man's ambition, however, should create in him a desire to be something more than a hewer of wood and a drawer of water. Farmer's wives have told me repeatedly, however, that it is now very difficult to secure money from their husbands. They state that the farm itself is being stinted by this regardless craze for bank accounts. True, the money is there for investment, but should the farm be neglected? Should the agriculturalist cut himself down to a purely hand-to-mouth existence? The country requires something better of him than that. The banks, I claim, are responsible.

Trade Picked Up.

"Here is an example. A merchant in a small town remarked to me some time ago that trade then had picked up wonderfully. He could not explain it, but when he told me that the only bank in the place had gone out of business I said, 'If any man comes to you to sign a petition for another bank, kick him out of the store.' There is a bank in that town now and trade has again gone back.

"The farmer will feel it; of that I am sure. The other day a farmer whom I knew to be very well off, came into my store and I asked his opinion of the outlook. He replied that while the year just closed had been very good, so far as he was concerned, the following year, he said, would fall short. I couldn't understand it and asked him why. His answer was that he would have no stock to sell.

" 'Why not buy more stock?' " I asked, "You have plenty of money in the bank?"

" 'That is the trouble!' " replied his wife. " 'Everything has gone to swell that bank account. He will not draw out the money necessary to re-stock the farm.' "

"We are doing what we can by friendly talks to the farmers and bankers," said the merchant, "to combat this evil, but it looks to me that the only remedy is a crop failure or a collapse of prices."

The story is told of a farmer who, though he had $10,000 in the bank, asked to have a note for $125 discounted.

"But you have plenty of money here," said the banker, "why should you want to discount a note and pay 7 per cent. interest?"

"Well," said the farmer, "I don't want to draw out any money just now."

Debtor Suggested a Loan.

Here is one which illustrates the altogether unreasonable proportions which sometimes confront the merchant. A farmer owed a storekeeper $100. He was well off, but the merchant was short just then. The farmer was unwilling to tap his bank account.

"But I must have the money," said the hard-pressed merchant.

"Well, then," suggested the farmer, "why not borrow the money off me? I'll let you have it for 6 per cent?"

And the merchant's finances were at that time in such a condition that he had to accept the farmer's very generous proposal.

Still another story. A farmer in a small town ran up a bill with the merchant to the extent of about $80. He was a well-to-do farmer, and that is why the account was allowed to grow. It was an hereditary custom. The time came, however, when the merchant decided to get after his man. One day the farmer entered the store. To the merchant he looked like $80.

"Dropped in to settle that little matter?" he asked.

"No, not exactly," replied the farmer hesitatingly. "It's just this way. The young banker here was over to my place last night and he convinced me that it would be a good thing to have a bank account. He's an awfully decent chap, and he suggested that it would be nice if I had an even $100 to start on. Now I've only got about $80 and I want to know if you could lend me enough to make up the balance."

Wm. W. Sneath, formerly representing Prime & Rankin, of Toronto, is now with Konig & Stuffmann, Montreal, representing them in Eastern and Northern Ontario.

The marriage took place recently in New York of Mr. Louis Vineberg, representing the National Rubber Co., of Canada, to Miss Reta Cowan, of New York. A reception was held at the Knickerbocker Hotel, New York, and at the Corona, Montreal. Mrs. Vineberg will accompany Mr. Vineberg on his Western trip.

Tiger Brand



TIGER BRAND.

Nos. R35, R77 and R90 should be stocked by all merchants

The Popular-Priced Underwear

The Galt Knitting Co.

Limited

Galt, Ontario

Ontario	*Quebec*	*Maritime Provinces*
J. E. McClung	P. deGruchy	J. A. Murray

West

Gerhardt Hanley MacKay Co., Limited

Agents

Another WOLSEY Year



WOLSEY Pure Wool Unshrinkable Underwear

is guaranteed by the manufacturers.

Jobbers now showing Fall 1909 samples.

WOLSEY will be advertised more extensively than ever this coming Fall.

"EXCELDA"

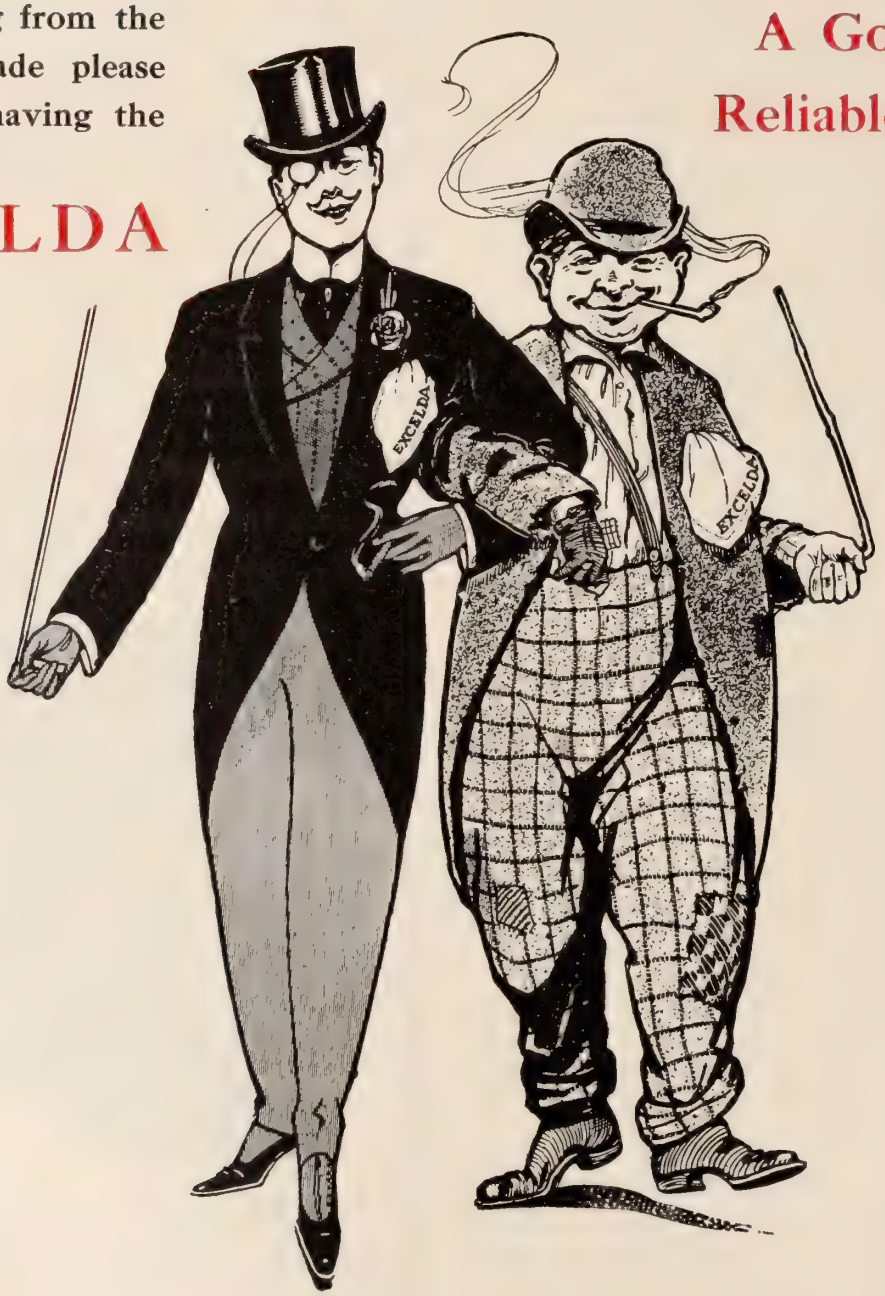
Handkerchiefs

Made from a new Fabric of a superior quality.

When buying from the wholesale trade please insist upon having the genuine

EXCELDA

A Good and Reliable Article



Happy and Contented We Use Excelda Handkerchiefs.
Two Gold Medals Already Awarded for Excelda Handkerchiefs.

Men's Clothing and Furnishings News

Novelty the Keynote in Fall Suit and Overcoat Styles — Greys and Olives Prominent Colors — Symphony of Color in Hosiery and Neckwear will be a Feature of Spring and Summer.

WHILE manufacturers are not disposed to speak freely as yet with reference to the predominating styles for next Fall, private views give a fair idea of the trend of fashion in men's wear for that season. So far as novelty is concerned, designers have again proved their resourcefulness. It is still evident that they have aimed to please both the smart young man, who is not averse to the nouveau styles, and likewise he who prefers something quieter. Nevertheless, if reports be true, it is these new styles that account for much of the activity of the Spring season. They form a good talking subject for the traveler, and, as introduced, contain no features which the sane young man cannot patronize with safety. As it stands at present, one safe deduction may be made—the Fall styles indicate that the multiplicity of oddities in the way of buttons, patch-pockets, collars and lapels have taken well in the Spring trade. The manufacturer's word is behind that deduction, and he further declares that he anticipates a good repeat and sorting season. Let it not be understood, however, that the condition of trade at the present time is altogether as the selling end would wish it. There is not yet that freedom about the buying which is always indicative of prosperity, although the present movement is in that direction. In fact, here and there, one hears of cancellation of back orders, but these very infrequent notes have no significant volume and are merely regarded as incidental to a steady recovery from the period of depression.

Novelty Touches.

The ulster with the close-fitting collar is again going to be a popular garment for next season. Novelty touches in collars, cuffs and buttons have been introduced. One manufacturer showed The Review a coat of heavy brown cloth of herring-bone pattern which had patch pockets, with button lapels, a perfectly plain collar of a shade somewhat lighter than that of the coat, and cuffs of the same material. The latter did not completely encircle the sleeve-end, but were slashed away and thus made room for a row of eight buttons. It was by no means an unsightly garment, nor when a coat of grey was shown, treated in the same manner, did it appear to present an appearance incompatible with a smart young man's sartorial sanity.

Suits for Fall will still cling to novelty. There will be changes to give them seasonable distinction. Some houses give out the word that coat lengths will be a trifle shorter, and that the dip and the shaped back will continue as features of the vogue. Others state that a full drapey back is going to make its appearance. There seems to be some echo in this, of the custom cutters' convention, at which the suggestion was, it appears, that built-to-order designs should show as great variance as possible from the lines in the ready-mades.

"It strikes me," said a manufacturer's representative, "that men are becoming as particular as women in the matter of dress. Looks to me as though suits would soon be like millinery—every man have to wear an outfit constructed on different lines. That strikes me as a somewhat impossible proposition, and, eventually, I can only see a return to the vogue of yesterday when styles could be more judiciously discussed from a general point of view. I will admit, however, that the present styles have done a lot for business. The young man of to-day probably is not so particular about the durability of his suit, so long as the style is in it. How long can the manufacturer continue to please him? There seems no end to possibilities, and, after all, one of the best points for the trade to work on is to educate taste along lines consistent with good business. There will always be fancy dresses and there will always be quiet dressers. One looks more picturesque than the other, but the general effect is one which throws no discredit upon Canadian taste and judgment in the matter of dress.



Trousering Demand Slow.

At the present time there is no great demand for separate trouserings or trousers. The novelty styles are said to be in a measure responsible. The young man who attires himself in the fashion of the day invites no discord in the color or constructive features of his raiment. The continued popularly of blues still leave an opening for trouserings, and there is always a certain proportion of trade which requires attention in that particular.

Greys, browns and olives are again said to be prominent in the color card for next Fall. The truth of this is indicated in the sample lines of ready-made clothing which have made their appearance. The opinion is expressed by some that browns are beginning to wane, and that the movement is causing exceptional emphasis upon brown and olive combinations. The color range is one that is particularly adapted to merging patterns, and neat stripes and checks are therefore good. Fancy effects in frieze overcoatings are making their appearance.



Tailoring Classes,

The clothing business is reaching such proportions in Canada and the future of the country is of such great promise that the question, "How may skill in workmanship be best maintained?" must sometimes appeal seriously to the maker here as in England. The Bradford Tailors' Association took up the matter recently, and tailoring classes were introduced in connection with the Commercial Institute. Reporting upon results, the Secretary stated that he thought that they had started at the right end in having commenced with the young people, and that tailoring would get the support that it really needed. They had got into such a state lately in the trade that it was the cry of every first-class tailor that there was a scarcity of really good men. They had any amount of cutters, but few tailors. The syllabus of the classes had been made to coincide fairly with their views. The students had all been tested as to how far they had previously gone in knowledge of the trade, and had then been divided into two sections, according to their respective capacities. The instruction began with an elementary course, and moved gradually upwards. He had the assurance of the instructor who had been appointed, that no man would start to learn cutting until he (the instructor)

The Clothing Catechism

Can you sell clothing? Just as easily as you sell cloaks or dry goods.

How can you get orders? Show Campbell's Special Order samples.

How about stock? We carry it for you.

How about deliveries? We fill your orders as you take them and ship promptly.

How about store space? A counter will do if you're crowded.

How about help? Any bright salesman can sell clothing our way.

How about starting? Write us—we'll send you complete details of the Campbell Special Order plan, and plenty of reasons why you should start a Special Order Clothing Department in 1909.

Campbell Clothing is known for its honesty of workmanship and materials, and its fine fit and fashion.

If we are not represented in your town, we would like to hear from you.

The

Campbell Mfg. Co.

Limited

23 Cote Street

Montreal

was perfectly satisfied that the student was a thoroughly practical tailor. They need have no fear that these classes were going to throw on the market a lot of inexperienced cutters who were not really tailors. They were going to put on the market a lot of really good tailors. That was what all members of the trade wanted, and the whole trade seriously lacked.

Good Spring Business.

In men's furnishing lines reports are that, so far, Spring business has been good and that once the season has nicely opened, it will improve very materially. Houses covering Canada from end to end state that, although there are a few exceptional localities, the country is in excellent condition for a steady revival. The business already done on men's wear lines for next Fall, particularly heavy underwear, sweaters and hosiery, is reported to have made a very fair showing, and that as a feeler on the advance buying inclination, it goes to confirm statements to the effect that stocks were low, that the wideawake retailer was by no means inclined to neglect the life-giving essentials of his business and that times, generally, contained unquestionable elements of encouragement.

There is little new to be said about styles. So far as hosiery and neckwear are concerned, the Spring season is going to be an extraordinary one. There were few people who a couple of months ago thought that the symphony-fever would catch in Canada, but it is now evident that the germ has been busy. Recognizing a strong talking point, retailers have been careful to select colors in hosiery, ties and bordered handkerchiefs, which will harmonize, hoping in that way to create a simultaneous interest in all three. Wholesale houses have, on their part, observed the same feature in their selling. Embroidered effects and solid colors appear to be the outstanding characteristics of the hosiery line, but when one considers the requirements of the staple demand the season's operations broadens out to such an extent that it becomes a problem to state just what styles are being left absolutely alone.

Collars and Neckties.

While the season has brought out a number of new collars, all of which have taken well, careful consideration has been given in the retail stocks to those types which have longstanding merits as mediums of comfort in the hot Summer months. It is hard to tell just where the life of a good collar ends. Improvements and modifications are continually being made, and types have been evolved which answer every purpose that neck, shirtband, individual taste, or neckwear require of them.

The long bias stripe is the thing in ties, but it is a difficult matter to fasten down any particular set of colors when combinations are considered. The narrow tubular tie—narrow only by comparison—which is so favorably spoken of at the present time, is adopted to the close-fitting collars. Knitted lines are pronounced good by some houses and not so good by others, the explanation probably being that the affirmatives have successfully specialized in those goods. There has been a good demand for wash-ties, and in this connection polka dot effects are said to be showing well, although even in this section of the neckwear business it is difficult to effect a cleanage in the popularity for striped goods. Basket weaves are also said to have taken a likely place in the advance demand.

?

What are the latest shapes and newest patterns in goods for next Fall and Winter Caps ?

If you examine MARITIME samples, you will find the correct and most up-to-date line on the road : : : : : : :

THE MARITIME HAT & CAP COMPANY

Manufacturers TRURO, N.S.

STOBART SONS & CO., Limited, WINNIPEG, MAN. : : Representatives, Port Arthur West

KOSMO KING Workingmen's Shirts

Will satisfy you and your customers.

Kosmo King is the strongest shirt made in Canada.

1. Seams are **doubled stitched,** gives double strength.
2. Edges are double folded, cannot ravel.
3. Button holes are bar tacked, cannot break.
4. Cuff vents are made with continuous facing, cannot rip.
5. All shirts are cut full size.
6. Each shirt has two pockets with flaps, military style, adjustable in carrying capacity, a very popular feature.

The White Mfg. Co., Limited

OTTAWA, - ONT.



THIS LABEL

MADE FOR THE
B.V.D.
BEST RETAIL TRADE

ON

Coat Cut Undershirts, Knee Length Drawers, Union Suits *and* Sleeping Suits

guarantees your customer a garment *absolutely correct* in

CUT,
FINISH,
FIT *and*
MATERIAL.

B. V. D. CORRECTNESS

IS THE CAUSE OF

B. V. D. POPULARITY.



THIS coming Spring and Summer, the story of B. V. D. *correctness* will be told to the consumer in an advertising campaign larger in scope and more far-reaching than the effective sales creating effort that was put forward last season to exploit

B. V. D. MERIT.

The demand for B. V. D. Products will be great. Are you prepared to meet it?





THE B. V. D. COMPANY

N E W Y O R K

CANADIAN WHOLESALE DISTRIBUTORS:

Toronto—Caulfeild, Burns & Gibson, Ltd.; The W. R. Brock Company, Ltd.
Montreal—Matthews, Towers & Co.; McIntyre, Son & Co.
Winnipeg, Man.—Stobart, Sons & Co., Ltd.



Indications point to a big demand for Spring Underwear as soon as the season opens.

Are you prepared with an adequate assortment of PEERLESS Spring lines?

ORDER NOW and be sure of the goods when the rush comes.

We are in a particularly favorable position to fill orders promptly on all PEERLESS lines.

Ask the man who has seen PEERLESS Brand and he'll tell you it is the superior of anything on the market in quality, appearance and finish.

REPRESENTATIVES:

ONTARIO
C. & A. G. Clarke, Empire Building
Wellington St. W., Toronto

QUEBEC
Goulding & Co., 30 Wellington
St. East, Toronto

MANITOBA
Frank Clark,
Winnipeg
and
N. W. Territories

BRITISH COLUMBIA
Geo. A. Campbell, P.O. Box 1026
Vancouver, B.C.

MARITIME PROVINCES
G. A. Woodill, 70 Granville St.,
Halifax, N.S.

The Peerless Underwear Co.

Hamilton Ontario Canada

Items From All Canada

Ontario.

R. Fitzpatrick & J. D. O'Connell, of Lindsay, intend opening a men's furnishings store in Vancouver.

H. A. Webster, formerly of Hamilton, recently took charge of the Windsor store of the Lyons Tailoring Co.

James Porteous, who conducted a shoe store in Galt for many years, is dead. He was eighty-seven years of age.

To inaugurate their fourth year in business, Mills Bros. of Sarnia, put on an anniversary sale which proved very successful.

Guelph's baby industry, the Colonial Whitewear Co., is now employing one hundred hands and the annual pay roll is over $30,000.

A modern store building is being erected for Gladney, McDonnell & Co., dry goods merchants, of Marmora, Ont. It will be completed at an early date.

Thos. L. Morris has purchased the dry goods and clothing business of Lucy & Co., Fredericton, N.B. He will continue the business under the same name.

The dry goods stock of Hodgins Bros., Clinton, was recently disposed of to J. W. Newcombe and while the stock of carpets was purchased by Tozer & Brown.

A burglar who broke into the wholesale clothing house of H. E. Bond & Co., Toronto, helped himself to a new outfit of clothing and several other articles and left his old suit behind.

The firm of Ward Bros., merchant tailors, 662 West Queen Street, Toronto, has been dissolved. Martin J. Ward is retiring and the business will be continued by George W. Ward.

In a fire which caused a loss estimated at about $150,000 in Gananoque on the morning of January 31st, the dry goods store of P. Corrigan & Co., sustained about $3,000 damage.

The Robson Mercantile Co., of Wingham, Ont., entertained the members of their staff of twenty to a skating party, and afterwards to a social and musical evening on Tuesday, February 9th.

A. J. Anderson, Aylmer, Ont., is having his store remodeled. He has acquired an additional flat, and when improvements are completed he will have an up-to-date dry goods and clothing store.

The men's clothing and furnishing business formerly conducted by Koenig & Co., Brockville, has been taken over by Neville B. Colcock, who was formerly with E. & S. Currie, neckwear manufacturers, Toronto.

Herman Eby, for many years a resident of Berlin, Ont., is dead. During his active business career he was engaged in the knitting industry, the real estate business and also employed as manufacturers' agent.

Lang & Maher, who opened a new clothing and furnishings store in Lindsay about one year ago have decided to withdraw their interests from that town and to combine their forces in their Peterboro store.

J. Webb, dry goods merchant and men's furnisher of Allandale, has recently erected an addition to his store which has not only greatly improved its appearance, but has given his business better expanding facilities.

A fire broke out on the afternoon of February 21, in Blythe and Co's. dry goods store, Ottawa. Several adjoining properties, all containing shops and offices, were damaged by fire and water. The loss was $25,000, fully covered by insurance.

The late T. M. Bayne, who for eleven years was manager of the Walker House, Toronto, taught school in his younger days, but gave up that profession to enter business as a commercial traveler. He was with the Crompton Corset Co. for several years and then entered into partnership with Chas. Reid, present secretary-treasurer of S. F. McKinnon & Company, and Robt. Taylor, now president of the firm of Taylor & Smart. The firm was engaged in the millinery business, and on the partnership being dissolved Mr. Bayne assumed the management of the Walker House.



The East.

Mr. T. A. Comeau, of Moncton, N.B., who for many years was associated with the Peter McSweeney Co., has accepted the position of manager in the dry goods store of John O'Neil, in Moncton.

E. C. Cole & Co., Moncton, N.B., received an inquiry from a gentleman living in Dawson City, asking for samples of cloth and prices on a suit of clothes. The inquiry was promptly answered and some days later the firm received an order from the gentleman for a suit and other clothing, to be made and forwarded to him.

Edward Alonzo Barker, a veteran dry goods salesman, of Fredericton, N.B., is dead. He was in his seventieth year. Mr. Barker learned the dry goods business with the late Marvin Hartt, and when still a young man removed to the United States. He spent about twenty-five years in New York and Boston, being employed by some of the leading dry goods concerns in those cities. For some time he was connected with the dry goods establishment of John J. Weddall, but of late had been in the employ of the F. B. Edgecombe Co., Ltd.



The West

H. H. Layfield, dry goods merchant of Vancouver, died suddenly on the morning of Saturday, February 9th.

Roland Billings, formerly manager of the silks and dress goods department of the Playfair Preston Co., Midland, has gone to Winnipeg to take charge of the Geo. Craig Co.'s store.

Owing to the retirement of Mr. Clark from the firm of More & Clark, Vancouver, B.C., the business has been taken over by Mr. More, who has decided to do away with all yard goods and household lines and to conduct an exclusive and up-to-date ladies' outfitting establishment.

The men's furnishing store of H. D. Crowe, Virden, Man., has been entirely remodelled and repainted. This combined with the addition of a modern clothing wardrobe capable of holding several hundred suits, makes the appearance attractive and adds materially to the convenience of the clerks in serving the patrons of the store. Mr. Crowe has a firm belief in the future progress of Virden as a centre of business.

Managers in the Winnipeg store of the T. Eaton Co. tendered a complimentary banquet to John C. Eaton, the president, on the evening of February 4th, and in the course of the affair, surprised A. A. Gilroy, the resident director, by presenting him with an illuminated address in recognition of his services. At the conclusion of the dinner many speeches were made, among the happiest being that of John C. Eaton in replying to the toast to the president of the company.

Canadian Trade Enquiries.

A firm in Germany wishes to obtain a Canadian agent for Plauen laces.

A French silk manufacturer of Lyons would like to have a reliable representative in Canada.

A London firm manufacturing fancy leather goods wishes to appoint an agent in Montreal.

A correspondent at Berne, Switzerland, makes enquiry for the names of some firms in Canada manufacturing wood wool.

A Scotch firm, manufacturing twine ropes, sailcloth, canvases, etc., are enquiring for the names of parties in Western Canada and British Columbia open to represent them.

A Yorkshire firm of yarn spinners are inquiring for the names of Canadian houses importing flax-waste yarns and twines.

A London firm manufacturing gold and silver lace, accoutrements, etc., wishes to open up business connections in Canada.

A Yorkshire woolen manufacturer wishes to appoint agents in the provinces of Quebec and Ontario having a connection among tailors.

A correspondent in the eastern English counties wishes to hear from a Canadian importer of woolen rugs, shawls, blankets, horse cloth, etc.

A South Wales correspondent wishes to be placed in touch with Canadian firms dealing in all kinds of skins, rugs, heads, muffs, collarettes, stoles, etc.

The Department of Trade and Commerce, Ottawa, has received the following enquiries relating to Canadian trade. Addresses may be obtained from the Trade Enquiries Branch of the Department:

A North-of-England firm of sailmakers, flagmakers, waterproof cover makers, canvas, rope and twine merchants and tent makers, wishes to open up business connections with Canada, particularly in the flag line.

A well-established manufacturer's agent representing home and foreign manufacturers of underwear and hosiery among wholesale buyers in England would like to hear from any Canadian manufacturers seeking to open up trade in these lines.

A manufacturer's agent in Germany is anxious to get in touch with manufacturers of display tables, wooden trunks, camp furniture, wooden novelties, etc., in Canada who can supply him for export trade in West Africa. Payment by approved credit through New York. References.

A Scottish firm manufacturing cordage from manila, cotton, sisal, New Zealand coir, etc., ropes and twines of all kinds, sailcloths, tentcloths, ducks, awnings, tarpaulins, waterproofs, wagon covers, etc., asks for the names of parties in Western Canada and British Columbia open to take up their representation.

Frank Rodden, of Brophy, Parsons & Rodden, Ltd., Montreal, is now in Europe buying Fall lines of dress goods.

W. F. Goforth and A. J. Westlake, of Ladies' Wear, Toronto, left on the "Adriatic" on March 3 for a trip through Austria, Germany, Holland and Sweden.

The Spring Season 1909 Promises to open Early and Hat Stocks Should be as

HATS

Sole Agents for The Popular

Royalty Hat

Complete as Possible

We have a Splendid Assortment Ready for Immediate Shipment in All the Newest Shapes.

And DON'T FAIL to see Our Fine Range of Cloth

CAPS, TAMS, LINENS, Etc.

Letters cheerfully attended to.

SWIFT, COPLAND & CO., Ltd.

517-525 St. Paul Street

MONTREAL

Features of Our Engineers' Overalls

Very high-cut Waist,

Large and roomy pockets,

Plenty of cloth in thigh and seat,

Extra wide comfortable legs,

Safety watch and pencil pocket.

Wide, roomy sleeves.

Samples upon Request

Warwick Overall Company

Warwick - - Quebec

Satisfaction to the Wearer

means much to the customer who buys as well as to the merchant who sells. It ensures confidence, continued patronage and increased turnover in any department. Back of all IMPERIAL Gloves and Mittens is our guarantee of quality, finish, appearance, softness, wear and flexibility.

No. 767.

Stylish, neat fitting Auto Gauntlet glove for heavy service. Made of first quality Mocha horse.



Write us for prices.

Imperial Glove Co.

Limited

Dundas - Ontario

Manufacturers of specially good Gloves and Mittens for Farmers, Railroadmen, Drivers, Hunters and Automobilists.

It's Easy for You

to sell Arlington Challenge Collars because in the first place they are the best imitation of a linen collar ever made—your customers can see that—and because we create a demand for them among your customers. The best magazines are used to tell men the advantages possessed by Arlington Collars. This is done primarily for *your* sake to help *you* do a bigger business in Arlington Challenge Collars. Will you take advantage of this outside help we are giving you? If you doubt the value of the goods let us send you a sample collar. Or send a trial order through your own wholesale house. You will be surprised at the result on your collar sales.

We are also the largest Canadian manufacturers of collar supports, dressing combs, fine combs, Martingale rings, harness loops, etc., and they are all made in the Arlington quality—which means that they are the best.

The Arlington Company of Canada

Limited

54-64 Fraser Ave., - - - Toronto

Representatives

Western
J. A. CHANTLER & CO.
Toronto

Eastern
DUNCAN BELL & CO.
Montreal

Good Selling Features in Men's Hats and Caps

Appearance of Spring Lines is Having a Stimulating Effect Upon Business — Olive Shades in Soft Hats and Caps are Decidedly Popular.

HAT and cap manufacturers and wholesalers report that the volume of Spring business has been very encouraging, and to repeat and sorting business they attribute a considerable portion of it. Retailers state that while business was inclined to be somewhat spasmodic during February, the appearance of Spring styles is having a decidedly stimulating effect. In soft hats and in caps, the mild green shades are decidedly popular. Browns are still good, but the hat of emerald line is the outstanding feature of the season. What is more, it is very favorably spoken of in predictions for next Fall. Lines already on the road emphasize this fact.

A consideration of the exclusive features claimed by manufacturers for their respective lines of hats and caps suggests the question. Are these features pointed out to the retailer in such a way that he may make good selling arguments out of them ? This query was recently put to a large manufacturer of caps.

Helping Out the Retailer.

"There is no doubt about it," said he, "that the manufacturer could sometimes assist the retailer, by making information available to him which might be used as good salespoints. I have in my mind at the present time the case of a man who, although he had no previous knowledge of the business, opened up a hat store in a good-sized city. He came to me and he admitted that he knew nothing about hats and caps. We might have loaded him up, but that is not good business. We took particular pains to see that he got the very latest stuff, and we also gave him pointers on keeping his stock. We enlightened him in the manufacture of hats so that he could talk intelligently to his customers. He had good ideas and he applied them. To-day, he is doing the best hat trade in his town. He has peculiarities of weight, varieties of shape, oddities about brims, and, what is more, a lot of head statistics off at his finger ends. It's almost as good as an education to hear him talk about hats. He has studied hats until he knows them off by heart, and from time to time we inform him on new things which, we think, he ought to know. It always pays to keep the retailer thoroughly posted, either through the trade press or by personal communication. It should, in turn, be his aim to interest the customer in the same manner.

Window Displays.

' A great deal depends upon the manner in which the merchant treats his window displays. My experience has been that the dry goods merchant who is carrying caps is too much inclined to begrudge them a special window trim. He considers that the space might better be taken up by other lines. In a small town or city a merchant could establish hat or cap reputation by setting apart a definite day in every fortnight for a display of caps. Let him advertise that day as his cap day. He will in time attract attention to that department. There are a sufficient number of points of interest about hats and caps upon which to build an individuality. They certainly will not do their best underneath the counter spread out on a back table or concealed in boxes."

Popular Shapes and Shades.

Telescopes, in their various styles represent a large portion of Spring business. In these, olives and browns are as previously stated, the prominent shades. Brown shares the popularity with black in stiff hats. Straws had done exceptionally well both in plain and sennitt straws. While the wide brim has taken hold, the prediction is that extreme sizes will not be very conspicuously in evidence.

Small shapes in soft hats are being taken up in the larger towns and cities for the young men's trade. The telescope and trooper shapes predominate. Light colored soft hats with contrasting bands are among the novelties. Sage green is a big seller among the odd shades shown.

In natty shapes in stiff hats for young men, shades of green are the key note in the novelty line.

A Fancy Vest Season.

It is going to be a great season for fancy vests. The furnishing houses are apparently agreed on that. It is also evident from stocks they have on hand and from deliveries already made. The expectation is that the Summer will bring a strong repeat business. Many very dainty patterns are shown, the general styles showing a tendency to conform with those of the suits. Novelty has been a consideration, although on the other hand, there is a good range of vests for the man who is conservative in the dress question. The knitted vest has become an exceedingly neat article of apparel and has a strong place in many of the lines shown.

Men's Fur Garments.

Manufacturers are looking forward to a good 1909-1910 season in men's fur garments. Though prices in some cases are higher, there has not been sufficient increase in price to prevent active business.

During the past few years, fur-lined coats have been increasing in sales, and even better things are anticipated for this season. Muskrat has shown a marked increase in price, but the recent rise will not affect this season's goods to any extent, but will be felt in the next buying of manufacturers.

The demand for raccoon coats continues steady, and prices do not show much change. Wombat is practically out of the running. The very heavy demand for this fur in the past few years had the effect of diminishing the supply seriously, and so much of the wombat now obtained is used in the United States for motor coats that the high prices are maintained. Wallaby is staple, and the demand is steady.

Owing to the high prices of raccoon, wombat, etc., manufacturers have made every effort to supply the demand for cheap durable fur coats for the country districts. A new variety offered to the trade this year is a clipped fur, closely imitating beaver, which will be sold to the trade under different names by different houses, The price is moderate and the line seems likely to give satisfaction, both in its wearing qualities and appearance. This is a line which should do well, particularly in Quebec and the western provinces.

Among other lower priced lines Japan bear and Russian calf are in steady demand with the country trade.

BIG CHANGE in the HAT TRADE

THE WHOLESALE HAT BUSINESS

of

Messrs. M. Vineberg & Co., St. Paul St., Montreal has been bought

By

The Waldron Drouin Co., Limited

who will fill all orders taken by Messrs. Vineberg for Spring delivery and from whom the well known Hats, BENSON and MORTIMER CO. can be now obtained in future.

We also advise the Trade that after May 1st we will be in our New 7 Floor Fireproof Warehouse, 164 McGill Street, where, with the increased Floor Space and facilities, we will be in a position to better handle the phenomenal increase in our Hat Trade throughout Canada.

"The Right Styles at The Right Time"



Buckley & Sons, London

The Waldron Drouin Co., Limited

Wholesale Hatters and Furriers

McGill Street - - - Montreal

SHIRTS FOR FALL OF 1909

Our Travellers are now out with new Fall Samples.
Our assortment embraces a carefully selected stock of imported and domestic Cotton and Woolen Fabrics from the leading manufacturers—all having the best wear-resisting qualities.
When you buy Deacon Shirts you are sure of quality.

DON'T FAIL TO SEE OUR SAMPLES.
OVER 250 VARIETIES TO CHOOSE FROM.

THE DEACON SHIRT CO. - BELLEVILLE, ONTARIO

Hewson Tweeds

for spring are shown in many new stylish designs.

Your line of cloths for spring will be still more attractive with the addition of some of our stylish, new designs of Tweeds. We can ship promptly, and our prices are highly reasonable. The quality is the same pure wool kind that has made Hewson Tweeds famous. Just send for samples by next mail.

Hewson Woolen Mills, Limited
Amherst, - - Nova Scotia

UNSHRINKABLE HEWSON AMHERST UNDERWEAR

ORIENTAL SILK CO., LTD.

"WHAT TRADE WE HAVE WE HOLD."

Length
Strength
Smoothness
Guaranteed.



Made in
Canada
for Tailors
for Clothiers.

MONTREAL, CANADA.

REGISTERED
"NEVER LOSES ITS GRIP ON A SEAM."

Wreyford & Co.

TORONTO

WHOLESALE MEN'S FURNISHERS

Sole Agents in Dominion for :—

Young & Rochester's

Shirts, Collars, Neckwear, Fancy Vests, Dressing Gowns. Best selection Flannel Shirts in Canada.

FACTORIES : London and Londonderry.

T. H. Downing & Co., Leicester

Underwear, Hosiery, Cardigans, Club Jerseys, etc.

Cellular AERTEX Underwear

United Garments and 2-piece.
The original Cellular, the only "AERTEX"

FRESH SHIPMENT of our Noted

SWEATER COATS

$30.00 for Men's size, all shades and combinations.

Dressing Gowns

Good values at $5.35 and $6.00

Latest English Neckwear

Open-end Derby, $4.25 doz.

"Sorry, but We Haven't Your Size"

How many times have you had to say that this winter ?

And remember, it's not so much the profit on the Underwear sales that you lose, it's the fact that you are driving good customers away from your store by not having the size or weight they want. With



Stanfield's Unshrinkable Underwear

You have what every customer wants. All sizes from 22 to 70 inch chest.

3 winter weights for all Canadian climates from Nova Scotia to the Klondyke.

All Wool Underwear, guaranteed absolutely unshrinkable.

Write us for Samples.

Stanfields Limited
Truro, N.S.

Do you want to increase your profit and sales on Suspenders for this year?

The only sure way of doing it is to see the Globe man before placing your order. He will show you some neat and nobby patterns that are trade winners.
We are also sole Canadian manufacturers of the Gamble Shoulder Brace, the only recognized brace that will make crooked people straight.

Ask to see the Boniface collars and cuffs. They are warranted not to tear or turn yellow. : : Give us a trial and we are sure you will continue as customers.

GLOBE SUSPENDER CO.
ROCK ISLAND, QUE.

J. A. OUIMET, *366 St. Paul Street, Montreal*
L. O. PAQUET, *70 Church Street, Quebec*



Gloves and Mitts

This is your safeguard



Do not order before seeing our samples

Our travellers are now on the road

W. P. King & Son

511 Coristine Bldg., Montreal
74 York Street, Toronto

CANADIAN LINOLEUMS AND OIL CLOTHS

SPRING, 1909

LINOLEUMS FLOOR OIL CLOTHS
TABLE OIL CLOTHS, STAIR OIL CLOTHS
ENAMELLED OIL CLOTHS

Designs, Quality and Prices

are

Right

Our range for Spring is the best we have ever shown—many new and original designs in a variety of colorings.

SEE OUR SAMPLES

Spring Samples now in the hands of all Wholesale Dry Goods Jobbers

Manufactured by

The Dominion Oil Cloth Co., Ltd.
Montreal

Furnishings and Decorations for the Home

WITH the Spring housecleaning season approaching, the housefurnishing department commands the merchant's attention. No section of it is worthy of more careful consideration than those devoted to rugs, carpets curtains and draperies. Supply houses report a very good advance demand, and are basing anticipations upon the advent of the season when the housewife will take stock. Deliveries for Spring have about been completed. Next comes sorting.

A survey of the selling season discloses that favor has been pretty well distributed over all makes. It is reported that there has been a noticeable demand for better goods and this fact is explained by a manufacturer in this way: He states that while the workingman has not been in a position to buy with any great freedom, the wealthier class of trade has been fairly active. In this way, it is figured, the industrial revival may cause a loosening-up of that patronage which for the past year has felt itself more or less restricted. At the same time, Canada's population and wealth are steadily increasing. Many new homes are finding places throughout the Dominion and it is only reasonable to attribute a portion of the increase to these causes. That, at least, is the explanation offered by some of the merchants in the larger cities.

As before intimated, wholesale and retail houses state that it would be a different matter to fasten favor to any particular kind of carpet. "All are selling," said a large retailer to The Review, and enquiries elsewhere make his statement almost unanimous. The square is still the thing. The medallion centre has taken a firm place, although in some localities all-over effects hold good. At the present time, there is apparently no accounting for tastes. Fawns and greens are the decidedly popular colors.

As to piece-goods—that is a question. It is possible to find dealers who declare that there is a marked improvement in that section, and others say, "little doing." The statement of a prominent Canadian manufacturer is that ingrains are coming into decided favor, and piece goods with them. He points out that for some years certain lines of imported ingrains were of such a poor quality that they killed the demand for that class of goods outright. The people became absolutely tired of them. Of late however, a superior article has been placed on the market by Canadian houses, and he states that the solid value of ingrains is reinstating them to their former place.

Oriental Rugs in Demand.

In many quarters an improvement in the demand for Oriental goods is reported. It is interesting to note in this connection that the large city stores are making a larger showing of these lines than probably ever before. In this connection it is frequently pointed out that, ordinarily, the enquirer for a genuine Oriental rug has little knowledge of that class of goods. This is a department in which the utmost confidence between the merchant and the shopper is absolutely necessary as to the merit of the goods. An amusing incident is related by a buyer for a large house. It has reference particularly to the fad for antique goods. A well-dressed lady entered the department and asked to be shown an Oriental antique. The salesman displayed a particular ancient piece. It looked as though one of the Pharoahs had used it for a door mat, but the quality was there; it only needed cleaning. "And is that an antique?" asked the lady, turning up her nose. The clerk informed her that it was. "Looks as if it had been used before," she remarked. "Probably it has," replied the salesman. "It may have adorned a Moorish palace for all I know." "Well, no antique for me," said the lady. "Show me something that hasn't been used." All of which goes to show that it is a difficult matter to convince the untaught of the actual value of an Oriental rug which does not look the part.

Prices Holding Firm.

So far as carpet prices are concerned, the unanimous word is "No lower." Prices of wool are firm. Importers of carpet yarns state that from the present aspect of things they can predict little, if any, easing off. One Canadian representative of an English house expressed the opinion that while manufacturers in this country had been pretty well supplied before the rise reached its maximum, he also pointed out that the buying season, so far as Canada is concerned, was becoming later each year owing to the tendency to hold off for probable advantage. On this point a carpet manufacturer ventured the observation that Canadian manufacturers were well able to look after themselves in the matter of buying, and were no more inclined to be unreasonably conservative than those of other countries.

Canada Largest Consumer.

The same manufacturer is authority for the statement that Canada is the largest consumer of carpets per capita of any country in the world. He declares that, five or six years ago, the proportion credited to the Dominion was about 68 cents, and to the United States, 63 or 64 cents. In subsequent years, Canada's position, he believes, has improved in this respect.

Referring to the fact that the United States manufacturers have been giving their goods to the consumer at prices lower than those which the Canadian maker can offer, he said, "The United States manufacturer has a larger market, and he also has the benefit of what I would call a prohibitive tariff. Here is a good example.

A review of the selling season discloses that all lines have been pretty well patronized.

The opinion is expressed in some quarters that ingrain carpets are returning to favor.

Rug departments are showing an exceptionally large assortment of Orientals. This is said to be entirely consistent with improved demand.

A Canadian manufacturer is authority for the statement that Canada is the largest consumer of carpets per capita, of any country in the world.

The tendency in wall paper is towards a more refined taste in the use of colors. Browns are said to be taking a very good place.

As a means of clearing out remnants, suggests an opening sale with odd ends used as a drawing card.

Carpet Perfection

is Represented by Brinton's Carpets.

In the Old Land Brintons' goods have for years been recognized as the best of the Kidderminster products. In the Canadian-made goods the Kidderminster quality is retained and the carpets and rugs are made in the latest styles suitable for the Canadian trade. Men from the most highly specialized carpet centre in the world were brought out to make these Canadian carpets, and the accumulated knowledge of generations is represented in Brinton's goods. You want the best carpets and rugs on which to build a trade ; then you should see our lines of Wiltons and Brussels, and our Regina Axminster.

The

Brinton Carpet Co. of Canada, Limited

PETERBORO, ONTARIO

Sales Agent:

W. E. Whitehead, 28 Wellington St. W., Toronto, also Kildare Irish Hand Tufted Carpets.

Supposing that, in the manufacture of cottons, I turn out 100,000 yards a year, that my general expenses at the mill are $10,000, or 10 cents a yard. Then supposing that the Government came along and said they were going to enlarge my market, whereby I could dispose of 200,000 yards a year. My expenses are the same, I can sell my goods at 5 cents a yard less and make a better percentage of profit. That is how it is working out in the United States."

Wall Paper.

Browns are said to have taken a very strong place in wall paper popularity. They admit of a fair variety of treatments in keeping with the very noticeable tendency towards a refined taste in the use of colorings. Manufacturers state that next season's lines will show a growth along lines indicated this year—a greater preference for the tertiary shades with the primaries accentuated. Greys, fawns, tans and soft russets are, therefore, among the most popular shades spoken of. Fabric designs have taken a place beyond any accusation of faddishness. There is said to be no sign of them disappearing. While moires are not entirely despised for ceilings, light, delicate tints in pattern papers are coming into favor.

High class decorators are giving some consideration to leather effects in preference to burlaps, although the latter have lost none of their prestige with the popular trade. In spite of the feeling in favor of browns in wall paper, reds and greens are still the leading colors in burlaps.

His Eighty-second Birthday.

On the occasion of his eighty-second birthday, John Brinton, of Brinton's, Limited, the noted carpet manufacturers of Kidderminster, Eng., received many felicitous telegrams from friends, among them being several from the weavers at the firm's factory in Peterborough. The Kidderminster Shuttle stated:

"For six years Mr. Brinton represented his native borough in Parliament, giving a general support to Mr. Gladstone's Governments of 1880-5 and 1885-6. He has always been deeply interested in the work of education, and was chairman of the old school board for some years. He was elected a magistrate for the borough more than half a century ago, and has been a county magistrate for more than thirty years. He has been high sheriff of the county, and continues to render splendid public service as a member of the county council, not as a talking member, but one taking a full share of administrative work."

Linoleums and Oilcloths.

Oilcloths and linoleums are said to be meeting with a very good demand which will improve as Spring approaches. In the cheaper lines, large floral effects are prominent, while in that department of trade where better taste means more expense, weave effects and small patterns are well to the front. As a floor-covering for bedrooms in conjunction with small mats, the latter are said to be having a growing demand. This tendency, it is stated, is particularly noticeable in the lower provinces. An improving activity is also reported by some in cork carpet for private houses, the thinner grades being used for this purpose.

Japanese and Chinese mattings are again making their appearance. These goods are a sure harbinger of Spring. Nothing much can be said with regard to de-



This Is The Canadian Home

OF THE

Fife Linoleum Co.

LIMITED

Makers of high grade Oilcloths and Linoleums.
Fife goods are sold by the leading jobbers.

J. B. JAMIESON, - Canadian Manager
54-58 Wellington Street West, Toronto

KING'S
Established 1775

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND.

Sole Selling Agent:
SYDNEY MOSS,
Empire Bldg., 58 Wellington St. W.
TORONTO

The first roll of wall paper made in Canada was marked "Staunton." The best is still marked so.

We have a little booklet we would like to send you. It will be forwarded to you free if you will write for it. This little book deals quite frankly with the question of wall paper as a stock to be carried in connection with dry goods. It tells of profits, costs, etc., etc. You cannot very well afford to be without the information it contains. Send for it, mentioning the Dry Goods Review and we will include a free copy of the interesting wall paper magazine, Gilt and Glimmer.

Stauntons - Limited

941 Yonge Street
TORONTO

The Staunton Diamond Trade Mark on wall paper corresponds with the Sterling mark on silver.

signs. There are no striking changes, either in that particular or in prices.

Among the retail houses, it is reported that the between-seasons business in housefurnishings has been somewhat fluctuating, the improving tendency being attributable to favorable shopping weather. Confidence is expressed that the alternating bright and dull spells will, with the breaking up of an uncertain Winter, steadily give place to the vigor which the Spring season always imparts.

Albert Giles Promoted.

The W. R. Brock Co., Ltd., Montreal, recently promoted Albert Giles, who has been in the employ of the house during the past five years, to the position of manager of the ready-to-wear department. Mr. Giles,



ALBERT GILES
Manager of the Ready-to-Wear Department of the W. R. Brock Co., Montreal.

though a young man, is capable of filling the position, as during his connection with this firm, he has had experience in all departments of the house. He is a son of H. J. Giles, of the firm of H. J. Giles & Bro., Lachute, Que.

Travelers' Tax Repealed.

The bill repealing the tax on commercial travelers in Prince Edward Island, which yielded a revenue of about $8,000 to that province, was passed in the last week of February, and is effective from Jan. 1. Prince Edward Island is the last province to abolish this tax, which had aroused much unfavorable comment in the mainland press. The Opposition in the Legislature offered no objection to the measure.

The Colonial Whitewear Co., of Guelph were at home to the ladies of that city on the afternoon of February 8th. The officers of the company conducted their guests upon a tour of inspection, explaining to them the different processes of manufacture. The Colonial Whitewear Co. has a floor space of over 15,000 feet, and 100 operatives are employed. The concern has made marked progress during the past eighteen months, and to-day is one of Guelph's flourishing enterprises.

BURTON-SPENCE STOCK SOLD.

Blake-Shouldice Co. Purchasers at 62 Cents on the Dollar —Gordon, MacKay Co Control New Dyeing Co.

The dyeing and finishing works, established in connection with the wholesale dry goods house of Burton, Spence & Co., Toronto, who assigned some weeks ago is to be continued as a separate enterprise by the Canadian Dyers' Association, on whose behalf a charter has been applied for. It is understood that Alfred and Edgar S. Burton, sons of P. H. Burton, will have charge of the business which will be exclusively confined to the dyeing and finishing of dress goods. Very satisfactory results are being obtained at the plant in the treatment of materials imported in the grey. It is claimed that the great value of such a concern to the trade consists in the fact that unfinished dress goods so imported may be dyed in any color which happens at the time to be in demand.

In the new company, Gorfon, Mackay & Co., have obtained the controlling interest.

The stock in the Burton, Spence Co.'s warehouse was sold by auction on March 2. It was purchased by the Blake-Shouldice Co. at 62 cents on the dollar.

Stewart Smith, who has conducted a clothing and boot and shoe business in North Bay for a little over a year, has sold his business to A. T. Smith, of the firm of Smith & Greenberg. The latter has moved the stock into his new store in the Pardiac Block and opened up for business on Monday, February 8th.

The Harvey Quilting Co LIMITED
NO ODOR. NO DUST.
MAPLE LEAF BRAND
FEATHERS DOWNS COMFORTERS
NO QUILLS SANITARY
35-37 PEARL ST TORONTO.

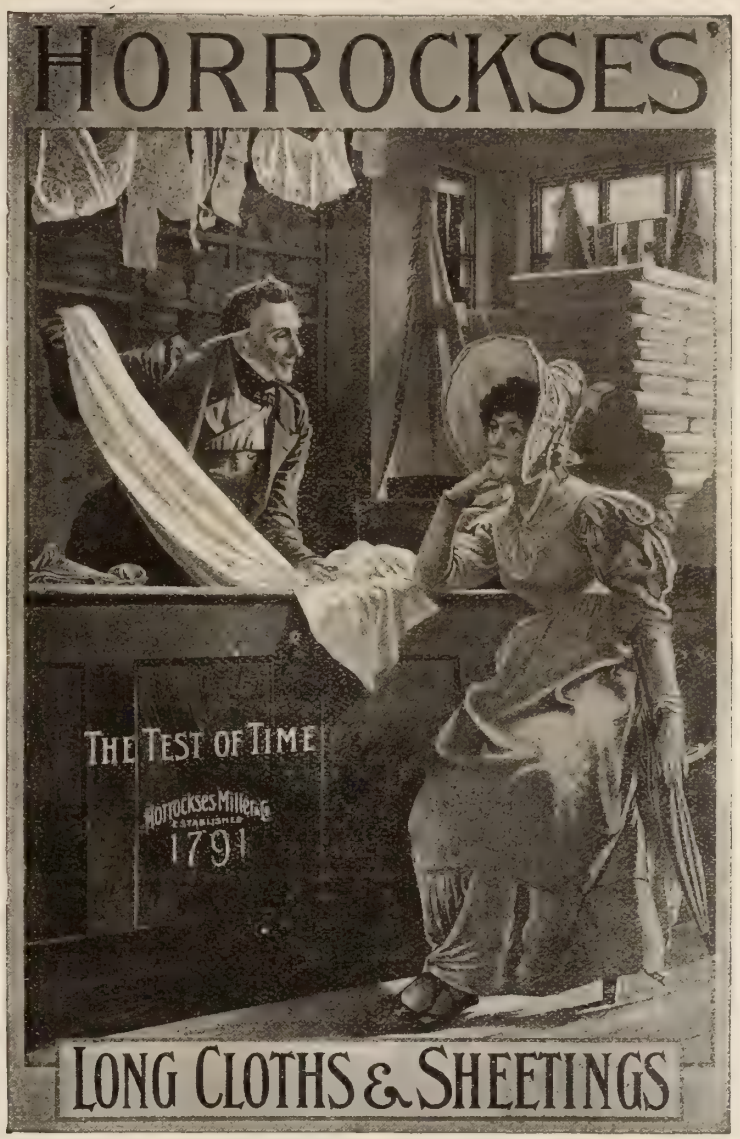
Quality and Style

are the two outstanding features of the comforters and cushions made by the Harvey Quilting Company. The quality enables you to offer your customers good value and the style insures quick sales. Our range for Fall will please you. See our travelers' samples before you buy.

Muff Beds are our specialty.

The Harvey Quilting Company, Limited
33-37 Pearl Street
Toronto

Established 1791



The Test of Time!

HORROCKSES'

Longcloths, Nainsooks, Cambrics, India Longcloths, etc.
See Horrockses' Name on Selvedge.

Sheetings, Ready-Made Sheets (Plain and Hemstitched)
See Horrockses' Name on Each Sheet.

Flannelettes of the Highest Quality.
See Horrockses' Name on Selvedge.

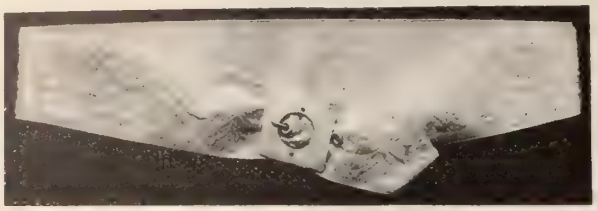
Horrockses, Crewdson & Co.

Limited

Cotton Spinners and Manufacturers,

PRESTON. MANCHESTER. LONDON, ENGLAND

Quality and Style in Fine Embroidered Belts at Sanderson's Limited, Toronto



No. 1564 - $4.00 Dozen

Running patterns in French Wash Belts at $4.00 dozen.

Order a sample dozen; you will be surprised to see how quickly they will move out.

Sanderson's Limited

66-68 Wellington St. West, Toronto



No. 1565—$4.00 Dozen.

THE "CRAVENETTE" CO., LTD., affix their stamp only to such goods as are suitable in quality for Rainproof purposes.

REG° TRADE MARK "Cravenette" PROOFED BY THE "Cravenette" Co LTD

Fac-simile of Stamp.

THEREFORE, this stamp is a guarantee not only of Rainproof properties but also of the quality of the material.

Buyers of Rainproofs should ask for those proofed by



BDA (Copyright)

DUST-PROOF

as well as

RAIN-PROOF

The 'Cravenette' Co., Limited

Proofers to the Trade, BRADFORD, YKS.

NIAGARA NECKWEAR Co. LIMITED
NIAGARA FALLS

MAKERS OF
AMERICAN STYLES
OF NECKWEAR

DOMINION SUSPENDER CO.
NIAGARA FALLS
MAKERS OF
Trade D Mark
SUSPENDERS
GUARANTEED



Niagara Shirt Co Limited
Niagara Falls
Canada
Makers of
Niagara Shirts

Some Seasonable Hints to Buyers

From information supplied by sellers, but for whlch the editors of The Review do not necessarily hold themselves responsible.

BRINTON CARPET CO.

For a number of years the Canadian buyers and consumers have had the impression that all textiles dyed in this country will not hold their



W. E. WHITEHEAD, SALES MANAGER.

color, compared with these dyed in the old lands. One of the chief causes stated for this is that the Canadian water is unsuitable.

The manufacture of carpets, although a much younger industry than some others in Canada, has fallen heir to these statements.

When the Brinton Carpet Co., of Canada, Ltd., decided to establish works in Canada, with a century's experience at their back in dyeing worsted carpet yarns in Kidderminster,



H. E. WADLEY, MANAGER.

England, naturally they were not unmindful of what was necessary in this department, and, therefore, one of their first considerations in selecting a location (in addition to being central), was to obtain one with water suitable for dyeing. Both these attractions were found in Peterborough, Ont.

The Otonabee River upon which the factory is situated, contains all the qualities necessary in water for the most successful dyeing of carpet yarns.

Following the practice of Brintons, Ltd., the Brinton Carpet Co., of Canada, Ltd., buy their dye stuffs from the best makers in the world and buy only the best and fastest colors obtainable.

A force of one hundred skilled operatives, trained at the parent plant in Kidderminster, is employed, and the output is sold in all parts of the Dominion. They manufacture Wilton, Brussels and Axminster carpets, and rugs in all their various weaves, and, as the machinery is of the latest improved patterns and the raw material the best that can be purchased, the carpets made by the Brinton Carpet Company occupy an enviable position in the commercial world. H. E. Wadley is manager of the mills at Peterborough. W. E. Whitehead, with offices at 28 Wellington Street West, Toronto, is sales manager.

JAEGER CO. IN NEW QUARTERS.

The offices and warerooms of the Dr. Jaeger Sanitary Woollen System Co., Ltd., have been removed from their former headquarters at 301 St. James St., Montreal, to the Victoria Building, Victoria Square, Montreal. The removal, which took place about the first of March, is a decided advantage, to the firm, as their new quarters are in a new, thoroughly modern and fireproof building, splendidly situated, and thoroughly equipped with all up-to-date facilities for conducting business.

The firm occupies the sixth floor, about three thousand square feet, and both warerooms and offices are well lighted.

WINDOW SIGN FRAMES.

A novel yet simple and effective form of advertising has been devised in the form of window sign frames, attached to the outside of windows where desired. The sign frame is triangular in shape, holding cards on either side. These signs have caught on like wild fire in Montreal, and merchants are making good use of them. They are sold at the small price of



$2 each by the World Distributing Co., P.O. Box No. 63, St. Henri, Montreal.

PARIS HAT STAND.

Milliners will appreciate the Paris Hat Stand as illustrated. This stand avoids the handling of hats by customers, as the hat may be shown to the customer on the stand, since once the hat is put on, it is held firmly in position. The Paris Hat Stand is attractive in appearance, is made in 5 sizes, nickel finish. It is detachable when not in use. Delfosse & Co., the manufacturers, 5 Hermine St., Montreal, state the Paris Hat Stand is the



Paris Hat Stand—Manufactured by Delfosse & Co.

most successful stand they have ever introduced.

James B. Jamieson, Canadian representative of the Fife Linoleum Co., Kirkcaldy, Scotland, has returned from a trip to the Old Country.

HOTEL DIRECTORY.

WINDSOR HOTEL
HAMILTON, BERMUDA
This house is pleasantly and conveniently located on the east side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNicol, Prop.

TOWER HOTEL
GEORGETOWN, DEMERARA
BRITISH GUIANA
This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious dining and ladies' rooms. Billiard room. Electric light throughout.

VICTORIA LODGE
HAMILTON, BERMUDA
Mrs. J. F. SMITH, - - Proprietress
Opposite Victoria Park and Cedar Ave.
Private Board $12 to $14 per week.
Open November Closes in May

WINTER RESORT
QUEEN'S PARK HOTEL
Port-of-Spain, Trinidad, B.W.I.
JOHN McEWEN, - - - Manager
For rates, etc., apply
TRINIDAD SHIPPING & TRADING CO.
29 Broadway, New York.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONT.
JAMES K. PAISLEY, - - Proprietor

HALIFAX HOTEL
HALIFAX, N.S.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St. Toronto — 465 Temple Bldg. Montreal

LEGAL CARDS.

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal; Chas. A. Duclos; Henry N. Chauvin.

LET US COLLECT
Your Overdue Accounts
During the year we've been in business we've collected a heap of money for our clients. Send us your slow collections; and we'll make your slow-paying customers hustle to pay up.
Send Them In To-day!
The Beardwood Agency
313 New York Life Building - MONTREAL

MANUFACTURERS' AGENTS

S. W. Stevenson & Co.
Dry Goods
Commission Merchants
Manufacturer's Agents
42 Victoria Square, - - Montreal
Toronto Office, 55 Yonge St.

Cable Address "MACKER," Winnipeg — Office 511 Ashdown Block
McRAE & WALKER
Manufacturers' Agents and Wholesale Jobbers. WINNIPEG.
Correspondence solicited from manufacturers desiring live, up-to-date representation in the West

J. SPROUL SMITH
Manchester Building - TORONTO
Representing: Paris Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Ltd., Carpets, etc., Rochdale, Eng.; Wm. Clark & Sons, Canvas, Hollands, etc., Upperlands, Ireland; Albert Godde Bedin & Cie, Chiffons, Laces, etc., Paris, France; Perret Gros & Million, Malines, Veilings, etc., Lyon, France; Melrose Knitting Co., Socks, etc., Glenwilliams, Ont.

Dieckerhoff Raffloer & Co.
OF CANADA LIMITED
DRY GOODS COMMISSION MERCHANTS AND MANUFACTURERS' AGENTS
Montreal—40 St. Antoine St.; Winnipeg 400 Hammond Block; Toronto—154-160 Wellington Street West, cor. Simcoe Street - Head Office.
Importers of Buttons, Smallwares, Laces, Tailors' Trimmings, Linings, Velvets, Felts.
Stock carried in Montreal and Toronto.

Cable Address, "Kingsons Toronto." — Phone Main 6153
W. P. KING & SON
Manufacturers' Agents
UNDERWEAR, HOSIERY, BLANKETS, ETC.
74 YORK STREET - - TORONTO
Canadian and Foreign manufacturers' lines solicited on favorable terms.

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal
MERCANTILE REPORTS AND COLLECTIONS
Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985

WHOLESALE HOUSES.

BROCK & PATERSON
ST JOHN, N.B. HALIFAX, N.S.
LIMITED
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY

The Gipe Carrier Company
Manufacturers of high-class Store Service, Cash Carriers, Package Carriers, Cash Lifts, Package Lifts. Fully guaranteed for a year. Send for catalogue.
Toronto, Ont. 99 Ontario St. — London, Eng. 26 Euston Bldg. George St.

Condensed Advertisements

AGENCIES WANTED.

TRAVELER, experienced, wants two or three good lines on commission. Box 100, DRY GOODS REVIEW, Winnipeg.

AGENTS WANTED.

A GOOD class London house requires Canadian agent to call on the retail trade with recherche lace goods, blouses, costumes, etc. The house is not unknown in Canada and some good accounts are at present open. Address Box 50, DRY GOODS REVIEW office, 88 Fleet St. E.C., London, England.

DUPLICATING DEVICES.

IF INTERESTED in a Duplicating Machine for getting out circular letters, reports, price-lists, etc., or for printing various office forms, write for booklet and samples of work. The "POLYGRAPH" is the newest, latest and best, and sells for a lower price than the others. Is unexcelled by any similar device on the market. F. W. Tenney, Canadian Sales Agent, 123 Bay St., Room 116 Stair Building, Toronto, Canada.

LITHOGRAPHY.

HIGH CLASS COLOR WORK.—Commercial stationery, posters. The Hough Lithographing Co., Limited. Office, No. 3 Jarvis St., Toronto. Telephone, Main 1576. Art, good workmanship, business methods.

MISCELLANEOUS.

AGENTS WANTED—Calling upon the retail trade to handle the productions of a high-class lace and novelty house. An interesting line for any agent with good connection amongst high-class retailers. Address, Laces, care DRY GOODS REVIEW, 88 Fleet Street, E.C., London, England.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., 129 Bay Street, Toronto.

IF interested in a scheme of any description, in which you wish to give a prize, do not fail to take the second "think" and decide upon the famous "Acme" Talking Machine. We will sell this machine to any general store or wholesale house for scheme purposes in lots of from ten to one hundred. Special prices on application. Toronto Phonograph Company, Limited, Mail Order and Wholesale Department, 40 Melinda St., Toronto, Canada. P.S.—Dealers wanted for Columbia Graphophones and Records where we are not now properly represented.

AN EXTRA 1 PER CENT. PROFIT.—A National Cash Register will earn at least an extra 1 per cent. profit for any retail merchant. The National Cash Register Co., F. E. Mutton, Canadian Manager, cor. Yonge St. and Wilton Ave., Toronto, Ontario.

NOTICE—Users of Pitner Gasoline Lamps are warned against being induced to purchase parts of other makes of lamps to be used on the Pitner. The most vital part of any lamp is its generator, and the Pitner Generator has been granted a patent in Canada, the United States, and other countries, on the principle of its improved method of generating gasoline vapour. Supplies and parts for the Pitner lamps can be received by return mail by applying to our representatives, or direct to THE PITNER LIGHTING CO., Limited, 36-38 Lombard St., Toronto, Ontario.

TO LET.

NEW store to rent in Galt, Ont., opposite the Post Office. One of the best locations in town. It is now under construction, will be completed about the first of April, 1909. Size, 40 ft. front, 100 ft. deep. Fine basement under whole building. For particulars address J. C. Dietrich, Box 915, Galt, Ont.

Salesmen Wanted!
Be a high grade Traveling Salesman and earn from $1,000 to $10,000 a year and expenses. We will prepare you by mail in eight weeks to be one and assist you to secure a good position. Hundreds of our graduates now holding good positions we secured for them, with reliable firms. Many who had no former experience now earn $100 to $500 monthly and expenses. If you want to secure a good position and increase your earnings our Free Book, "A Knight of the Grip" will show you how. Send for it today. Address nearest office. Dept. 315, NATIONAL SALESMEN'S TRAINING ASSOCIATION, Chicago, New York, Kansas City, Minneapolis, San Francisco.

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Duchess
BRAND

The line of Whitewear, Blouses, Underskirts, Kimonos, Costumes, Children's Dresses, etc.

WE help you sell Duchess Brand garments—Duchess Brand will be advertised this spring and continuously to your customers through the newspapers of Ontario. Take advantage of our co-operation. We assist the retail merchant to actively increase his business.



No. 910. Tailored Shirt Waist Suit

Ladies' stylish suit, made from a splendid heavy quality of taffeta silk. Waist is made with stitched and pin tucks. Latest mousquetaire sleeve. Cuffs pin tucked and finished with silk covered buttons. Gibson pointed collar, four rows of pin tucks. Skirt is the very latest modified directoire full flare, panel front, all seams tailor stitched, inverted pleated back, finished with silk covered buttons on panel front and sides. Price . . . . . **$11.00 each.**

J. E. McClung, Sales Agent

8-10 Wellington St. East - Toronto

To the Trade *March, 1909*

The great number of successful merchants doing business with us is a living illustration of the value of our goods and the superiority in our methods of buying and selling. It is no exaggeration to say that many of our customers are among some of the most prominent men of the day.

The great movement of merchants and their buyers is towards our warehouses to see the progressiveness of our business, at present. We are therefore expecting a call from you and will be prepared to show you through our different departments and demonstrate to you the advantage of doing business with us.

John Macdonald & Co., Ltd.

TORONTO

DRY GOODS REVIEW



April, 1909

Vol. XX. No. 4

Single Copy Twenty-Five Cents

Per Year - - Two Dollars

MacLean Publishing Company, Limited

Publication Office, Toronto, Canada

Montreal Winnipeg New York Chicago London, England

Quality is a mark of all work done here.

Over 30 years actual experience has long since taught us the "know how" in dyeing and finishing.

Our customers are found among the trade in all parts of Canada.

Dyers
and
Finishers
to the
Dry Goods
and
Millinery
trades
of Canada

R. PARKER & CO.
Toronto, Can.

Promptness in filling all orders is sure here.

The largest and most modernly equipped works in Canada, operated by a large staff of skilled work people is the guarantee.

Write for any particulars.

R. Parker & Co., Toronto, Can.

The BELDING Silk Sewed Seam



Will Stand a Bull Dog Strain

SPOOL SILK

Smooth, Lustrous, Free from Knots.

Full Length Absolutely Guaranteed.

The supplementary Fashion Shade Card (90 colors) of Spool Silks is just completed. A copy for you upon request.

Belding, Paul & Co., Limited

Silk Manufacturers **MONTREAL**

"Rooster Brand"

BEST MADE



"We are the young and the strong,
And who so fit for the fight as we?
With our hands of steel and our iron heel
And hearts like the oaken tree!
For we are the sons of Canada,
The pride of a princely land,
And the *Overalls* made in Canada
Are those that her sons demand.

"Rooster Brand" Overalls

are made in Canada

Full Sizes Double Stitched Patent Pockets
Patent Wrist Snaps Indigo Dye, Etc.

Robert C. Wilkins, Montreal

Overalls Shirts Outing Trousers
Pants White Coats Boys' Knickers

Spring Sorting Lines for Quick Shipment

To get your share of Spring business you will want a few lines to brighten up your stock.

The importance of having the right goods at the right time is each season becoming more important. That is where you appreciate the advantage accruing from this, the largest wholesale dry goods business in Canada.

Throughout the various departments in our immense warehouse stocks were never in finer and more attractive shape than now.

Cottons Ginghams Prints
Wash Goods Dress Goods Silks

In these departments you will find the newest patterns and latest colorings at closest prices.

Dress Accessories, Embroideries and Laces are extremely active. Take advantage of our stock.

Smallwares, Carpets and House Furnishings. Seasonable lines are featured here. Our assortments are easily the largest in the trade.

Send us a list of your wants or see our travellers' samples. Our Mail Order Department will look after them promptly.

Greenshields Limited
MONTREAL

THE LATEST ENGLISH DRESS FABRICS

By

Priestley



Tussah Royal

Emphatically endorsed by Dressmakers, Women's Tailors and Retailers in London, Paris and New York, as it is suited to the present form of costuming.

New Materials for Fall 1909

Wool Satin Travers (Self Colors—Stripes)

Soleils (Self Colors—Stripes)

Poplins **Chiffon Broadcloths**

Silk Warp Eudoras — Wool Saloma Stripes

Rosettas **Lucida** **Voiles**

Sole Agents for Canada

Greenshields Limited

Montreal

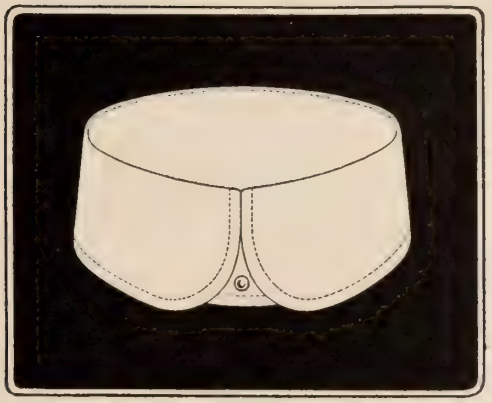
SUCCESS

COLLARS

NEW STYLES

STILL THEY COME

OLYMPIC



The most popular hit of the season. Combines the features of close fit and plenty of tie room. Just the combination you have been looking for. Get your orders in at once.

ORDER FROM YOUR WHOLESALER

Manufactured by

The Canadian Converters' Company
Limited

Montreal

SUCCESS SUCCESS SUCCESS SUCCESS

BLACK PRINCE

The 1909 Shirt

Black Serge **Fleece Back**



Extra Large **Double Stitched**

Full Yoke and Pocket

Any Wholesaler Can Supply It

This Shirt is made from a specially dyed and printed cloth guaranteed fast black.

The **Canadian Converters' Company** Limited

Montreal

Fall Import

¶ Our Samples are now ready, and in the hands of our Travellers.

Dress Goods Silks Velvets
Cloths Ribbons Gauzes
Velveteens Laces etc.



A Bird's-Eye View of OUR World

It is a Fact that

all our numbers, even those at the lowest prices, bear that true Parisian touch of style and coloring which nothing but a close connection with the Fashion Centre of the World and its votaries can give.

¶ We Have That Connection

Debenham & Co.

St. Paul's, E.C. London Wimpole Street, W.

PARIS NEW YORK MELBOURNE
CAPETOWN BRUSSELS BOSTON SYDNEY
JOHANNESBURG LYONS ST. ETIENNE
TORONTO Cor. Bay & Wellington Sts.
MONTREAL 18 St. Helen St.

Woollen Department

Our representatives are now showing a complete range of Fall samples such as Coatings, Serges, Suitings, Pantings and Tailors' Trimmings.

Your particular attention is drawn to the following lines, and inspection is invited.

The range is the largest and most representative shown in Canada.

Coatings and Serges

LANDSLIDE COATING:

The name originated at the time of the landslide of the terrace at Quebec. It became popular at once and has retained its position ever since as the King of all Coatings. It is thoroughly shrunk and sells at a popular price.



THE NAVARRE:

A new, fine set, clear cut serge, just being put on the market by us at a most popular price for all classes of the trade and in a weight suitable for all the year round wear.

THE CURRAGH:

This cloth is probably the best known of all the Belwarp Serges. A fine set, clear cut serge and as is the case with all Belwarps, is guaranteed to be sea-proof and sunproof.

"51810":

To see this cloth is to buy it. To buy it once is to repeat it, and again repeat it There was never a cloth made and sold at $1.75 Indigo that could come within striking distance of it. Write for a sample at once if you have not already purchased this cloth.

Tailors' Trimmings

Without fear of successful contradiction we claim to carry the largest and best assorted stock of

Tailors' Trimmings of any house in Canada.

Some of the brands which have made this department famous:

THE CANADA:

A Belwarp Mohair Serge Lining, sold at 75c. Every piece is stamped with the lion and the bell trade-mark which guarantees to our customers the finish and wearing quality.

THE TYRON:

A green edge linen duck, proved by years of use in the trade to work well under the iron and a delight to the garment maker.

THE EARTHQUAKE:

A permanent finish Black Mohair Serge sold at 65c. A cloth that the best tailor can use with impunity.

MINERVA:

These linings are 64 inches wide, made in Mohair, Emperor twills and diagonals, both black and colors. We are the first to introduce this width into Canada, and we propose to maintain our position as first in the field.

The Gault Brothers Co. Ltd., Montreal

Important Announcement

GAULTS'

Embroidery and Lace Display

Our buyer has just returned and reports one of the largest purchases ever made for this well-known department.

Embroideries Are Good

and stocks should be well looked after, as you will certainly be called on to supply an increasing demand, as fashion in all lines favors them this season.

Gaults' Quarter to Half-million Yards Sale

comprises new and up-to-date Swiss Flouncings, Allovers, Frontings, Corset Covers, both check and latest novelty in stripe effect, with galoon to match, as well as hundreds of boxes

Insertions and Edgings

piece goods, coupons, mill remnants, firsts and seconds.

Magnificent Range

newest trimming laces and insertions in

Irish and Cluny Effects

40-inch colored dress nets and gold embroidered allovers and insertions.

Now as to Prices—

All we want is an inspection and close comparison by *your* buyer. You can depend that we intend to give our customers all possible benefit of the many concessions secured through the combined buying power of our three warehouses—

MONTREAL, WINNIPEG, VANCOUVER

Above Goods are now on view in the Montreal Warehouse

IMMEDIATE DELIVERIES

The Gault Brothers Co., Limited

Montreal

FLANNELETTE

If purchasers of this useful material for underwear all the year round would buy the best English make, they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

HORROCKSES'

Flannelettes

(made by the manufacturers of the celebrated Longcloths, Twills ana Sheetings)

are the best

SEE "HORROCKSES" stamped on selvedge every 5 yards.

Horrockses, Crewdson & Co.

Limited

Cotton Spinners and Manufacturers,

PRESTON. MANCHESTER. LONDON, ENGLAND



Corticelli



Spool Silk

AND OUR

European Fashion Service

Focus your eyes on this combination. It is CERTAIN to increase the general business of dealers who use it and to multiply the sales of your big profit-maker—Corticelli Sewing Silk.

Our European Fashion Service—a big thing in itself—is simply a means to an end—to bring you more Corticelli Silk business. This service is for dressmakers. It centers the dressmakers' trade at your store—it gives them a Fashion Service that cannot be obtained elsewhere—it increases the prestige of Corticelli Sewing Silk—the silk that's full length, full strength, of even size, free of knots and snarls—in short, the most popular and best selling Sewing Silk on the Canadian or any other market.

Write us for full particulars concerning this trade-bringing, profit-winning plan.

Corticelli Silk Company, Limited

Head Office - St. Johns, Que.

Address Nearest Office

Sales Rooms: 22 St. Helen St., Montreal; 399 Cordova St., Vancouver; 56 Albert St., Winnipeg
24 and 26 Wellington St. West, Toronto: 91a York St., Sydney, N.S.W.



B.D.A. MOHAIR AND SICILIENNES

No line of dress materials more suitable to the season can be displayed.

B. D. A. ENGLISH MOHAIRS

are good the year round, but Spring timeis pre-eminently Mohair time.

In textile value—beauty of weave, patterns, finish and coloring, they EQUAL any fabric woven.

In practical value—dust-shedding and well-wearing qualities they EXCEL all others.

BRADFORD DYERS' ASSOCIATION

of

Bradford, England



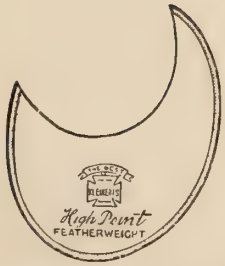
No Sewing Required if You Wear this Shield



No Rubber



Lace Edge



Extra Good for Stout Person

8 Popular Styles OF Kleinerts Dress Shields WHICH ARE Unequalled Made in all Sizes AND Guaranteed

These Shields can be washed in warm water and ironed when dry. Have iron moderately hot.

SOLD BY ALL THE

Leading Jobbers

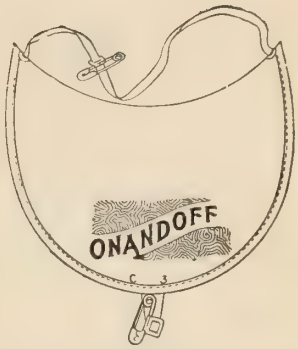
I. B. Kleinert Rubber Co.

1 Mincing Street

Toronto



Has the Largest Sale in the World



Attached Without Sewing



WASHABLE



Double Covered

Free Trip to "Toronto National Exhibition"

and Return, with Six Admission Tickets thrown in for Good Measure.

To anyone, living in Canada, who sends us new, full-year, paid-in-advance subscriptions as per schedule below, will be furnished Free First-Class Railway, or Steamship, Transportation (as preferred) to Toronto and Return, over any Canadian Railway, or Steamboat Line, together with Six Regular Admission Tickets to the Toronto National Exhibition this fall. Tickets good during the Exhibition, subject to the regulations of the transportation company issuing them.

Begin now, and see how easy it is to earn this outing. Subscriptions may be sent in any time before July 15th next, but not later, as the remaining time before the fair is required to complete arrangements for traveling accommodation for those who respond to this offer.

There is no competition, or other element of chance or risk about this offer. The distance you reside from Toronto regulates the number of subscriptions you must send. When you have sent that number you may rest assured that our undertaking will be carried out to the letter. The regular railway time-tables will be used to determine the distance, which is to be calculated by the shortest passenger route. By consulting your railway time-table you will get this information, or we will supply it. Should you fail to secure the full number of subscriptions required, proper remuneration will be made by sending you, in lieu of the tickets, their pro rata equivalent in cash.

Notify us early of your intention to accept this offer; for convenience you may use the form below. This offer is open to ANYONE, whether a subscriber or not.

THE BUSY MAN'S MAGAZINE,
10 Front St. East.
Toronto, Ont.

Gentlemen :

I hereby accept your offer of "Free, First-Class Transportation to the Toronto National Exhibition and Return; together with Six Regular Admission Tickets to the Fair-Grounds," in consideration of which I will undertake to send you the number of new, full-year, paid-in-advance subscriptions to The Busy Man's Magazine, indicated by my X, on the schedule below. I reside no further from the city of Toronto than is indicated in the schedule opposite my X.

Miles from Toronto.		Number of subs.	Mark X
25 to	50	3	
51	100	5	
101	150	7	
151	200	9	
201	250	11	
251	300	13	
301	350	15	
351	400	17	
401	450	19	
451	500	21	
501	600	23	
601	700	25	
701	800	28	
801	900	31	
901	1000	34	
1001	1100	37	
1101	1200	40	
1201	1300	43	
1301	1400	47	
1401	1500	50	
1501	1600	53	
1601	1700	56	
1701	1800	59	
1801	1900	63	
1901	2000	66	
2001	2250	72	
2251	1500	80	
2501	2750	89	
2751	3000	97	

*Name*_____

*Street*_____

*Town*_____

*Province*_____

*My Ticket to be Via :*_____

*Railway*_____

*Boat Line*_____

Write plainly; this will insure immediate acknowledgment of your communications and safe and prompt delivery of your tickets.

UNSOLICITED TESTIMONIALS

I consider The Busy Man's Magazine the best I have yet come in contact with.
HENRY WILSON, Toronto.

We have subscribed to many British and American magazines, but found none to equal yours as a Business or Busy Man's Magazine. The articles are so admirably selected that one can start at the first and read right through to the last page and enjoy superior reading all the way.
AULD & CO., South Dunedin, New Zealand

We would not like to miss the future copies of The Busy Man's Magazine.
INGERSOLL PACKING CO.

The Busy Man's Magazine is the best magazine I have had the pleasure of perusing. If my subscription should lapse, do not stop it; jar me up on remitting.
A. B. BURRETT, Amigari

It is pleasing to record that Canada can boast of such a publication, whereby the man, who can devote only a short time to reading each day, may become thoroughly conversant with all that the brightest minds are producing, and what the world's leaders of thought and research are doing, discovering or planning.
Such a publication is The Busy Man's Magazine, which is replete with the latest contribution of the world's centres in political and commercial affairs, science and invention, labor, business, industry, art, etc. The Busy Man's Magazine is a Canadian publication, and places before its readers the greatest amount of instruction and profit in the handiest form and most attractive manner. It indeed fills a long felt want. — Peterborough *Daily Review.*

The Busy Man's Magazine takes first position in my opinion. It has more interesting, concentrated, common-sense information in one issue than most periodicals have in a whole year.
C. C. NASH, D.D.S., Bath.

The articles in The Busy Man's Magazine are just what we want, short and so well written that a busy man can afford time to read them and feel benefitted for the short time given to each article.
WM. THOBURN, Almonte

The Busy Man's Magazine is the only publication that I keep a file of; in fact I have to, because practically every article in the various issues has been blue pencilled by me for future reference. You have certainly succeeded in obtaining all of the articles of value from the principle magazines of the world, and as a consequence I have not only been able to save a great deal of time by reading your magazine, but also a good deal of money. For instance, I had subscribed for 32 different publications. I now find that Busy Man's Magazine covers the gist of the majority of them.
C. EDGAR WOOD,
Sales Manager Dominion Cartridge Company, Montreal.

Any Article, to reach the page of Busy Man's, must possess the sparkle of merit.

It reproduces each month such articles as measure up to its standard. To secure these articles scores of the best magazines are ransacked. Each number also contains many original articles by clever Canadian Writers.

Thus condensed into Busy Man's are the most attractive features of the leading periodicals, including in the selections something good for every member of the family. Other good articles, for which space cannot be found, are classified in a section furnishing information as to where they may be found.

"The Busy Man's Magazine policy is as Wide as this Great Dominion."

The offer on the opposite page is the broadest one ever attempted by any publication in Canada. Only a magazine with unbounded faith in its merits, in the people and in the country, backed up by ample resources, could attempt such an offer as this. Without restrictions, anyone living in this wide Dominion, whether in Nova Scotia or British Columbia, can have this trip by First-class regular trains. "No special excursion crowding at second-class rates." These tickets will afford you every comfort that any first-class ticket will or can afford during the Exhibition.

The management of this trip is in the hands of a committee that will handle it carefully, liberally, and to the satisfaction of all who accept it. This great offer is made to popularize Busy Man's Magazine, and every detail will be carried out in a manner to insure this end.

Busy Man's is only two dollars per year; any Man, Woman, Boy or Girl can earn this trip at a very small tax on their time. Send in your acceptance and we will send you sample copy and order forms.

This announcement first appeared a few days ago; already we are receiving acceptances from all parts of Ontario (those from other provinces have not had time to reach us yet). Take this offer at its face value, accept it and win the trip. We'll help you, and carry out the offer in its entirety.

The Busy Man's Magazine

PHILIPS' SPECIALITIES

in

SUPERIOR COTTON GOODS

All Dry Goods Importers Should Have Them

"Eider" Lambskin (Regd.)

An entirely new fabric of beautiful appearance and exquisite touch, that will be in universal demand for ladies' and children's underwear. Suitable for shirts, for petticoats, and, above all, for dressing gowns. It will supersede the inferior continental makes.

"Arpekas" Flannelette

New suede finish, close pile, warm, healthy and pure. Made in white, cream, coral, flesh-pink and fancy colors.

"Own Make" Window Holland

Made in the best **Whitepark** Irish Linen Finish, and sold to large importers at 20% off usual list. This is really the best cloth in the trade. It runs sweetly on the roller, throws a delicate shade and gives unlimited wear. White, cream, ecru, buff, green, &c.

The "NEU" Moire (Regd.)

This lovely fabric is specially adapted for the new skirts and fashionable linings for Directoire and other clinging dresses. The design will **not** wash off.

"Opaline" and "Opalette"

The only satisfactory silk substitutes. Spun and woven in the unique humid Lancashire climate. Warranted pure Egyptian cotton, Mercerized and Schreinerized. Made in all fashionable shades.

We only supply large importers and quick payers, but our prices are surprisingly keen and our goods are reliable

J. & N. Philips & Co.

Manchester, England

Mills—Tean and Cheadle **Branch—20 Cheapside, London, E.C.**

OFFICES

211 Lindsay Building,
St. Catherine Street West,
Montreal

611 Empire Building,
Wellington Street West,
Toronto

LOOK OUT FOR THIS SHIELD AND TRADE MARK.

THE RETAIL TRADE IS URGED TO ASK FOR THESE CLOTHS.



THE RETAIL TRADE IS URGED TO ASK FOR THESE CLOTHS.

Goods to be obtained from the high-class Novelty Dress Goods House, STOBART SONS & CO., Ltd., WINNIPEG

Established 1832 Cable Code: Law—Bradford

FALL 1909

"Lawrus" Fabrics.

REGISTERED

These goods are rolled on special boards and stamped every **five yards "Lawrus"**

Mr. Haley will be at the Windsor Hotel, Montreal, and the King Edward Hotel, Toronto, during April and May with a complete collection of these fabrics.

SPECIALTIES

Mayfair Suitings

in our Combination finish

(Pirle and Suedena)

Showerproof Goods

in the latest styles

Mohair Linings

Law, Russell & Co, Limited

Converters of Bradford Fabrics

BRADFORD and LONDON

Now's The Time For Wash Goods Repeats

Use our complete stocks. **Write, wire or see our travellers' samples**

Orders filled the same day as received.

Our wash goods stocks have received recent additions of desirable novelties and specials, picked up by our Mr. Rodden in Europe, as well as fresh selections from American mills. Orders are invited from merchants who wish to keep thoroughly awake to what is most desirable. Such novelties add distinction to a retail store.

Here's a list of the good staple and novelty wash goods. All of these lines are in stock. Look this over carefully.

Victoria Lawns

Four extra special lines just received. All 40 in. perfect goods, and 20 per cent. under the market. Make sure of your share

RA—10c. RC—13½c.
RB—11½c. RD—15c.

Our stock of Victoria Lawns, India Linens, Plain Muslins, Persian Lawns, Swiss Muslins and Organdies is known as one of the most comprehensive and select in the trade.

1,000 pieces of fancy muslins just delivered.

Tivoli Stripe Organdie, 25 in.—7c.
Organdie Gazonette, - - 8c.
Tape Stripe, - - - 9½c.

New shades and all good patterns in florals, stripes, dots, etc.

The stock of Gemarter Print, the 10c. leader, is complete.

Ginghams

B Gingham 10c. Good assortment of patterns.

Anderson's Silk Zephyr at 25c., novelty stripes, broken checks, etc.

American Novelties

Three special lines typifying the latest in wash goods, have just been put in stock. They will liven your trade.

Crepe Javanaise—one of the big successes, crepe construction, perfect self-colorings, staple colors and all the new shades, as taupe, rose, wistaria, etc. Samples on request. 27 in. wide, 18½c.

Silk Tissue—Another self-colored material. Very desirable at 22½c.

Monotone Silk—Desirable weave, expressed in wide and narrow stripes, in present day fashionable shades, 25c.

Dyed Piques

Special Shrunk Finish

Comes in browns, navy, white, champagne, Copenhagen, sky, pink, etc. These are good sellers. Order by the numbers.

WM 41 — 27 in. wide - 18½c.
WM 42 — 27 " - 24½c.

Dress Linens Big Sellers

All popular colors, such as corn, Copenhagen, brown, natural, etc. Leading lines are

G 300, plain cloth 11½c.
G 400, " " 15c.
G 500, " " 18½c.

Good stripes—D10—18½c. D12—21c.
G 700 stripes—19½c. G 710 broken checks—19½c.

Send your orders by mail. All lines are exactly as represented.

Brophy, Parsons & Rodden, Limited

The Specialty House

Corner Victoria Square and Craig St., MONTREAL

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

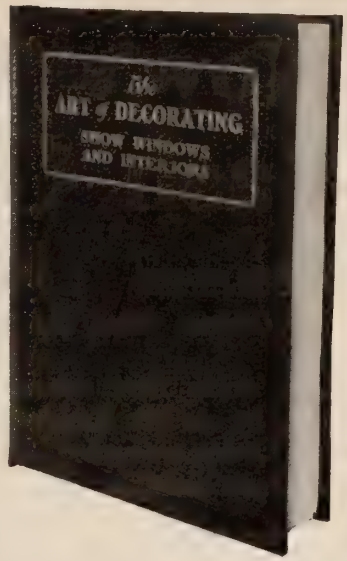
It pays you to sell these brands.

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchants

181-183 McGill Street, MONTREAL

James Stanbury & Co., Toronto



Invaluable to Merchants and Window Trimmers

"Attractive Windows Increase Trade"

This up-to-date work of *hundreds of experts* offers a complete education in Window Dressing and Interior Store Decoration. Every illustration and working description is simple and practical. Special attention is paid to Backgrounds, Harmony of Colors, Displaying Different Kinds of Goods, Seasonable Decorations for Christmas, Etc.

410 Pages 618 Illustrations
$3.50, Postpaid

MACLEAN PUBLISHING CO.
Technical Book Dept.
10 Front St. East, Toronto

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

1906.

	Canada	Other Countries	Total
Cosies, Cushions, etc.	£ 495	£ 154,047	£ 154,542
Curtains	190	87,675	87,865
Fancy Goods	313	279,452	279,765
Piece Goods, Cotton and Linen	11,894	3,297,724	3,309,618
Flannelettes	1,688	251,965	253,653
Boots and Shoes	4,951	114,003	118,954
Rubber Sand Shoes	2,319	47,998	50,317

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway. We will also supply specimen copies on application.

Publishing Offices

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 112 Wood St., E.C.
New York, 29 Broadway

"Forewarned is Forearmed"
in investment making

THE FINANCIAL POST OF CANADA

is a weekly newspaper for investors, published every Saturday.

Its weekly summary of stock fluctuations is the most complete published in Canada.

Its editorial comment on market movements is based on facts obtained at first hand from "the men behind."

Its special articles on the making of investments are interesting, practical and authoritative.

It is endorsed by Canada's leading bankers and financial authorities and carries the advertisements of a large proportion of the important financial institutions and brokerage houses.

Read "THE FINANCIAL POST"
for the
Facts About Cobalt

A regular perusal of "The Financial Post" leads to more careful selection of investments and consequently to greater profit from your invested funds.

Single copies, 10 cents at all newstands
$3.00 per year

THE FINANCIAL POST 10 Front Street East, TORONTO, ONT.

Montreal Winnipeg Paris New York London Chicago

Paton's Scotch Boot and Shoe Laces

Cotton Thread, Wool, Silk, Leather and Porpoise Hide, give your customers satisfaction.

Paton's Name on every box

If you have not stocked this line it is worth while to get samples and prices..

Paton's Linen Threads

Lack a Quality Rival.

Church Brand —Needles—

They are indispensable to your store.
Your wholesaler has them.

Ward's Coronet Hardash, Red and Blue Label.

Unequalled in quality and price.

Sole Agents for Canada :

Geo. D. Ross & Co.

72 Bay St., TORONTO

142 Craig St. West, - - MONTREAL

White Linen Suitings

MADE FROM

"Old Bleach" Linens

Have a lustre and appearance known to no other linens.

They drape perfectly because they are soft, and without chemical dressing or sticky matter.

They are particularly adapted for embroidery or drawn work, warp and woof being of the same yarn.

"Old Bleach" Linens are sold in all Canada's leading stores for they have more features to recommend them than any competitor in the linen department.

Our Booklet—Write for it—Will tell you more.

R. H. COSBIE

Irish Linen Agency

TORONTO

Facts of Interest—Mainly About Ourselves

THE REVIEW AS A GUIDE TO BUYING. An outstanding evidence of the fact that The Review is giving a distinct service as a guide to buying was revealed recently, when a review by a Paris correspondent of the occurrences in the fashion world for Spring and Summer corroborated the forecast given by The Review nine months before. This advance word upon the situation was prepared by a Canadian authority in the markets. His prognostications were the more significant because of his knowledge of the Canadian field based on actual merchandising experience There are evidences that his information has proved of great value to Canadian buyers, since it preceded the travelers and placed them in that advantageous position where they were familiar with the developments in original sources of fashion. In the development of this service, the aim of The Review is to make available a guide to buying which will be absolutely authoritative and which will place in the hands of the retail merchants another means toward the realization of that style distinction which can only be obtained by close study of conditions and tendencies in world centres.

⚜

ELIMINATES THE GERM OF EMPTY FLATTERY. The department in The Review devoted to a description of methods employed by dry goods merchants is not open to the aims and objects of the "puff" fiend. Its outstanding purpose is to give the merchants a medium through which their ideas may be exchanged. One man may, for instance, be successfully solving a knotty problem. A merchant in another town may have a heart-break because of its existence and his inability to cope with it. The aim of The Review is to convey the idea by which the question may be properly handled. How this man has departmentized his store, how the other fellow has worked out the cash system, what the merchants in this particular town are doing to abate the dead-beat nuisance, what views the merchants in another town may have with regard to advertising and the success they are making of it—these and a hundred other questions are of interest to merchants, and through this department of "Men and Methods," The Review is endeavoring to describe practical, working plans. There is no intention to give any merchant a write-up in the sense known to newspaper readers. It may deal with his experiences if he be a merchant of long standing, but every effort is made to keep the department free from the germ of empty flattery.

⚜

REVIEW ALWAYS AVAILABLE FOR CONSULTATION. The Review is always at the service of merchants endeavoring to work out problems in regard to which they may feel it is in a position to give or obtain useful information. Only recently The Review was asked to suggest a plan for remodelling a triple section store. Another man asked for pointers on departmentizing. The requests were given careful consideration and expert advice returned on the questions referred to. The proposed re-arrangement of the store is made the subject of a special article this month. This is a department which cannot fail to be of interest to the general merchant who may find it advisable to consider plans for altering his store arrangement. It is proposed to make this one of the prominent features of the paper, and The Review would like to have its readers feel at liberty to make suggestions or enquiries or otherwise use its columns to the end that it may be of real benefit.

⚜

MANUFACTURER SAW HIS OPPORTUNITY. That a manufacturer's opportunities are very often measured by the degree to which he is wide-awake and progressive is a fact which has had striking demonstration. In The Review a few months ago appeared an interior view of a well-arranged department store. The manufacturer who gives this instance states that, by examining the illustration he saw that by a convenient re-arrangement, the merchant could find space for a department in which to carry the line of goods he was producing. The manufacturer communicated with the merchant and made a suggestion along the lines indicated. The result is that negotiations are progressing towards the placing of a good order on one hand, and the opening of what should prove a very profitable department on the other. All of which goes to show that the man who takes his business seriously—eats it, sleeps it, thinks it and works it, as the saying is—is doing a little more than merely taking chances. It also shows the importance of reading The Review.

⚜

COVER ILLUSTRATES LATE DIRECTOIRE MODE. The gown illustrated upon the cover of The Review shows one of the later developments of the Directoire modes. The skirt of the gown is fuller and gives more freedom of movement. Not only the gown, but the coat also is developed in net. Paris dressmakers are using nets and chiffons to veil soft satins often of a different color; or the over-dress will be of net over chiffon or another shade. Heavy lacet embroideries worked up with beads and cabochons in gold and jewels are the trimmings of the day. The hat worn illustrates the larger shapes that are coming to the front for Summer wear. Many hats are in black with plumes in color or white. Plumes have long flues and are pieced to give the required length. Long ribbon ties decorate many of the dress hats.

⚜

TWO DOLLARS' WORTH OF IDEAS.

From the Bowmanville Statesman:—"The dry goods merchant who cannot get $2 worth of ideas from the March Dry Goods Review must be blind, or has a 'big head.' This number is a great credit to the trade and the MacLean Publishing Co."

⚜

CONTAINS HELPFUL SUGGESTIONS.

From K. H. Hartwick, of Fisherville, Ont.:—"Your paper is good, and I can hardly wait for the next issue. 'The Review' is not only good for large stores, but a merchant in a country store can derive a great many helpful suggestions."

McCall Fashion Sheets



In this advertisement we are going to speak of McCall Fashion Sheets. In all we do in this business, and in our methods, we try to be practical. McCall Fashion Sheets, like all McCall productions, are practical. They sell patterns.

McCall Fashion Sheets are the kind the women want. They illustrate patterns that are at once stylish and practical and simply described. The most prominent space in the McCall Fashion Sheet is devoted to the individual merchant's advertisement. There are no other advertisements.

The publication and distribution of McCall Fashion Sheets are principally for two purposes, namely, to sell patterns and to advertise the merchant's business; in other words, to bring women to his store, to increase his entire business. For nearly forty years McCall Fashion Sheets have been accomplishing both these purposes. How well, is shown by the fact that there are many more McCall Patterns sold than of any other make and many more merchants handling McCall Patterns—and distributing McCall Fashion Sheets—than any other make.

If you wish to increase your business, Mr. Merchant, write for more facts about McCall goods and methods. They will interest you. You will be under no obligations whatever. Our well established Canadian Office and Factory, the largest and best equipped in the Dominion, make it possible to offer Canadian Merchants the same advantages of TERMS, PRICES, DELIVERIES, etc., that our 9,000 United States Merchants enjoy.

The McCall Company

THE LEADING PAPER PATTERN HOUSE OF AMERICA

236-246 West 37th Street, - - - NEW YORK

Toronto Chicago San Francisco

NOT IN THE TRUST. *NO CONNECTION WITH ANY OTHER HOUSE*

The W. R. Brock Company. (Limited) Toronto

"Her Ladyship" Tailored Shirt Waists

From a grand collection of superbly tailored waists, which is bringing a deservedly large volume of business, we select for particular mention the following numbers :



G388.—Black Sateen, of a good heavy cloth, dull or bright, just as shown in cut, $9.00 ; others at $12.00, $13.50, and $15.00.



No. G382.—Gingham seems peculiarly adapted for the plain tailoring, and will be immensely popular this season. We are showing an extra choice variety of stripes, narrow and wide, and checks, large and small, some with white, others with self collars and cuffs. All are clever, dressy, mannish creations, strictly tailored, and each one exhibits high quality material and superior workmanship. Style 382, as illustrated, $12.00, made of Chambray, other lines in print, cambric, and gingham at $6.75, $7.50, $9.00, $12.00, $13.50 and $15.00.



No. G287.—Made of a splendid French Taffeta Silk, tailored and well made, long sleeves with cuffs, $3.25.

DRY GOODS REVIEW

Issued Monthly

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MONTREAL AND TORONTO, APRIL, 1909.

Greatly Improved Tone.

WITH the actual appearance of Spring, the decidedly optimistic tone which has been remarked upon during the past few months continues to develop in significance. Business men remark upon a much better feeling throughout the country. There are those among them who venture to predict that Canada is on the eve of a period of great prosperity and, in doing so, they are careful to observe that the recovery will be so tempered by recent experience that there need be little fear of inexcusable boom or spasmodic spurt. The approach towards prosperity will be steady and well directed. There is now not the same tendency to compare the lean year with fatter ones that went before. It is not an uncommon thing to hear a merchant state that, up to the present time, the year so far has doubled and, in some cases, trebled, upon the record of the same period last year. Here and there one hears of advances on the best quarters in the histories of firms. Reports from travelers are also indicative of the returning confidence. In many towns, particularly those surrounded by good farming districts, merchants state that the depression did not there make itself manifest to any generally disagreeable extent. In industrial centres, there was a curtailment, but it is now evident that, with the arrival of Spring, the activity which the season always inspires is again restoring something like normal speed to the wheels of production. Reports from the West are, so far, such as to warrant the continued hope on the part of eastern concerns that the coming Summer will see a repetition of last year's yield. Given that, they declare, the country will have received its license to anticipate the best of the future.

So far as Fall business is concerned, merchants state that orders on lines already roaded have been particularly encouraging. If staple lines are any criterion, the year-end promises to be equally as favorable as the beginning. The tendency to buy light is, of course, still noticeable in some quarters. The continued unfavorable weather is blamed to a certain extent, but it is held by some that the situation thus created by this disinclination to buy freely is likely to have its salvation in a heavy sorting trade. Particularly is this proving true of Spring. The undesirable feature of it is, however, that following close upon a year of depression, the conservatism which extended from one end of the trade to the other may have its effect in the early depletion of some stocks for which there may be later demand. With a return to normal conditions, optimists declare, the hand-to-mouth plan will give place to more considerate methods. Payments are reported as being fairly satisfactory.

Value of Organization.

ORGANIZATION is a good thing. Hardware merchants are apparently unanimous on that point. Their recent convention in Hamilton served as a demonstration, and it need not be wondered at if the success which they have achieved, inspires representative men in other lines of business to attempt something along the same plan. If it accomplished no other purpose than an exchange of helpful ideas, or brought about discussion of knotty problems and best means to solve them, such a convention and such an association would fully warrant its existence. Not infrequently one hears of the merchants of a town uniting for definite purpose, such as the taking of action on the dead-beat or slow-pay question. Had these merchants the opportunity to convene annually and of considering these matters as a body, it is easy to see where a great amount of good could be accomplished. Very often it is found in some of the small towns throughout Ontario that petty jealousies exist between merchants in the same line of business and retard development towards best standards in business. Were these merchants organized along proper lines, did they see that the confidence of one was the confidence of

all, they would undoubtedly have different stories to tell. How much more satisfactory to all concerned would be the results from their business? It cannot be denied that there are towns and cities in Canada where, for instance, the most considerate spirit prevails among merchants, where "throat-cutting" in unheard of, and where one man does not duplicate the offerings of another merely with the object of dividing the spoils from the results of the first man's initiative. It is The Review's intention to secure opinions from dry goods merchants on the suggestion that conventions similar to those held by the hardwaremen be called annually, and that organization along similar lines be considered.

Where Personality Counts.

NO CLASS of men are keener for business than commercial travelers. In season and out of season, rough weather and mild weather, early in the morning and late at night, they are eager to do business and to take orders.

There are, unfortunately, exceptions to this rule. The other day a commercial traveler reached a certain town during a storm. As he did not like stormy weather he utilized the telephone in his efforts to get orders. He represented a firm that manufactured a line of goods in which there is a great deal of competition and did not get any orders. He did not deserve to get them. A lazy man never deserves success of any kind.

A telephone is useful in many ways, but is a poor order-getting medium. It eliminates personality, and personality counts for a great deal in salesmanship. Don't be a "telephone" traveler.

The Exemplary Course.

THE STATEMENT made by a country merchant that, in their desire to develop fat bank accounts, farmers were sometimes inclined to ignore the cash or restricted credit regulation of the stores at which they deal or endeavor to evade it by putting forward all manner of excuses, points to a condition which should not be encouraged by laxity in business methods. It would appear that the merchant whose own course in this respect is exemplary, is in the best position to take a firm stand on the problem. A reputation for payment of accounts with unfailing regularity is an asset to any merchant. Stories of the late Timothy Eaton, which have reference to his own merchandizing, almost invariably recall his unswerving adherence to this principle in business. He paid cash, and required others to do the same. The notable fact about his store was that it gave the people what they wanted and his methods enabled him to do this to their and his advantage. It would appear, then, that the merchant who establishes a reputation as a cash buyer is fortifying himself with a strong argument against any influence which threatens to create a breach. His light, of course, must not be hidden under a bushel. Business ethics permit him to make what use he may of it. There would appear to be little excuse, under ordinary circumstances, for indignation on the part of any man who, while silently practising the greatest rectitude in this matter himself, allows others to take liberties which he can ill afford. A dignified self-assertion, or a well-starched backbone, is sometimes the best remedy for many of the evils which creep into a merchant's business plan from the outside. Half-measures very often serve no other purpose than to aggravate the difficulty.

Deception in Business.

BUSINESS men who practice deception are not wise. Possibly for a time deception may appear to pay, but as a paying proposition all the time there is no question of its futility.

The very foundation of successful and permanent business is confidence. It is as impossible to build up confidence on a foundation of deception as it is to build an enduring superstructure on quick sand.

Up-and-above-board ways of dealing with customers, creditors and employes may not make all rich in dollars, who practice it, but it will create a name for probity, and that, after all, is more important than even cash as a basis of commercial credit.

Thresh Out Express Problem.

THE Dry Goods section of Toronto Board of Trade is taking steps which it is hoped will result in a thorough threshing out of the express rate problem. The committee to whom the question was referred has been enlarged and a special fund placed at its services. It is now proposed to secure information from merchants throughout the country with reference to local conditions, and to obtain expert evidence bearing on the question with the object of submitting it to the consideration of the Dominion Board of Railway Commissioners. That there is room for a better understanding between the public and the express companies is patent to anyone familiar with the general problem. Merchants have instances of apparent inconsistencies in charges when compared with rates as understood, and it is patent to anyone conversant with the problem that a well-defined adjustment of the schedule which will leave no part of the shipping public in perplexity will be thoroughly welcome.

Fires Due to Carelessness.

OUT of about 11,000 fires in the United States last year twenty-three per cent. were caused by carelessness, and of this number more than one-half was attributed to carelessness with matches. He is a wise merchant who requires of his employees the utmost caution, with the object of minimizing the danger from fire. It is advisable to have a well-understood store, warehouse or factory regulation on this matter, and notices might be posted on the different floors of an establishment to good purpose.

Advantages and Disadvantages of the Statement Draft

Collection of Accounts — A Plan Which Saves Time and Expense and is Convenient Both to the Buyer and Seller—How it Works Out.

By Howard R. Wellington.

DURING the year 1908 there was probably more business paper returned unpaid than for some years past, owing to the fact that the merchants were unable not only to move their stock, but collections from their customers were also very slow. It may not be generally known by the retail merchants that this returned paper is scrutinized very carefully by the banks, and if a certain dealer is in the habit of not meeting his paper when due, it is very often difficult for the wholesaler to use this paper again for discount. A strenuous effort should be made to pay a portion of the draft at least on the due date, or if this is found impracticable, the creditors should be written to explaining the situation and requesting the necessary extension. Retail merchants who are in the habit of meeting paper when due or arranging for a settlement would be surprised at the number of drafts which, although accepted, are returned unpaid and no attention whatever given to the matter.

Cash Discount.

Quite frequently there is an exception taken to the cash discount being charged back in case an extension of a month or two months is agreed to, the debtor maintaining that the net amount of the account should be used when redrawing, adding exchange and interest. The wholesaler has already paid for import goods, sometimes months before shipping to the dealer, prices are figured on a certain basis to permit of allowing a rebate in the form of cash discount, providing the account is paid within the discount term; once this term has passed the account becomes "net," and the original amount of the charge should be taken when redrawing for the account.

The Statement Draft.

A number of large houses now are using a form introduced in the United States several years ago, which we call the statement-draft, which obviates the necessity of mailing a statement to the customer, thereby saving time and expense. Some of the points in favor of this form are:

1. Saving of time—the name of the customer, instead of being written three times (once on the statement, once on the envelope, and a third time on the draft) is only written once on the draft form.

2. Saving of expense—the item of postage does not enter into the question as the bank collects the account with the statement attached to draft.

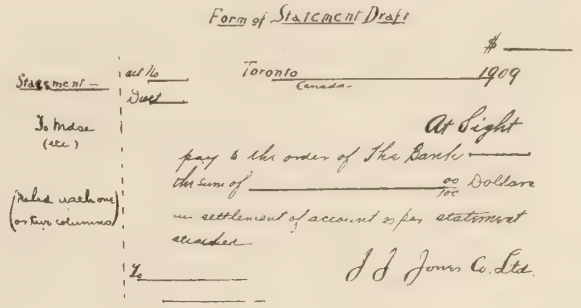
3. It is convenient and effective, both for the drawee and drawer, as it is not necessary to look up the statement when draft is presented.

The Disadvantages.

There are, however, one or two objections to the use of this form. As a rule a statement is not mailed on the first of each month, for the purpose of the statement-draft is to do away with this system; now if the statement is not received until the draft is presented it affords no opportunity to check up the account and have any existing difference adjusted.

Another case when this form will prove to be very unsatisfactory is in the small places where no bank exists and where it is necessary to mail the debtor a power of attorney for acceptance of draft; in such cases a statement should be mailed to the customer before making draft.

We shall be glad to have the views of our readers on this form, which is coming into such general use:



On the reverse side of the statement may be written some explanation of the system of making drafts in this way, the advantages of the plan, etc., as follows:

THE PROMPT PAYMENT SYSTEM.

"This system of collecting is for the mutual benefit of buyer and seller.

"It relieves the buyer from the necessity of watching payments so that discounts may be earned, saves him the cost of postage, stationery, time and work involved in remitting, and saves him his cash discount sure.

"The seller is enabled to stand the expense of Bank collection charges, as he is not put to the expense of postage and stationery, and is assured the payment of his accounts promptly.

"Should there be any error for which we are responsible please do not return Draft, but notify us promptly of the difference and we will remit by first mail the amount of the error."

In the above form there are two points we desire to call attention specially, viz., First—The account number or ledger pages, as the case may be, is inserted in the body of the draft, so that if returned for any reason with statement detached, it will not be necessary to look this up further. Second—The discount is also entered in the body of the draft, so that in case of return or doubt as to how the draft is made up, is can easily be ascertained without the use of statement.

In our next issue we will, in response to a request, outline a plan for the departmentizing of general stores.

At one of the series of profitable and interesting entertainments which the executive of the Guelph Retail Merchants' Association have arranged for, Col, Davidson gave an address on business insurance, pointing out some of the pitfalls which the unwary business man or merchant is apt to fall into in connection with his insurance.

Killing the Fatted Calf

Two months ago The Home Pattern Company lost one of its valued agents—a store in Bridgeport. The fact is, of course, of not more than passing interest to you, and was of no vital importance to us. Only because "The Women of Bridgeport" have already been given so much publicity that one word more can matter little, do we venture to mention the subject at all.

Even so, we would be reluctant to break in on an esteemed competitor's natural and perfectly legitimate joy of achieving another agency, did not the expression of their unrestrained exultation seem to wander a bit from the facts.

Here are the facts, if you care to bother with them: The leading store in Bridgeport used to sell the best-known of the older patterns. Two years ago they changed to The Ladies' Home Journal Patterns. Last fall they found that it was possible for them, at that time, to make a peculiarly advantageous arrangement, provided they were willing again to go back to their old pattern. The Home Pattern Company was given opportunity to meet the competition by complying with certain suggestions made by the Bridgeport Manager. Following our rule of treating all agents alike, however, we were compelled to decline absolutely to make the exceptions desired. And, as any shrewd buyer would have done, the enterprising Manager at once put in the line of patterns which circumstances probably enabled him practically to dictate terms and conditions.

That is absolutely all there is to the Bridgeport incident. At no time during the whole discussion was it a question of the relative merits of the patterns themselves—all implications to the contrary notwithstanding.

For an agent to change his pattern at the expiration of his contract is one of the commonest things in the business. No pattern company has ever existed, or ever will exist, that could give absolute satisfaction to several thousand merchants operating under every possible condition. It would be almost a miracle, therefore, if the scores of competing pattern salesmen were not able, here and there, to persuade merchants to change their pattern service. Such changes are but incidents of the business.

Particularly noteworthy, therefore—and, incidentally, the very best possible testimony to the rarity of such changes among the agents of The Ladies' Home Journal Patterns — is the extraordinary advertising capital so recently made out of the return of a single agent. As for ourselves, we are perfectly satisfied to keep gaining forty or fifty stores for every one or two we lose.*

Therefore, we do not want to seem in the least to begrudge our esteemed friends their happiness or to belittle their conquest. Nor, on the other hand, have we anything but admiration for the Bridgeport Manager's enterprise in taking advantage of circumstances to secure so favorable a contract. If our friends can afford the luxury, and if none of their other agents object, surely the whole thing amounts to little. And, as we said in the beginning, we would never have mentioned it if, in celebrating their "prodigal's return," they had not persistently attempted to "kill their fatted calf" on our front lawn.

But let the individual agents come and go as they will, this one great fact remains: Look for the *live, growing store* in any town or city in the United States, and in nine cases out of ten you will find that store selling THE LADIES' HOME JOURNAL PATTERNS.

(*For record of last ten weeks see page opposite)

THE HOME PATTERN COMPANY

TORONTO ——— NEW YORK ——— CHICAGO ——— SAN FRANCISCO

Not in a spirit of boastfulness, but merely to show that The Home Pattern Company is still keeping up its wonderful record of the last four years, we give below the names of fifty merchants who, *during the past ten weeks,* have given up *one of the old patterns* and have received "opening stocks" of The Ladies' Home Journal Patterns:

Pardridge & Blackwell, Detroit, Mich.
L. S. Ayres & Co., Indianapolis, Ind.
F. N. Joslin & Co., Malden, Mass.
M. Schlosberg & Co., Henrietta, Tex.
W. F. Lindemann Co., Viroqua, Wis.
Richardson, Twigg & Co., St Albans, Vt.
Strasburger & Ver Veer, Albia, Ia.
John Schreiner & Son, Lancaster, Wis.
D. C. Murray & Co., Streator, Ill.
The M. W. Tanner Co., Saginaw, Mich.
The Geo. W. Williams Co., Knightstown, Ind.
S. Rummelsburg, Colusa, Cal.
F. J. Pool Co., Ashland, Wis.
Lampton & Rawls Co., Mt. Olive, Miss.
Minear D. G. Co., Greensburg, Ind.
J. H. Jackson, Georgetown, Ont., Can.
T. W. Gray, Woodstock, Ont., Can.
Harry E. Beadle, Sturgis, Mich.
T. J. Kelly Co., Santa Cruz, Cal.
H. M. Swensen, San Pedro, Cal.
H. A. Brown & Son, Waseca, Minn.
Grieve & Walker, Rochelle, Ill.
Garrett & Horrell, Coldwater, Can.
The Wardell Emery Co., Waterville, Me
W. M. Whitney & Co., Albany, N.Y.
Goddard Bros., Lynn, Mass.
J. S. Patterson & Sons, Findlay, O.
The Barden Store Co., Kenosha, Wis.
The People's Trading Co., Warren, Minn.
Chatfield & Smith, Biggs, Cal.
J. H. Whitherspoon, Cleveland, Tenn.
W. & W. L. Robinson, Mansfield, Mass.
W. W. Mast, Coatesville, Pa.
C. E. Finney, Lincoln, Cal.
Humphreys Merc. Co., Webb City, Mo.
B. Munter & Bro., Gridley, Cal.
Wolf Habein & Co., Blue Earth, Minn.
Ullman Bros., Anniston, Ala.
Hitt & Fuller, Urbana, O.
Hart & O'Donnell, Medway, Mass.
E. P. Cuffe, Norwood, Ont., Can.
E. B. Crompton & Co., Brantford, Ont.,
The Robinson Co., Napanee, Ont., Can.
J. F. Moore, Doylestown, Pa.
Tighe-Breyfogle Co., Madera, Cal.
Herman C. Schmidt, Hemet, Cal.
J. L. Everett & Son, Mt. Pleasant, Ia.
The R. Stirrett Co., Petrolia, Ont., Can.
Wm. E. Davis & Co., Alliance, O.
Geo. Benkert & Co., Piqua, Ohio.

Not a bad showing, is it? Particularly when it is remembered that all these stores came in the regular course of business, and that *not one was "bought" to make this advertisement possible.* It must be remembered, too, that this list consists entirely of agents who have *changed* their pattern; it does not include the large number of new agents who are handling a pattern for the first time.

Every day this one great fact becomes more and more apparent: Look for the *live, growing store* in any town or city of the United States, and in nine cases out of ten you will find it selling the patterns that excel in fit, style, simplicity and economy—

The Ladies' Home Journal Patterns

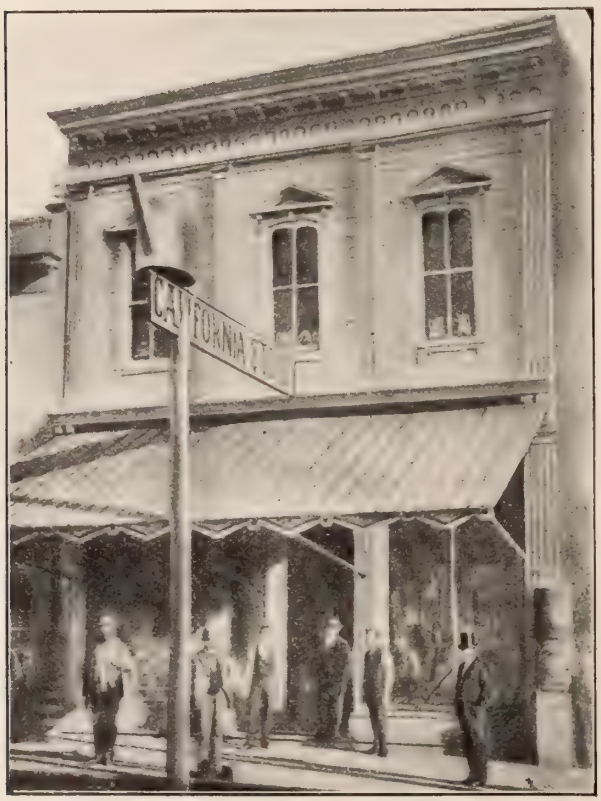
Canadian Drygoodsmen and their Methods

Thomas Mulcahy, the "Father of Advertising" in Orillia—Where Dry Goods Merchants Make Good Use of Local Press—A Penmanship Competition for Boot and Shoe Department.

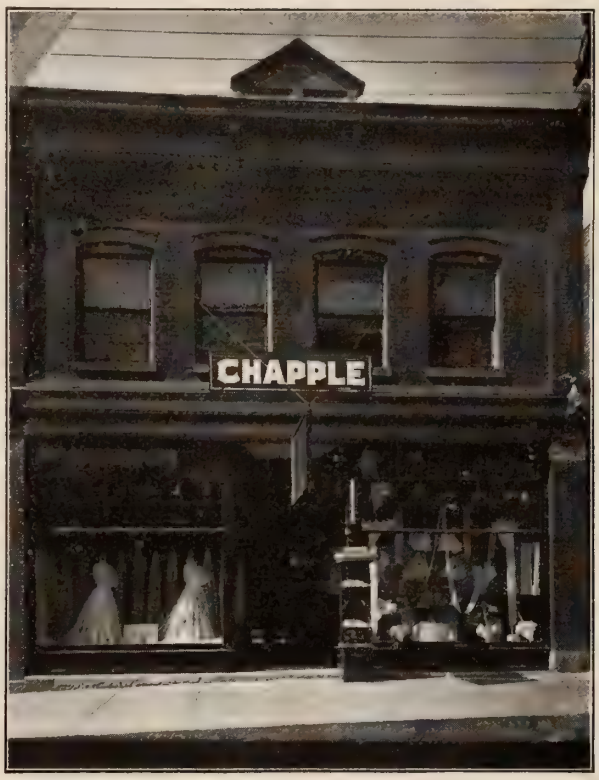
ORILLIA newspaper men refer to Thos. Mulcahy as "the father of advertising" in that town. It is said of him that, when the initial medium of publicity made its appearance in Orillia, he was the first to hand in his copy. He has been advertising ever since and has developed a very successful business. That his sons, M. T. and Charles Mulcahy, who have charge of the business during his absence in California, regard the value of well-applied advertising from much the same standpoint as their father, is evident from the fact that their space in the local papers generally represents a good proportion of that which is regularly taken by the dry goods merchants.

It must be said in passing that there is a remarkable unanimity about the advertising habit in Orillia—so far as the dry goods men are concerned. Thos. Mulcahy, however, was the pioneer. Oshawa was the town of his choice, when he came to Canada sixty years ago. Those were the days when digging was good in California and it was not long before Mr. Mulcahy, then a mere boy, found himself in the state of golden promise. Returning to Canada in the sixties, he opened a store in Oshawa and another in Manilla, but, after a few years, closed both and went to Orillia. There he launched the "California Store." It's a far cry from Couchiching to the Golden Gate, but in that name Mr. Mulcahy saw that, in those days at least, it had some advertising value, more particularly so when he was there to back it up. The accompanying cut shows that the store of 1871 was not what might be called an imposing structure. It was burned down in a conflagration which all but wiped out an entire block. The present store is a combination of three. One is used for men's furnishings, the second for boots and shoes, the two being united in the rear for a men's ready-to-wear section, and the largest is for dry goods and groceries, the latter department having its location in the rear. The next step to be taken in the improvement of the store is the removal of the walls dividing three sections. There are 5,500 feet of floor space. At the present time there is an archway dividing all three floors about midway of the store's depth.

In addition to the regular newspaper advertising the store issues a small pamphlet at the beginning of each season. These are distributed throughout the town and district, and still further emphasize the merchandizing value of new goods. One season's stocks are not allowed to handicap the selling possibilities of those which follow after, but are cleaned out flush with the finish. In the books of the store each department is kept distinctly separate. A special ruling was recently worked out by M. T. Mulcahy, which so simplifies the accounting that the only two principal books required is one for particulars with reference to stock, and the other for sales. Each department has a series of columns and it is an easy matter to turn up these records for reference as to



Original Store of Thos. Mulcahy, Orillia—From a Photo taken in 1871. Mr. Mulcahy is wearing the silk hat.



Store of C. E. Chapple, Bracebridge, showing well-arranged Display Windows.

sales, for information as to the standing of stock in each department or other purpose.

The store features Saturday evening sales. Promptly at seven o'clock a line of special values is put out. The people look for them every week, and the idea is proving effective as a week-end business stimulant.

Mr. Mulcahy has been a subscriber to The Dry Goods Review for some years.

Goods Open to Close Inspection.

It is the opinion of C. E. Chapple, of Bracebridge, that the store which makes a practice of displaying goods in such a way that shoppers may examine them closely, is stimulating the buying inclination. In the centre of his store and on one side are arranged a series of tables upon which are neatly arranged ladies' blouses and other similar ready-to-wear lines representing values which, in the opinion of the merchant, should be of interest to the customer. While every store has a certain amount of stock on display for inspection, Mr. Chapple finds that it pays to make a specialty of the idea. He has separate departments for low and high-priced lines and uses two floors in working out the plan. The tables are divided into sections, each one representing a different standard of value. The arrangement is one which has done excellent service by way of introduction and suggestion of goods.

Mr. Chapple opened his store in Bracebridge only a few years ago. He overcame his handicap by well applied advertising, one of the most effective departments in that connection being his display windows. A small glass case about five feet high, on the pavement at the entrance has proved a valuable supplementary advertising medium for small-wear articles.

A well-equipped dressmaking establishment is located on the same floor.

Mr. Chapple is opening a store in Fort William, his intention being to open an extensive stock of ladies' ready-to-wear and furnishings. He has secured an excellent location in the John King block and expects to open about June 1st. In order that he may be at liberty to devote his entire attention to the new establishment, Mr. Chapple may dispose of his Bracebridge business.



The present Store of Thomas Mulcahy, Orillia. It is divided by walls into three sections, which are connected by archways about midway of the depth. It is proposed to remove the walls, thus converting the sections into one store.

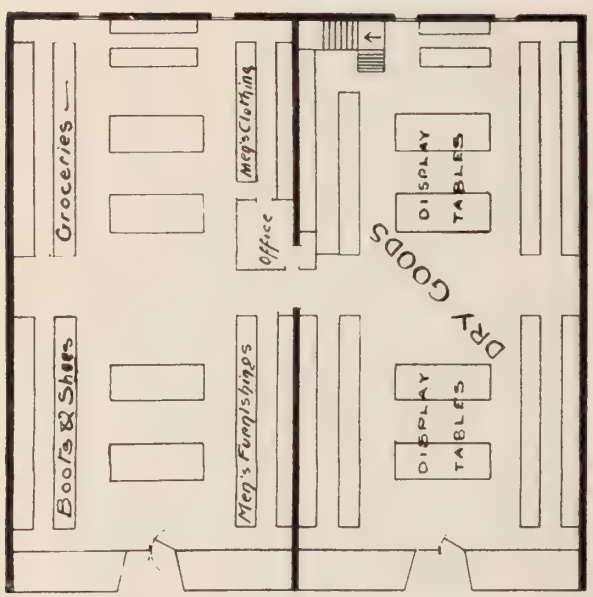
Mr. Mulcahy's first place of business in Orillia was known as the California Store. The views of the original and modern stores here given are of particular interest because of the striking contrast.

Dignified but Attractive Advertising.

When the store now occupied by Perry & Alport in Orillia was first opened by Mr. Perry about thirty-five years ago, the forest primeval was scarcely a stone's

throw distant. His first stock was brought in by boat from Belle Ewart, for there were then no railways serving that part of the country. Mr. Alport joined him thirty years ago. There have been great changes in subsequent years. The means of communication now are such that the merchants in the thriving inland towns of Ontario may keep in constant touch with their market.

The Perry & Alport store has also undergone change, it is double its original size. Although its sphere of activities would still give it classification as a general store, the location of each department is such that the individuality of one does not clash with that of the other. The dry goods section occupies a floor about two feet above the level of that allotted to boots, shoes, men's wear and groceries, and combines all the essentials of a separate store. It is divided from the other departments by a wall with a connecting arch midway. Dress goods and staples are located on one side and fancy goods aad accessories on the other. The millinery department on the second floor is approached by a wide



Rough Plan of the Store of Perry & Alport, Orillia. The Stairs in the rear lead to the Millinery Department on the Second Floor. The Arrangement is Considered a Particularly Good one for a General Store.

stairway from the dry goods store. The same well-planned arrangement of stock is noted in the adjoining departments. Men's furnishings and boots and shoes occupy the front section, while groceries are on one side and men's ready-to-wear clothing on the other side of the rear. The floor has a good width and is well lighted from both front and rear. The display windows have been well equipped for effective advertising. The background, floor and sides are of quarter cut oak. The trim on all occasions is emblematic of the firm's ideas in publicity—a dignified, but attractive presentation of goods with the emphasis on quality. Unsightly massing of materials is carefully avoided.

Perry & Alport have been subscribers to The Dry Goods Review for some years. Referring to the paper recently Mr. Perry stated that he considered it of educative value to his staff and that he placed it at their service monthly.

An Alert Publicity Department.

It requires no amount of research to discover that the Northway Co. are in business in Orillia for all there is in it. When one hears about a store before he gets there, a particularly effective publicity department may be looked for as the explanation. It is so in this case. The advertising end is enthusiastic. The Northway space in the local papers is always a bright, newsy array of store facts. It's a way the drygoodsmen have in Orillia anyhow. Take this particular establishment as an example. If one may judge from an ad. which made its


New Millinery | Orillia, March 11th, 1909 | New Curtains

THIS STORE CLOSES SATURDAY AT

Big Cotton Value

NEW GOODS ROLLING IN

FROM THE WORLD OVER

THIS business has the passport to the world's best markets, to its mills and its manufacturers, and to their lowest prices. That passport contains just four words most welcome to every manufacturer:—"Ready Cash, Big Orders."
The result is perhaps the best, certainly the largest stock this business ever handled, bought in the big markets of the world by men who know the markets inside and out. New goods, new everything are being unpacked and rushed to the counters and shelves as fast as they can be checked off.

12 YARDS FOR $1.00

There's Big Value every day to every shopper. No matter about the weather, you can fairly see Spring coming right in the store and almost smell the buds and blossoms. Fashion Changes are noted and echoed here, what you'll be glad to buy is here, and at prices you'll be pleased to pay. Come and see for yourself

Spring Coats and Costumes Now Ready

The new styles in Ladies' Suits, Coats, and Skirts for Spring, make their first bow to the public this week. The new garments are decidedly charming. Whilst the style change is great, the correct models show none of the freakishness which threatened to destroy the popularity of the new mode on their first appearance in Paris. And the prices are really strikingly economical for such thoroughly handsome, splendidly tailored gowns.

Lady's New Spring Suit, single-breasted hipless model, 31-inch cutaway front, neatly trimmed with buttons, vision effect, of White Pique under collar and lapels. Lined with mercerized brocade through out, also gored panell front skirt with two rows of buttons, made of shadow striped worsted, a leader at ... 13.50

Lady's New Spring Coat, coat is a four button, single breasted, cutaway hipless style, 45-inch length, slashed side effect trimmed with self covered buttons, self collar and pockets, coat vision effect under collar, mercerized lined throughout, sleeves gored shirt with front gore in new design, button trimmed, made up striped worsted or plain Venetian, very smart for ... 18.00

Lady's Spring Suit made from fine imported Fine Serge, coat smartly made with semi fitting back, trimmed with buttons, front is single breasted and is most effectively trimmed with satin piping and stitching down front and on the sleeve, self collar, sleeves gored shirt with deep hem fold running around the bottom and up front, trimmed with satin buttons, a very swell suit for ... 20.00

Lady's Spring Jacket made of good quality English Vicuna Cloth in Black or Dark Blue cut to correct semi fitting style, prettily trimmed with satin tabs or covered buttons in front and back, 30-inch length and single breasted cutaway front. This is certainly a leader for the price ... 7.50

Lady's New Spring Jacket, made in the popular 30-inch single-breasted style, with four button cutaway front, semi fitting back, trimmed with buttons, self collar inlaid with broadcloth and soutache braid, cuff on sleeve to match, cape to make made in pretty striped cretonne, good fawn shade, a stylish coat, for ... 8.50

Lady's New Spring Jacket cut on the new single breasted hipless style, 42-inches long, made in three button cutaway style with wide shoulder effect and semi fitting back, button trimmed self collar and pockets, and on sleeve effect, cut from plain cream cloth. This coat is a very smart stylish garment and should be very popular at this season. The latest ... 10.00

Best Value, Kid Gloves

Kid Glove manufacturers had their troubles last season, for good kidskins were not only expensive but almost impossible to get in sufficient supply. But this season's Trefousse Gloves promise to be of unusual excellence in value and quality. The new spring styles are ready to-day.

Two-dome Glace Kid Gloves, overseam seams, pearl fingers, self cord points, kid welt wrist, in colours of Tan, Brown, Grey, Black or White, sizes 5½ to 7½, per ... 1.00

Three-clasp Trefousse French Kid Gloves, overseam seams, pearl pressed fingers, kid welt wrist, fancy self points, shades of Tan, Brown, Grey, Navy, Green, Black or White, best glazed kid quality, sizes 5½ to 7½ ... 1.25

Ladies' Boots, Great Value

For downright honest shoemaking there are very few manufacturers who can boast of as good work as the makers of this boot. The stock is an excellent quality dongola kid, and the workmanship is of that painstaking kind that ensures the oughly good comfort and long service to the wearer.

Ladies' Lace Boots, made from fine dongola kidskin, medium weight sole with narrow extension edge, the front is Blucher cut, patent tip, half Cuban heel, sizes 2½ to 7, great value, ... 1.75

New Carpets
Here They Come

The first shipment of New Spring Rugs and Carpets has just passed through the customs office this week. We shall offer you some extra heavy British Brussels Rugs, and you'll find these qualities unequalled for wear at anywhere near this money. You'd better understand how really good they are when you see them. Only a few here.

Heavy British Brussels Rugs in very handsome shading Oriental Green or Floral design, size 3 by 3½ yards, a splendid wearing quality, each ... 14.75

Extra Heavy Double Cross British Brussels Carpets in handsome floral and conventional patterns on green and colours of Tan and Brown, one of the best wearing rugs you can buy. Size 3 by 3 yards, 3½ by 3 yards, 3½ by 4 yards ... 16.75

You'll find a splendid range of Curtains, Curtain Muslins, and Draperies of all sorts on the top floor. Take time to look around and see what's to be seen. You'll find the time profitably spent.

ELECTRIC ELEVATOR AT YOUR SERVICE.

Come Here for Boys' Clothes

If your boy isn't pleased with his clothes you can't expect them to wear well. We know the kind of clothes boys like. We go to a maker who puts in all the smart style kinks that make a boy's clothes look manly without looking "old." And the prices are just as small as you pay for the indifferent kinds. See if they aren't.

Boys' Two-piece Norfolk Suit, of dark Tan Brown Tweed with Bronze stripes, coat is pleated back and front, belt to match, a splendid suit, sizes 25 to 28, very special ... 3.50

Young Man's Three-piece Suit of Dark Tweed in a small neat design, the coat is a three-button sacque and is well made and trimmed, makes a splendid school suit, sizes 33 to 35 ... 4.50

Little Boys' Suit, cut in Bowline blouse style from imported Navy Venna Cloth, large sailor collar, cuffs of White Serge with embroidered front, black patent belt, sizes 21 to 26, great value ... 5.00

Young Man's Worsted Suit cut in correct Three-piece style, coat is a three button sack with long lapel, the cloth is a very neat grey plaid that will suit all ready, sizes 33 to 35 chest, great value ... 7.50

Boys' Spring Suit of Green Plaid Tweed, coat is cut in style of a double breasted Norfolk with belt to match, long lapel, vent at back, over shoulder, sizes 25 to 28, great value and very smart ... 5.50

Young Man's Spring Suit cut in cutaway single breasted three button sack, and has the new long lapel and back vent, latest shoulder cut thoroughly well tailored, and very smart and dressy, sizes 33 to 35 ... 7.50

5 lbs. Prunes 25c.

The NORTHWAY Co. LIMITED

Try 3 lbs. Northway's Tea Biscuits, 25c.

Ad. by which the Northway Co., Orillia, announced the arrival of New Spring Goods.

appearance in the Packet on March 11th, the exponents of publicity have nothing on the store's ad. man. The phraseology which he employs to inform the people, by way of introduction, that new stocks were arriving, was not only decidedly proper, but brief and striking. Here is the way he told about it: "New goods rolling in from the world over. This business has the passport to the world's best markets. That passport contains just four words most welcome to every manufacturer. Ready cash, big orders * * * * New goods, new everything—are being unpacked and rushed to the counters and

shelves as fast as they can be checked off. There's big interest every day to the shopper. No matter about the weather, you can fairly see Spring coming now in the store and almost smell the buds and blossoms." That is an appeal which gives the advent of new stocks the benefit of their newness. The ad. is built on that principle. It enumerates and describes values in a manner which assists salesmanship and that is one of the chief objects of advertising.

The Northway store was opened 20 years ago. It is thoroughly departmentized and has modern equipment, including a centralized package carrier outfit. New display windows were installed not long ago. The business occupies three floors—one for general dry goods and groceries, one for house furnishings and ready-to-wear clothing and one for millinery. As is the case with all of the Northway stores, system is an outstanding feature. Each department has a separate head who is responsible for its development and progress. Stocks are charged and sales credited to the departments where they belong, and in that way it is easily possible to note the standing of each, and to compare with previous records.

Thos. Grant, who is the present manager of the store was a member of the staff twenty years ago. He has had charge for about fifteen years.

Salesmen Introduce Goods.

The one point which John Carruthers of Orillia aims to have emphasized in his store has to do with the introduction of goods by his clerks which, while not having been suggested by the customer, frequently paves the way to a purchase. Much good business owes its origin to this feature of his merchandizing. It is the opinion of Mr. Carruthers, and of E. W. Cooley, his partner, that the skilful salesman will know his people, and be able to interest them beyond their original intention when they enter the store. New goods, for example, always make an attractive talking point, and their apt introduction requires clever salesmanship.

Recently Mr. Carruthers broadened his sphere of mercantile activities by operating two stores, one in Bracebridge and one in Orillia. Some weeks ago the Bracebridge store was destroyed by fire. It is a noteworthy fact that the Orillia store was originally owned by his former employer, T. A. Main, with whom he was first a salesman and latterly manager. The store was next owned by Geo. Vickers, of Barrie, from whom it was purchased by the former salesman. The stock consists of dry goods, clothing, boots and shoes. Mr. Carruthers has not made known definitely his intention with reference to his Bracebridge store. It is understood that he may, in the near future, equip a store with the object of specializing in ladies' ready-to-wear garments.

Drygoodsman and Printer.

E. A. Wood, of Orillia, is a self-made printer, but, first of all, he is a successful dry goods merchant. It is said of him that he knows how to locate the pulse of an ad. That probably explains the compliment paid him by an Orillia newspaper man that "he writes rattling good material and has ideas on its arrangement." It came about in this way. One day some years ago, before he went to Orillia, he interviewed the printer, in the town where he was located, on the price of a certain line of circulars. The printer asked $35 a thousand. After Mr. Wood had heard him say it twice, he decided to look about him for something just as good on a more reasonable basis. This happened to take the form of a small printing plant, valued at about $200. There was enough of it to produce a fair bill, and Mr. Wood, considering it a good investment, took it. In a few months the plant paid for itself, at current rates. Of course, nobody is advocating that dry goods merchants equip themselves with printing plants, but it is only an instance of one man's way in working out the publicity problem in the early days.

Prices have changed since then, but not so Mr. Wood's belief in the importance of advertising. He has done his share in promoting Orillia's reputation as "the best advertising town in Canada." His plant still proves useful for show-card and price-ticket work.

Mr. Wood has his own ideas with reference to store publicity as well as of newspaper advertising. The display card which does not satisfy his critical eye comes down. His belief is that a card's general appearance is very often just as important as the wording of it. A red-ticket sale was recently a merchandizing feature which proved very successful. The choice bargains on that occasion were designated by cards that stood out prominently by reason of their color and were effective because of the figures which they contained. The sale was limited strictly to the time specified, and the prices were worth while. As much advertising as possible was done in red, it became for the time being, a fashionable color. The people at any rate showed a remarkable preference for it throughout the sale.

Mr. Wood has been 15 years in business in Orillia. His store has a depth of about 100 feet and width of about 25 feet. The same area on the second floor is occupied by the millinery, ready-to-wear and dressmaking departments.

Local Option in Orillia.

Orillia is a local option town ; has been for the past year. Recently the Review interviewed several of the merchants there with reference to the effect of the dry spell on business.

"We cannot say," remarked one, "that we have suffered any. Probably last year was a poor one to judge from owing to the general depression, but so far as we can see, it has proved a good thing and will undoubtedly continue to be so. Fortunately the business men foresaw the danger that was predicted through boycott by the hotelmen, and organized with the object of taking over the Daly House. This was remodeled and equipped with the object of giving the traveling public first-class accommodation. While farmers are asked to pay a slight fee for stable or shed service for their horses, they are beginning to see the reasonable side of it. I cannot but see that local option is going to work out all right in Orillia."

"Certainly, local option has been worth while," said another merchant. "If you expect me to look at what some people consider the purely selfish side of the problem, I will say that it cannot injure business. Orillia stores are too well conducted for that. The man who formerly spent his money over the bar is going to have more for the uses of his family. The farmers of the surrounding district are a thrifty, sensible lot, and I think I am safe in saying that they will back up the town in the stand it has taken. I have only seen one or two drunken men in Orillia in the past year, and I don't think they belonged here. So far, I for one, am pleased with the result of the experiment, as it is sometimes called.



London, Eng., Office, Dry Goods Review, 88 Fleet St., E.C.

The Month's Review of Trade Activities in British Markets

Office of the Dry Goods Review,
88 Fleet St. E.C., London, Eng., March 22.

IT is felt that, with the better weather conditions which are now due, the three weeks between now and Easter should be exceptionally busy.

The half-yearly profit and loss accounts of the large drapery companies, both wholesale and retail, are always a matter of keen interest, not only to the provincial drapers, but to the trade over the seas. Judging from their statements, firms have come through a period of depression in a very satisfactory manner.

The annual report submitted at the directors' meeting of Swan & Edgar, showed a net profit earned of £27,000. An interim dividend of 8 p.c. per annum had been paid for the half year ending July 31st, upon all preference and ordinary shares. A further dividend at the rate of 22 p.c. per annum will make up the dividend to 15 p.c. for the whole year. This would have been larger but for the increased expense to the company of the living out system—a change adopted during the past year—and for the expenses incurred in connection with the Franco-British Exhibition.

The directors of Paquins have recommended a dividend of 10 p.c. for the current half year which, with the interim dividend of 5 p.c. already paid, will make a total distribution for the year of 15 p.c. The sum of £35,376 was carried forward.

The directors of D. H. Evans & Co. recommended that, subject to a final audit, a final dividend of 2s., 8d., per share, making a total dividend for the year of 3s. 8d., per share, shall be paid upon the founders' shares; also a dividend of 17½ p.c., making 22½ p.c. for the year, on the old ordinary shares, and £8.10 per share making £10.10 per share for the year upon founders' shares, carrying forward £11,699 to the credit of the ordinary and £90 to the credit of the founders' shares.

The directors of James Colmer announce that in spite of the general depression the financial results have been satisfactory and that they can, for the fifteenth year in succession, pay a dividend of 12 p.c.

The accounts of Liberty & Co. show a net profit of £55,098, and the directors recommend a dividend of 16 p.c. and a bonus of 4 p.c. will be paid to the shareholders. In addition £16,000 is added to the reserve fund, bringing its total up to £86,000, and £7,168 is passed over to the rest account, which now totals £162,278.

A 6 p.c. dividend, and a bonus of 3 p.c. on the ordinary shares and a balance carried forward of £7,663 as against £1,787 last year is the record of Samuel Courtauld & Co. The accounts of this firm for the year show a net profit of £46,968. Pim Bros. report a net profit last year of £15,527. A dividend of 7 p.c. is to be paid upon the ordinary shares, aad £1,000 is placed to the reserve account, while £4,153 is carried forward.

The French Tariff.

The proposed changes in the French tariff are not viewed with the eye of favor in England, as they will in many cases prove prohibitive to British goods and will also cause extensive complications and difficulties in the clearing of goods at the customs house. This matter is being exhaustively discussed in trade centres and the Chambers of Commerce of London, Liverpool, Manchester, Birmingham and others are joining in that of Sheffield in a protest to the Chambers of Commerce of France. They point out that Great Britain is the best customer France has and that already the balance of trade is largely in favor of France. British imports consist largely of highly-finished manufactured articles which furnishes well-paid employment to millions of French subjects. The greater number of these articles come into Britain duty free, and many of these articles have taken the place of similar articles of British manufacture. It is also pointed out that a change is coming over public opinion in the British Isles upon the matter of fiscal policy, that customs changes, as proposed, are sure to strengthen the hands of the tariff reformers, and that the bulk of the British people would naturally take the placing of heavier burdens upon British goods entering France, as a slap at the "entente cordiale."

The Battle of the Giants.

The fifteenth of March was the day set for the opening of the magnificent new store that Selfridge & Co. have built in Oxford St. This firm inaugurated a novel advertising scheme in the provinces, by adopting posters sumilar to those used by the newspapers. The accompanying plan shows the lay-out of the store and the departments. On the day chosen for Selfridge's opening, the celebration of the Diamond Jubilee of Harrod's stores in Brompton Road was begun and on this occasion, to quote Messrs. Harrod's announcemnt, "a programme of attractions of a magnitude never yet attempted in the annals of commerce," was given. This programme included a series of concerts by a number of leading artists—Madame Kirby Lunn, Madame Donalda, Sir Charles Santley, Mark Hamburg, Jean Gerardy, Ben

The Modern Way of Selling Hosiery



THE CHIPMAN HOLTON NEVERDARN Holeproof HOSIERY 6 PAIR GUARANTEED 6 MONTHS REGISTERED

IT IS THE NAME BEHIND THE GUARANTEE THAT MAKES IT GOOD.

Does it pay you better to sell six pairs of hose than it does to sell one pair? It does—the profit on each sale is greater and the total turnover is more rapidly accomplished. That's precisely the reason Neverdarn Holeproof Hosiery is supplanting the ordinary kind in progressive stores.

Here's the plan:

NEVERDARN

Holeproof Hosiery

FOR MEN AND WOMEN

comes neatly boxed in half-dozens, and each box contains the following guarantee:

We guarantee any purchaser that these stockings will require no darning for six months. If they should we agree to replace with new ones provided they are returned to us within six months of date of sale to wearer.

There is no "red tape" about selling these stockings. Your clerk simply inserts the date of sale on the coupon enclosed in each box. Your customer has the guarantee in black and white. We do the rest.

The fact remains that your customers will in few instances find it necessary to take advantage of the guarantee, as Neverdarn Holeproof Hosiery is so well made that it practically eliminates the wearing-out tendencies characteristic of ordinary hosiery. It is re-inforced at the hardest points of wear, and is dyed by a new sanitary process which leaves the fabric absolutely fast and clean. It is soft and easy on the feet; in fact, it is everything a stocking ought to be. Made in leather shades, tan and black.

Order From Your Jobber

Chipman-Holton Knitting Co. Limited

HAMILTON, CANADA

E. H. WALSH & CO., Sole Selling Agents, Toronto and Montreal

Davis and many others. The Grenadiers' Band, and the London Symphony Orchestra assisted.

A concert hall was fitted up in the new building to seat 1,500 people and concerts were held every afternoon, tickets for which were distributed by Messrs. Harrods among their customers, for which no charge was made. Nor was this all. Not only was the store transformed into a veritable bower of Spring flowers, but each customer was presented with an elaborate pictorial album describing the rise and progress of the Harrods stores in the sixty years of their existence. Last, but by no means least, three of the Cabinet Ministers, the Hon. H. B. Haldane, the Hon. Reginald McKenna, and the Hon. Sydney Buxton attended the first day of the commemoration week and Mr. Haldane delivered a speech. This was a feature that raised a storm of protest from many quarters including a large section of both the wholesale and the retail trade.

Manchester.

The higher tendency in raw cotton, noted during the past week is now turning to lower rates due to the report of heavy rains in Texas, which have improved the outlook for the new crop. There is little doing in Egyptian cottons and values are irregular. In yarns there is an increasing tendency to stop machinery rather than accept unremunerative rates. Buyers cannot take the entire production of the spindles, and deliveries can be secured as required.

Though the tendency is for small purchases, the shipping trade shows a slight improvement. Light goods are in better request for India, and some small lots of bleaching goods have gone to China. A small business is coming from the Levant and when the price can be met, South America is buying.

The cotton trade does not find much cheer in the Board of Trade returns, for they show a falling off in all quarters. In the first two months of the year, there has been a decline of 199,613,000 yards in the export of piece goods. The yarn exports are also considerably less, being 31,173,000 as compared with 12,600,000 lbs. in the first two months of 1908.

Manchester is to be the headquarters of the British Manufacturers' Protection Association. The capital will be $1,000,000 and the object is to work foreign patents under the provisions of the new patents and designs act.

Alexander S. Wylie, J.P., who formerly represented J. & N. Philips & Co. in Scotland, is dead at Paisley, in his 80th year.

Bradford.

In the March series of sales in Coleman St. both merinos and cross-breds were very firm, and the manufacturing end is now realizing that this firmness is to continue. They entered the market with more confidence. The season has closed in Australia with values firm and since then there have been further advances in Antwerp.

Spinners of mohair yarns continue to be well employed as these yarns are required for the new makes of mohair and wool fabrics and for the production of braids, etc.

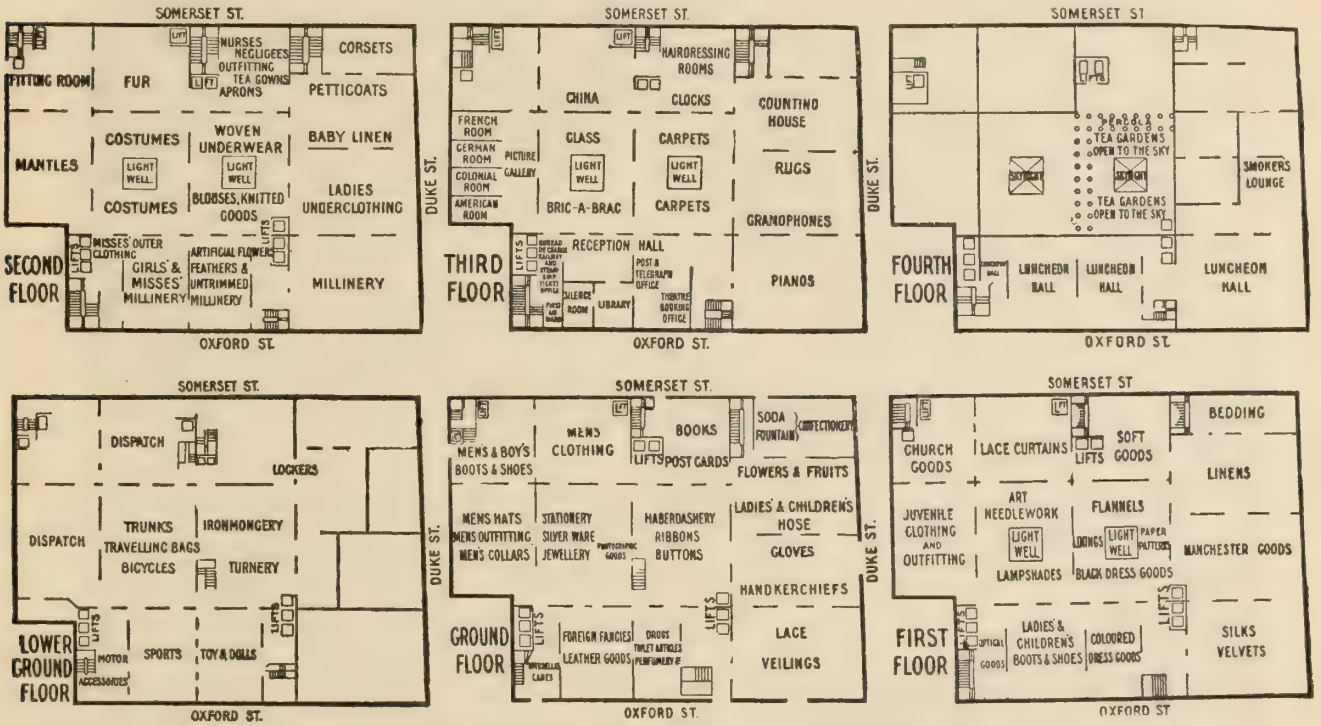
It is evident now that satin finished dress fabrics are to be strong sellers. This will mean an increased call for fine merino wools. These wools now are 5c per lb. above the lowest price that combed 60's merinos have touched.

Nottingham.

Though there has been no great rush for goods, some good orders for Nottingham products have been received from the States, and more will likely follow. The goods called for are chiefly torchons and fancy laces and nets. In the plain net section, orders are coming forward in large quantities, and 1909 promises to prove a record year for bobbin nets. The medium and fine qualities are those in demand and spotted nets and cotton mechlins are about the average.

The business in colored laces has proved somewhat disappointing so far, as buyers will only order as wanted.

(Continued on page 35.)



Floor Plan of the Selfridge Co's. Department Store, recently Opened in London, England.

The Use of Pictures for Decorating Display Cards

How Style Cuts from Catalogues and Magazines May be Made Use Of — Important Points to Observe in Lettering and in Color-Blending.

By R. T. D. Edwards of the Simpson Co.

EVERY merchant, no matter how small his town, receives catalogues, magazines and other literature from which he may obtain pictures or cuts of the latest styles. He will find it an excellent idea to lay some of these aside for use in display cards. The accompanying illustrations convey the idea. It is not advisable to use mucilage in applying the pictures to the board. A thick paste is preferable, as it does not penetrate in the same way as the mucilage.

No.1 card is a half sheet of blue-grey board. The cut was taken from a Spring and Summer catalogue.

The boot ticket shows another form of very catchy cut tickets.

The long and narrow ticket is 9 inches by 22 inches. It makes a very effective ticket for a window. The rulings may be executed with a small pen in diluted black paint.

To brighten the cuts and make them appear like the original drawing, procure a box of transparent photo colors. With these it is possible to color the clothes, tint the skin and work in a background. This gives them a very natural effect and, at a distance, it is hard to tell them from the original. Pictures of actresses,



An Apt Illustration very Often Gives Tone to a Display Card.

The letters are a brush stroke and shaded up in black, the scrolling being light blue.

Card No. 2 is a half sheet blue-grey. The two cuts were taken from one of the latest fashion plates. The card is finished off much the same as the first.

No. 3 card is a half sheet of white. The lettering is a semi-script style. The frame effect around the cut shows one of the hundred different ways in which a cut may be made to stand out.

No. 4 is a very catchy original idea. The cuts are taken from a late hat journal. The black back-ground gives a relief effect.

Use a compass for applying the double line arches over the figures. The words "Men's Hats" are in a Roman outline letter, executed with a No. 3 Soernnecken pen. The balance of the wording is done in Roman italics with a No. 2 pen.

taken from the front pages of magazines, treated in this manner, show up well on special display tickets.

Flowers from wall paper and pasted on cards also make showy tickets, especially when the air brush is used on them.

The card "Rubbers" is a cut-in letter. In this style, instead of painting the letter itself, the writer paints all around it. It is much slower than in the usual style of lettering, but nevertheless, it is well to know how to do it. Any person, artistically inclined, may easily learn the "scroll" effect.

Albert Brunke, furrier, of Hamilton, died on the morning of March 23rd. He was born in Hamburg, Germany, and had been a resident of Hamilton for 30 years. He established a furrier's business there about 30 years ago.

Trade Activities in British Markets

(Concluded from page 33.)

It is said, however, that there is likely to be a brisk business in colored laces before the summer season ends.

The Russian veilings are cutting into the demand for chenilled goods, and the veiling manufacturers and dealers are exceedingly busy. Colored veilings are in the greatest demand. In this section of the trade some of the houses are making large profits, as the capital required is not large.

The houses engaged in the making-up trade are also busy, particularly those specializing on waists, neckwear, frillings, etc. Competent machinists are scarce and, where the Factory Act allows, overtime is being worked.

North of Ireland.

Canadian business shows a steady improvement, and orders from the States are not only large, but are wanted for immediate delivery, and dress linens, power-loom linens, sheetings and all kinds of household linens are in urgent request. The home and the continental market continues quiet.

Though buying is pretty strictly confined to goods that are needed, the manufacturers find themselves being pressed for deliveries. There are few idle looms, and orders in hand will keep the mills busy for the next two or three months. In some lines, small advances have been obtained, but there has been no general increase in the price of linen fabrics.

There is a good demand for Belgian and Dutch flax, and values are firm. Supplies of home grown flax are running low and are quickly bought up, but the call for Russian flax is not so great.

It has been decided that during the first week in August, when the All-Ireland Industrial Conference meets in Belfast, an exhibition of Irish-made goods will be held. This week is now recognized as Irish week, and the exhibition it is hoped will have an educative influence in behalf of Irish made goods.

Scotch Notes.

Prospects for spring business, on the whole, show a marked improvement over last year, due to the fact that stocks in retailers' hands are low. Though the recent spell of bad weather has slowed things down somewhat, retailers are inclined to hurry forward spring purchases.

There is not quite so good an outlook in the manufacturing end, and it is said that two of the leading spinning firms in East Glasgow are going on half time, due to the fact that there is no market for the larger part of their output.

Glasgow firms, in the colored dress trade, are receiving some good orders from the United States, but are uneasy because of the possible effect of the present tariff revision. The French tariff matters are also causing concern, as, if the proposed increases are made, many of the productions of the Glasgow and the border woolen centres will be shut out of the French market.

Stewart & McDonald, have just about completed the extensive re-modeling and re-arranging of their various departments.



Cards in which Illustrations have been Used to Good Advantage.

No Tax on Travelers.

There is no tax on travelers doing business in the cities of British Columbia. There used to be a provincial tax but this is not now in force. Travelers going into unorganized districts are taxed but this is more of a pedlar's tax and varies according to wares. With the exception of a few from Vancouver and Victoria, travelers do not go into these unorganized districts. The above only holds good in connection with merchandise other than liquors and cigars. The tax on travelers selling these in British Columbia is $50 for six months.

Silent Salesmen

and

Store Fittings



"Dry Goods Crystal Counter"

We Outfit a Dry Goods Store from the front window to the back door

Toronto Show Case Company
Limited
5-7-9-11-13-15-17-19-21 Defries St Toronto
Jas. G. Kent President Late Gowans Kent & Co. R.W. Mc Clain Gen. Mgr. Late Gowans Kent & Co
W. M. Peterkin Sec. Treas. Late Gowans Kent & Co Harry Chinn Supt.



Spring Ready-to-Wear Window — Trimmed by J. H. Ray for the Paquet Co., Quebec.

Valuable Hints on Art of Displaying Goods

The Spring Opening.

SINCE the first days of the month in Toronto the Spring openings held in one or other part of the big stores have provided a pretty strenuous time for the store decorators. The advance openings in the millinery department came with the first days of the month, and for this important event some handsome windows were planned. For the R. Simpson Co., H. Hollinsworth used a background effect that was planned by G. Fraser, and used by him in the Marshall Field Co.'s windows, Chicago. As is the case in all of the trims produced by this master of the art, these backgrounds are unique, both in their production and conception. The central design represents an arched French window in the Louis style, opening out seemingly onto a garden terrace, the remainder of the design being in panels representing the side of the room. These panels are of dove-grey satin, stenciled over with a flat conventional pattern in dull rose.

The window is set some six inches or so from the back and between a large mirror and the background is placed a bush of metallic roses and foliage, sprays of which push in through the open window as though growing. This window is festooned by a silken curtain in a deep rose shade.

The other windows have large panels of satin in various art shades framed in the dove-grey, and outlined with moldings of dull burnished gilt. Thus, the blue centre panel has the stenciled pattern in soft green—the green in a cool water blue, and the rose in a deeper shade of the same color. Besides this stenciling, the large panels bear a painted pattern in wreaths, ribbons and baskets in subdued natural shades. Handsome consols, with girandoles, each light having a colored glass shade, finished with fringe of beads are placed at each side of the panels. There are three large lights at the top of the window shaded with frosted glass, from which depends an irregular fringe of glass tubes each finished with a ball of frosted glass.

Store Nearing Completion.

Though it is by no means finished, yet the Simpson Co. are gradually getting into their magnificent new store. The latest move has been that of the dress department. Practically, when all arrangements are made, the half of the first floor will be taken up by silks, and woolen and wash fabrics, millinery and boots and shoes being the other lines to be carried on the same floor. The whole of the floor is carpeted in a soft green plain pile carpet, and this, in conjunction with the beautiful, polished mahogany counters and tables, has a very rich effect. The goods show up splendidly in their new quarters. There is no question of the fact that this is the most handsome dress department in Canada, and one that is exceeded by few in the United States. No trimmer, making a visit to Toronto during the Summer, should fail to spend some time in the new Simpson store.

The Eaton Windows.

In the T. Eaton store, millinery was shown in the series of large windows above the north entrance on Yonge Street, including the large corner window and the windows fronting on Albert Street. The background was a pillar and arch effect of archaic design, with the capitals of the large square pillars and the arch effect of papier-mache in old ivory, the pillars themselves being plainly and smoothly covered with dead white felt, as was the floor of the window. Back of the pillars was placed looking-glass panels, and the arches came over to the piers between the windows. Roses and foliage

were the floral decorations in the many fashionable shades, and the color of the roses matched the millinery shown.

The flowers used in the large centre window were pink and it was here that the colors that could not be grouped were placed. Just here came the touch that marred, one display, and a beautiful costume window came later.

Within the store a highly attractive idea was the showing of high-class fabrics, and semi-made robes on an improvised platform. This platform was about 18 ins. high and covered with the palest possible shade of grey-



Suit Window for Opening by Napoleon Simard, for Gimbel Bros., Milwaukee, now with Carsley & Co., Winnipeg. A similar design could be used for Spring and Summer Openings. Flowers used are Brown Poppies, Upa Grass, with shade to match.

to some extent, the full beauty of the display—the flowers used were a shade too bright to tone in well with the soft art tints of the millinery this year. Pedestals and jardinieres in the old ivory effect filled with growing plants and ferns were used throughout the display.

Nothing but the highest praise could be given to the grouping of the millinery on display. Each hat stood out distinctly, and was carefully placed at just the angle and green felt. Palms, ferns and handsome show cards illustrative of the Spring season were used.

This is an idea that is capable of being profitably followed out in any store where there is sufficient space in the dress department.

Later on, in the month came an opening in the ready-to-wear department. Here trellis work in white and purple wisteria blooms and foliage were used. A large



Window Display of Raw Silk, Gum Silk and Dyed Silk Threads, as made by the Corticelli Silk Co., Limited, during Eaton's Industrial Exhibition — Trimmed by A. E. Apted.

position that showed its lines and trimming best. Several figures were used, and also a few accessories.

Since the millinery windows were shown, several notable displays have been made with the same background. The new satin-faced fabrics were splendidly shown in space clear across the immense department was covered with grey linen. At one end was a large touring car with its occupants attired in the latest and newest in motoring gear. At the other end was a carriage and pair, the fair occupant of which was dressed in a handsome carriage

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The skirts are preserved in the best possible condition by its use.

The rack revolves and all of the skirts are displayed before the purchaser and to best selling advantage.

Every garment is readily accessible.

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A 9,059-word booklet has been published describing, explaining, picturing the work. Pages 2 and 3 tell about managing businesses great and small; pages 4 and 5 deal with credits, collections and with rock-bottom purchasing; pages 6 and 7 with handling and training men; pages 7 to 12 with salesmanship, with advertising, with the marketing of goods through salesmen, dealers and by mail; pages 12 to 15 with the great problem of securing the highest market price for your services—no matter what your line; and the last page tells how you may get a complete set—bound in handsome half morocco, contents in colors—for less than your daily smoke or shave, almost as little as your daily newspaper.

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Lamson Consolidated Store Service Co.

126 Wellington St. West, Toronto, Ontario

SERVICE



Clothing Window by Napoleon Simard, for Gimbel Bros., Milwaukee, Wis., now with Carsley & Co., Winnipeg. In window such as this the floor must be of color to match the flower design and perfectly flat. Do not crowd clothing by any means.

gown and the latest in Spring millinery. The posing of these three figures and the careful manner in which each detail of their dress had been attended to, would have proved a valuable lesson to any young decorator.

Another feature of this display was the showing of garments from the new Spring stock upon living models. This method of attracting the trade's attention always draws a crowd into the department.

✠

Murray Company's Opening.

The general Spring opening of the W. A. Murray Co. was held about the middle of the month, and here also an architectural background was used. This was in late Empire or colonial style and consisted of paneling and arches. This backround was built up in wood and paint-arches. This background was built up in wood and paint-arches, topped with a painted panel to fill up the space. These were typical of Spring, one being a flight of swallows, another a pair of doves in an apple branch, another blue-birds, and another a group of love birds. The flat panels carried an Empire festoon of Spring flowers, daffodils, periwinkle, daisies and apple blossoms. Beautiful gowns on well-posed figures, dainty millinery and handsome accessories made up the material display.

The Milbradt Ladders

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There is nothing about them to give or wear out or get out of order, and after they are once installed require no further attention, with the exception of a few drops of oil now and then.

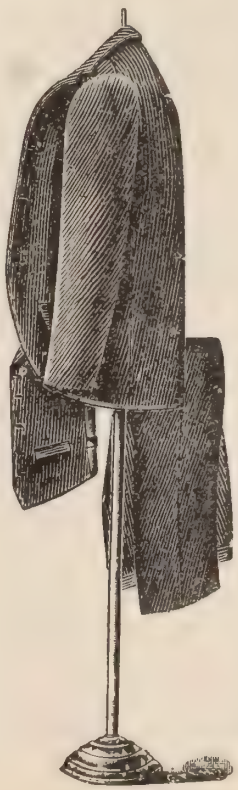
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DISPLAY FIXTURES



Most merchants realize that neat, artistic display fixtures are one of the essentials of a Dry Goods Store.

It does not pay to continue using fixtures that are shabby or out-of-date, as such fixtures detract from the good appearance of the articles being displayed.

Our new catalogue of display fixtures, forms and figures, card stands, mirrors, etc., will give you many valuable suggestions for brightening up your store for the spring trade.

Write for it to-day.

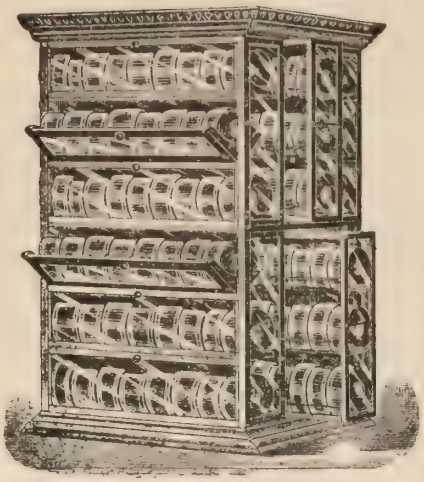
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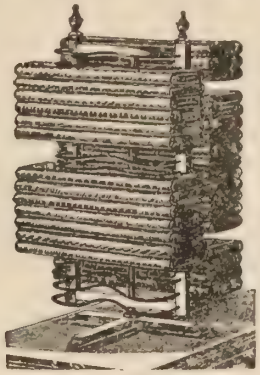
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Luxfer Prism fanlights permit the rays to be caught up and refracted horizontally over the entire interior instead of ending at the floor as they otherwise would.

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THE LIQUIDATION
of this business means that cut prices are being offered on all store fittings, including the well-known

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Sectional Wardrobes—each complete in itself.

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Capacity—
High Boys—in 30-in. frontage—50 Suits.
Low Boys—25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides.

Centre Section - - $30.00
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(Metal Slides $5.00 extra)

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Please mention The Review to Advertisers and Their Travelers

Remodeling a Three-Section Store to Modern Plans

How Divisions, now Separated by Walls, may be Thrown Into One Store and Adjusted to Up-to-date Plans — The Bargain Department an Innovation — Keeping Men's Furnishing Department Separate.

AS requested, The Review gives a detailed plan for the remodelling of the store described in the accompanying plan. At present it is divided into three separate sections connected in the rear by arches broken through the partition walls. One of these sections is devoted to the sale of men's furnishings and ready-made garments, the centre is occupied by a stock of women's ready-to-wear garments with a fur department in the rear, while in the third store is carried the dry goods stock proper with a millinery section in the rear.

In the place given for remodelling, the men's section is untouched, as experience has taught that it is preferable to have this department separate, though it may be connected with the larger store by an archway. Opinions expressed by merchants go to show that best results in such a department cannot be obtained when it adjoins dress goods and kindred sections. As it stands at present, therefore, the men's department could not be better placed. The only other line in which men are personally interested is furs, and that is easily reached by means of the arch between the stores, without passing through any other department.

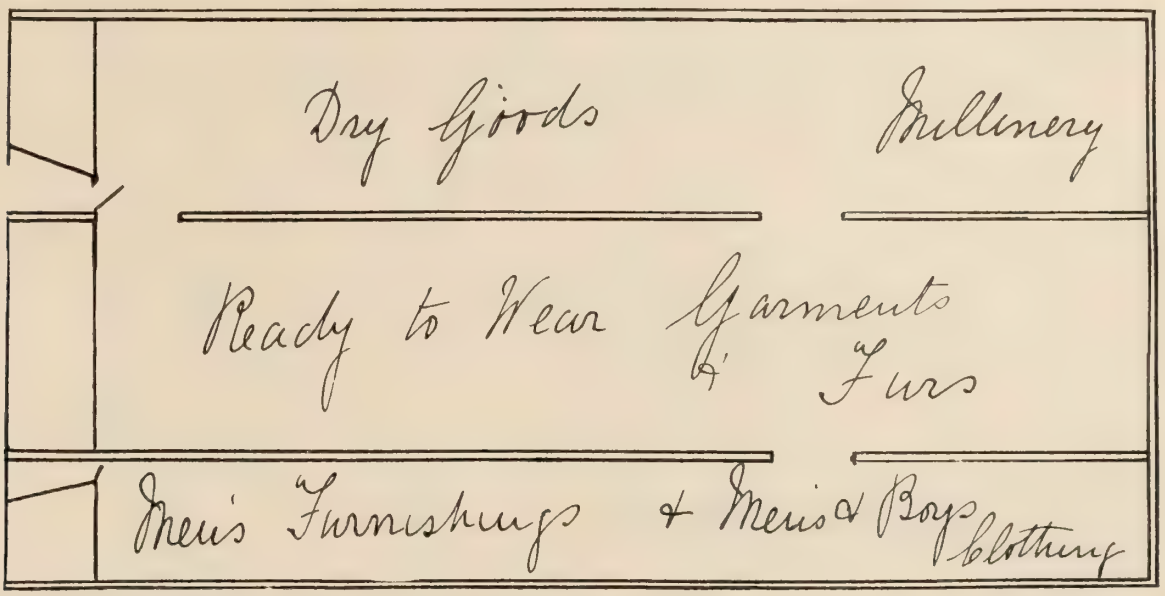
The main change that has been made is in the removal of the party wall between the dry goods store and the women's garment section. This will throw the two stores into one large floor. With low fixtures, and shelving in the centre, this will entirely change the appearance of the interior, and will bring it up to the plane of a modern store.

A section of the wall, as far as the millinery department extends, has been left standing, as no good purpose can be served by taking it out. As a fact the millinery and the fur departments will be more attractive for its being there, that is, provided the light is good enough.

The position of pillars and fixtures in relation to each other will require careful planning as, owing to the fact that The Review has not the exact dimensions of the store plan, they are only approximately placed, that is, as to number and position.

As the entrance is located in the centre, The Review has placed the fixtures also in that position, as, thus placed, the appearance of the store will be greatly improved. Thus it was impossible to put the supporting pillars exactly in the centre of the middle shelving, and they are placed to one side. This, it is felt, will be a minor matter as they are well out of the way.

This central double shelving should not be more than five feet high, and about forty-eight inches wide. Many of the fixtures now in the store could be utilized, but The Review would advise the free use of modern glass cases. They give a smart appearance. These cases, by keeping the stock in full view of the customer, make the many sales that would otherwise be lost. No provision has been made for aisle tables in the dry goods section, but those used should not be over twenty-four inches wide.



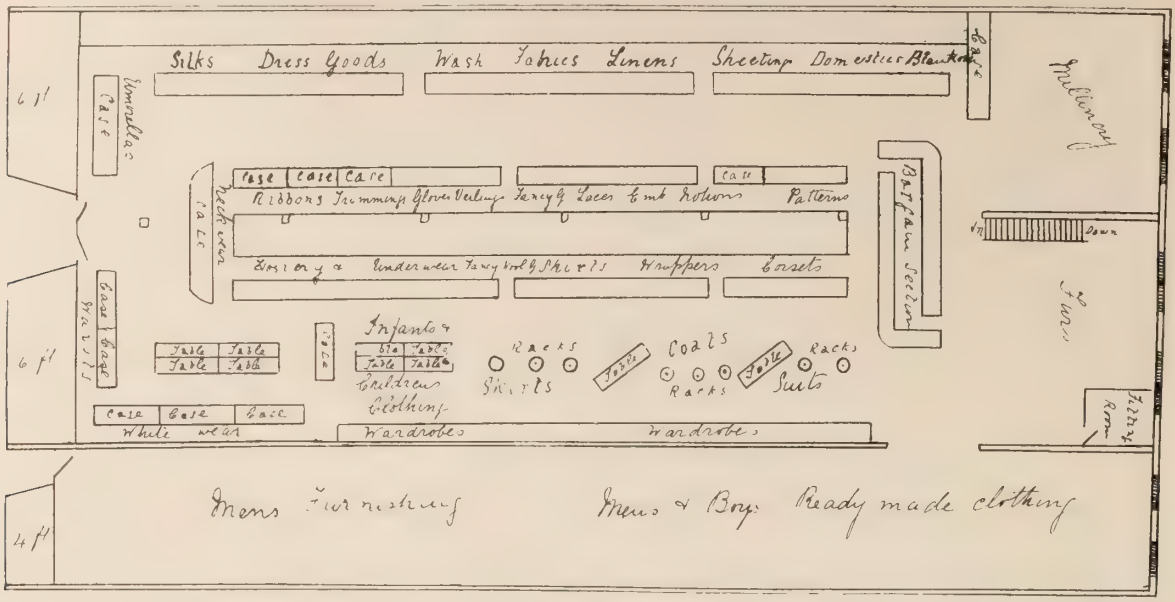
Plan of Triple Section Store submitted to the Review for Remodeling. It will be Noted that the Divisions are Separated by Walls and that the Middle Store has no Direct Entrance.

An innovation is the bargain section located behind the centre fixtures. This is a feature appreciated by many of the stores where it has been adopted. As a matter of general policy, it is not a good rule to close out bargain and broken lines in the department, as, in many instances they hinder the sale of the regular goods. This is where the bargain section comes in. Properly run, this bargain section ought to draw customers to the back of the store. If made attractive, few customers will seldom leave without paying it a visit.

Now, as to display windows, these will be of good dimensions for the exclusive use of the dry goods and women's wear stocks alone. The strong advice of The Review is, do not make their depth less than six feet.

The modern tendency is all in favor of deep display windows, and when modern methods are used it does not take a large quantity of material to build up a good display. As a matter of fact, the country trimmer, as a rule, when the size of the windows are taken into account, puts more goods into his windows than his city confrere. Nor need the window be trimmed in all its length with one kind of goods. Divisions might be used and mixed trims, as in the large department stores.

Hardwood paneling, or mirror backgrounds are those most generally adopted. The Simpson Co., Toronto, have adopted a combination of the two in their new windows. The effect is both novel and attractive and displays goods to great advantage.



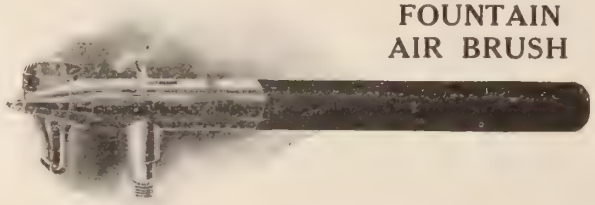
Suggested Arrangement for the Conversion of the Main Floor of a Triple Section Store into one. It is Considered Advisable to have the Men's Furnishing Department Separate, although it may be Connected with the other Divisions by an Archway in the Rear.

Possibly the position of the different stocks, and the space assigned to them may not fit in with plans. Required changes may easily be made. The arrangement suggested is based on the amount of information given.

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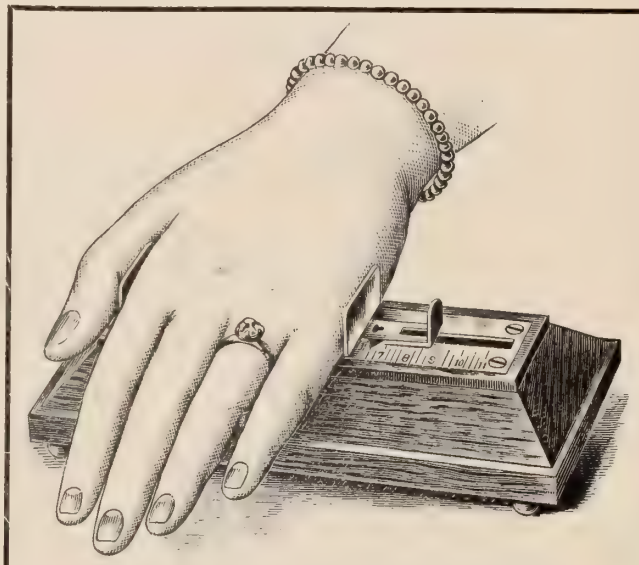
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The customer places her hand as shown in cut and the slide automatically indicates the exact glove size.

Of highly polished metal, mounted on hardwood. In oak and other finishes, with rubber tips to prevent scratching counters, etc.

SIMPLE—SERVICEABLE—SIGHTLY

For all sizes—Men's, Women's and Children's.

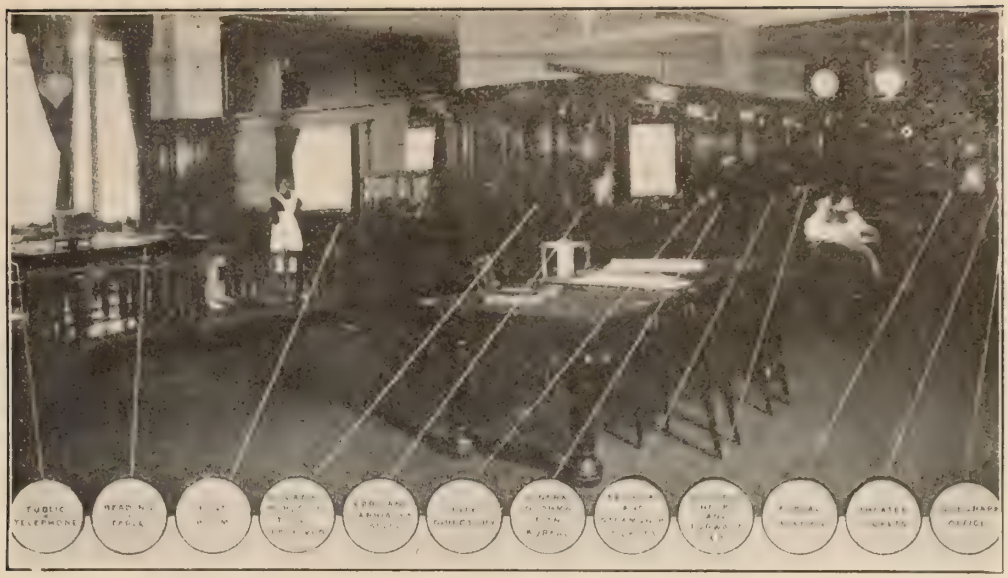
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This Picture and Chart Show how Conveniences for Customers are Concentrated in the Accommodation Room of a Large Department Store, where Patrons are Enabled to Attend to Details of Business and Pleasure while Resting Quietly.

Trade-Marking Service as an Element of Distinction

Retailers can Impress Upon the Buying Public the Efficiency of their Store Facilities — Meeting and Waiting Upon the Customer — Helping the Shopper.

By Alex. H. Revell in System.

THE manufacturer puts out a specialty, a new line of goods. He fastens a name on it, puts it in an unique package, gives it a distinctive label. Then he trade-marks the name and design, and the value which comes to that name because of the quality and the growing reputation of that product forever accrues to him.

A merchant is a go-between in the distribution of goods. His own firm name is the only foundation for his prestige. But that cannot be trade-marked. Yet indirectly, he can make it even of greater power by making it stand for service—quality in goods and accommodations. Service will be the trade-mark giving his firm name a meaning.

Trade-marking service is a possibility, open to the merchant, whether he sells dry goods over the counter, furniture from the warehouse, steel beams from the mill —a possibility equal to the privilege of the specialty manufacturer who can legally trade-mark the name of his article. A retailer can so impress upon the buying public the actuality of the efficient service he gives that his name and fine service will become generally synonymous, whenever his name is spoken the buying public will think of good service, and whenever they think of good service his name will come up as the tangible synonym. The service embodies everything from dependable goods and keeping of promises right down to the most insignificant details, the way, for instance, delivery boys ring the back door bell. And this trade-marking of service is applicable by every business man, whether manufacturer, distributor or merchant.

The Service Trade Mark.

The means by which this service trade-mark can be secured are three :—

First, the merchandizing policy of the firm and its general attitude toward the public in every activity in which the two come in contact.

Second, the character which the firm bears in the business world as the result of its commercial transactions ; the way it meets its obligations, the honor of its given word, its relations with its banks, its activity in co-operative movements with other industries, and in community interests.

Third, the treatment extended customers by sales people and other employees of the house.

Anything is service that satisfies the customer—that gives the customer return for his money, As applied to merchandizing, it has come to include every detail from the designing of goods, the making, the distribution, down to seeing that they do their work as represented when in the hands of the customer.

Quality of goods implies service. It is service, for to secure uniform quality in any product or in any stock of goods requires organization either in the manufacture or in the selection and gathering of the stock. Giving quality is so generally accepted as good business policy that its part in trade-marking service needs no emphasis.

The services which appeal to the customer first, although not necessarily the most important, are those which are tangible ; the attention at the counter, living up to promises, prompt delivery, physical conveniences in the store.

Meeting the Customer.

Perhaps there is nothing more important in a retail store than that branch of the service which has to do with meeting and waiting on the customer. While the floor organization often looks expensive, we have found that it pays to have a dignified and authoritative official meet customers at the door, learn their wants and direct them most quickly to the department which will supply their needs. Many a retailer grudges high-priced men

for this purpose, since they are non-producers. They are the ones, however, who give the visitor his first impression. In the store they create an atmosphere of consideration for customers, and it is very likely that the visitor will remember this consideration after he has left. At the entrance of each floor, therefore, we station the most tactful and efficient man we can find.

The delivery system of the great department store is a conspicuous example of service to customers. In nearly all of them, if a woman makes a purchase at 2.45 in the afternoon, and makes the request that the article be delivered the same day, it is sent out without extra charge. The salesman fills out a special ticket, the package is hurried to the shipping room, despatched on the proper wagon—yet the routine of business is not interfered with. This is a special development and is particularly good service because, while the purchaser is guarded against feeling that she is asking a favor, the delivery is made promptly and invariably.

The handling of change offers another opportunity for unusual service. There is one large furnishing store in Chicago where I believe many men buy because there is a cashier behind every counter to whom the clerk gives the purchases and money, and who returns the package with the change in the time required for wrapping. This store, knowing the delays in making change in most large retail stores and seeing the value of exceptional speed in serving men, has worked out a system which gives quick service.

Convenience in store management—making it easy for a customer to find what she wishes to buy—is another element of service more difficult to achieve, and yet well worth the doing. Many department stores are arranged for the convenience of the management rather than of patrons. In shoe departments, for instance, shoes for both men and women will be thrown together while neckties and gloves will be in other parts of the building. This is convenient for the management, perhaps economical, but decidedly inconvenient for the purchaser who comes into the store wishing to buy different articles for personal use.

Value of Concentration.

A man coming in with such a purpose, will probably have to traverse the entire first floor before he gets what he wants, or even travel to a different storey. One store has recently concentrated all its men's furnishings, for instance in adjoining departments. This is a great service for a busy man who has but a short time in which to make his purchases. Unquestionably it is of advantage to the store. Coming in to buy shirts, he may be struck by the values offered in shoes or gloves or pipes and so make purchases he did not contemplate. This element of time-saving for customers prompted the issue recently by one of the largest stores in the country of a booklet containing charts of the whole store by floors, so drawn that the reader could tell in an instant exactly on what corner of the building the goods she desired were located. Ten minutes' study of this chart by a shopper on her way downtown enables her to save many times those minutes on each visit she makes to the store, for she can go directly to the counters where she wants to buy. Another feature of this same booklet is a chart of the window displays which enables a purchaser to know exactly what sort of goods are being displayed in each window, thus making it easy for her to see in broad daylight any goods in which she is interested.

Accommodations for the convenience and comfort of customers have been developed to a high degree and are important elements of business service. These have become features of every large retail and department store; yet, in only a few have they been carried to a point where they afford the conveniences, comforts and luxuries of the average home or club. The rest rooms, the attendants, the telephone and telegraph facilities, the directory shelves, the libraries, the writing rooms—all these enhance the idea of store service and give a store a reputation for taking care of its customers.

Service in Selling.

Another branch of store service not quite so tangible as these physical conveniences, but probably in the end more important, is service in selling. The character of this service is very important. Not only must there be enough sales people behind the counters and on the floor, not only must they be courteous and tactful, but they must have a knowledge of the goods, they must give actual service to the buyer—which means that they must help her in her proper selection of goods. This intelligence simply means merchandizing knowledge put at the disposal of the customer by the clerk—information which the customer does not possess, but which the sales person should acquire as part of his equipment. Suitability to the customer's needs counts as much as intrinsic quality : value comes out in use.

Therefore, while every merchant is in business to sell goods, as many goods and the most profitable goods possible, the most valuable salesman is the one who clinches customers to the house by selling them what they really want and can use to the best advantage.

In securing the proper handling of customers by salespeople it is necessary that the house teach employees the fundamental ideas underlying the policy of the house and the attitude employees must observe toward the public. This cannot be done by simply giving mechanical instructions and framing rules. There must be a specific statement of the policy of the house ; definition of the lines of conduct which make for better relations between firm and employees on one hand, and the buying public on the other. Organization and understanding must precede the co-operation which alone produces perfect service for the customer.

Helping the Shopper.

Providing right conditions under which a sale may be made in the fairest manner is also an element of selling service. When a woman is buying a chair, a table or a rug, the style and the color and the finish may appeal to her as the article stands in the store. Will she be satisfied, however, when it is placed in her home ? Will it fit the dimensions of the room in which she designs to place it ? Although a sale is supposed to be complete when an order is given, still, to prevent any possibility of dissatisfaction on the part of the customer, it is our custom to maintain in our store, several rooms fitted up exactly as are the rooms of a house. One month we may have a dining room, a bed-room and a drawing-room ; in varying the styles and finishes the next month we may entirely change the arrangement.

By this means the customer can see just what furniture and rugs will fit into her own home. The woman who is tempted by the intrinsic beauty of a chair or cabinet can actually know whether it will harmonize with the furniture she already has. Added to this service in the store, if, on delivery the article fails to please, it may be returned and exchanged for one more suitable.

In our rug department we show goods when desired under a strong concentrated electric light.

Embodying the same idea, some stores, for instance, in the department where dress goods, hats, costumes are sold, have different kinds of artificial lights so that

the purchaser may see how a certain shade will look under a certain light—a white light, or a yellow one. In the same way, fabrics that are to be worn during the day only are displayed in the daylight.

Store service comes up to the standard of quality of goods when consideration is given to style and dependability. Many a firm name has acquired a trade-mark significance because of the dependability of its goods, and this must be considered part of the store's service. As already suggested, this is due to the selling policy as well as to the buying policy of the store. The right quality of goods must be bought, and once on the shelves or floor, they must be sold on their merit.

Customer Wants a Standard.

The customer does not necessarily ask for perfection in everything she buys, but she wants a certain standard of goods, and if it is the practice of a store to claim this standard for goods which are under quality, the store sacrifices its precious name for dependability. Our policy in selling requires that the customer be told exactly the value of the goods shown her and that the price be commensurate with this value. Whether it is quality or material, workmanship or style, an article honestly sold will give satisfaction to the fair-minded customer.

Service goes one step farther when it insures satisfactory attention to customers by means of an adjustment bureau. The best planned organization will have things go wrong.

Many large retailers create an independent department responsible only to the management, whose duty it is to listen to complaints from customers, to investigate their claims and to adjust any reasonable grievance to the purchaser's satisfaction. The bureau stands in the proprietor's place, and in effect holds a brief for the disgruntled customer in running down any failure to deliver the quality bought or any error on the part of the house organization, in placing the blame on the department at fault and making prompt amends to the customer.

In any store where the proprietor himself cannot spend part of his day "on the floor"—a court of instant resort in continuous session—there should be an adjustment bureau of some sort, even if the duties are so light they can be delegated to a clerk in the general office or to a manager's secretary.

Service may be made as important a factor in the reputation of the manufacturer and the wholesaler as of the retailer. All have customers, and whenever there is a transaction between seller and buyer, there enters the element of service. Perhaps the most conspicuous example of a prestige and business built on service in the manufacturing line, is a certain maker and wholesaler of iron and steel. To supply any customer's demands as soon as his wants develop, is the idea of this manufacturer's service. It means time-saving, and that is an important element in the business of builders and manufacturers who need the supplies. It means absolute assurance of delivery on the part of the buyer. It means that any customer of this house need never be in that constant fear that something is going to prevent his getting the goods he needs when he wants them.

The warehouse, the production departments, the shipping and order departments of this house are organized and conducted to this one end of giving prompt, efficient, accurate service to customers. In this whole industry the name of this house is a synonym of certain and dependable service.

The same possibilities are open to every manufacturer. There are certain wholesale houses here that are organized with the idea of supplying rush orders from their customers. They have become so impressed with the value of giving this service that they have practically become warehouse annexes to the establishments of their customers.

Regarding the Public's Rights.

Service has its negative side—the guarding of the firm's name against any imputation of carelessness or disregard of the public's rights. Every man and woman in a manufacturer's or retailer's zone of influence is a potential customer; consideration must be shown for him or her as well as for actual buyers. The impertinent driver or delivery boy would be dismissed for antagonizing a customer. What about the employee who, when his identification with the house is certain, imposes on the public.

In this connection let me quote a house service note of recent date which covers this point as I conceive it. It was addressed to the manager of our shipping department:

"I desire that you call the attention of our drivers and chauffeurs, in a way that will be plainly understood, that so far as possible I would be glad if they will be careful in crossing all streets, but especially those where there is likely to be congestion, either of pedestrians or of vehicles."

There are several reasons for this. Always the first consideration is the matter of safety of life and limb.

Next, is the matter of ordinary courtesy and common justice to those who are compelled to be on the street level, some of whom may be dear relatives of the driver himself.

And thirdly, an important, though least worthy consideration, is the matter of business.

For a retail store, especially, it is wise, it seems to me, to show the consideration and carefulness I have above referred to.

United States Mills Busy.

A despatch from New York states that woolen mills all over the United States report a marked revival in business. Naturally the return of financial confidence generally is the first reason for the boom, but there is another and probably just as potent a reason. The very hard times that the trade had been through for these many months prior to the first of the year would in itself force the present activity in the trade. The lack of money and business in 1908 practically killed off all buying by the dealer and in turn by the manufacturer. This resulted in rows upon rows of empty shelves from Maine to California and when 1909 dawned it was either a case of fill the shelves or nail up the shops.

Death of W. J. Ferguson.

W. J. Ferguson, ex-mayor of Stratford, and a prominent merchant of that city, died on the evening of March 4th, after a brief illness. Mr. Ferguson was born near Southampton 58 years ago, and had been a resident of Stratford for upwards of thirty years. For two years he was alderman and for two mayor of the city. Seven years ago he was one of the Canadian representatives to the Ecumenical Conference, London, Eng. Mrs. Ferguson, formerly Miss R. C. M. Meberry, of Peterboro; two sons, Morton and Brophy, and four daughters, Edna, of the teaching staff of the Macdonald Institute, Guelph; Elma, Marion and Muriel, survive. Mr. Ferguson leaves three brothers, Mr, Ferguson, of the Boston Herald; Hugh, of Arthur, and a brother in Denver.

TRADE MARK ZIMMERKNIT

You Should Be Prepared

for a record spring underwear season. There is bound to be a big demand for the "Zimmerknit" Spring and Summer lines. The principal reason for this is the excellent quality and finish of the goods themselves. You will surely find that they will move out quickly, and when your stock is low don't forget that we are well able to handle sorting orders promptly. We can promise that you will not have to wait. This applies to all our "Zimmerknit" goods, including Ladies', Misses' and Children's and Men's Underwear in Balbriggan, Lisle, Silkette, Cashmere and Merino, as well as Men's Mesh Coat Shirt and Knee Length Drawers, and Men's and Boys' Athletic Shirts. : :

All Jobbers Handle "Zimmerknit" Goods

Zimmerman Manufacturing Company, Limited
Hamilton, Ont.

The Art of Giving Satisfaction

TRADE MARK
MADE BY THE GODERICH KNITTING CO

We supply a brand of Hosiery and Mitts that are of the very best quality. We are prompt and careful in filling orders, and aim to make your dealings with us a pleasure to you.

"The Maple Leaf Brand" of Hosiery and Mitts

gives the utmost satisfaction.

YOU WILL BE INTERESTED IN OUR 1909 SAMPLES AND PRICES.

Goderich Knitting Co. LIMITED
Goderich, Ont.

SELLING AGENTS:
J. E. McClung, Toronto, for Ontario.
Fred. S. White, St. Stephen, N.B., for Maritime.
Gerhardt, Hanley McKay Co., Ltd., Winnipeg, Man., for West.
A. L. Gilpin, Montreal, Que., for Quebec.

Health Brand Underwear

Our salesmen are now showing samples of Health Brand Underwear for Fall, 1909. We have improved the quality of every number and have reduced the prices. We guarantee the sizes to be correct in every number. We have a complete stock on hand and can supply you at once with Long or Short Sleeves in white or natural. We think it will increase the sales of your Ladies' and Children's Underwear if you stock Health Brand.

Greenshields Limited
Montreal

Perfect Fit—Comfort and Unshrinkability

These are the qualities which have placed "CEETEE" Unshrinkable Underwear in a class by itself. No influence is so great in making an underwear department successful as a good assortment of

"CEETEE"

Unshrinkable Underwear

Our positive guarantee goes with every garment. We will cheerfully replace any "CEETEE" garment that shrinks in the washing. This guarantee is a telling argument with your customers.

The C. Turnbull Co.
of Galt Limited
GALT, - - ONTARIO

GOOD LUCK

is certain in your
underwear department when
you carry an adequate assortment of

"Hygeian" REGISTERED UNDERWEAR

It has been Canada's leading line of underwear for years past, and still holds the lead, with the next best a considerable distance behind. You ought to see Hygeian Fall samples. They bring the gleam of satisfaction to the eyes of every dealer who examines them. See these samples before placing your orders.

Hygeian Waists Too!

EAGLE KNITTING CO., Limited

HAMILTON, ONTARIO

Please mention The Review to Advertisers and Their Travelers

JAY

THE JAY FINISH TRADE MARK UNSHRINKABLE.

UNSHRINKABLE WOOL

UNDERWEAR



LADIES'

Combinations fitted with the Patent **"S"** WRAP, affording complete protection where this is most necessary.

No button is needed, and the garment does not drag when the wearer is sitting.

GENTLEMEN'S

"STAR" Seated Pants and Drawers. No seams at fork, up back, or down inside of leg to chafe, or give way. All wearing parts are strengthened and extra spliced.



These Specialities are made of Unshrinkable Wool and can also be obtained in Merino, and Silk and Merino.

ANY GA MENT SHRUNK IN WASHING WILL BE REPLACED

Please note the above TRADE MARK should be upon every genuine JAY FINISH Garment.

Wholesale only -

Messrs. I. & R. MORLEY and Geo. BRETTLE & Co., Lon., ENG.

THE LEADING ENGLISH UNDERWEAR.



SALES and PROFIT

The fact that we are one of the oldest established manufacturers of underwear in Canada, should count for something. As a matter of fact it does count for a great deal. It means just this: that during all these years we have been learning things about better methods of making underwear.

All this wealth of experience is represented in Zenith brand underwear. We believe it's the best underwear that has ever been made by any Canadian mill.

You're selling underwear for profit and volume of sales—as much of both as you can get. Zenith brand underwear will help you; in fact it will be the MEANS by which both may be secured. The reason is that it's the "come-back-for-more" kind. You know the sales-building value of that quality.

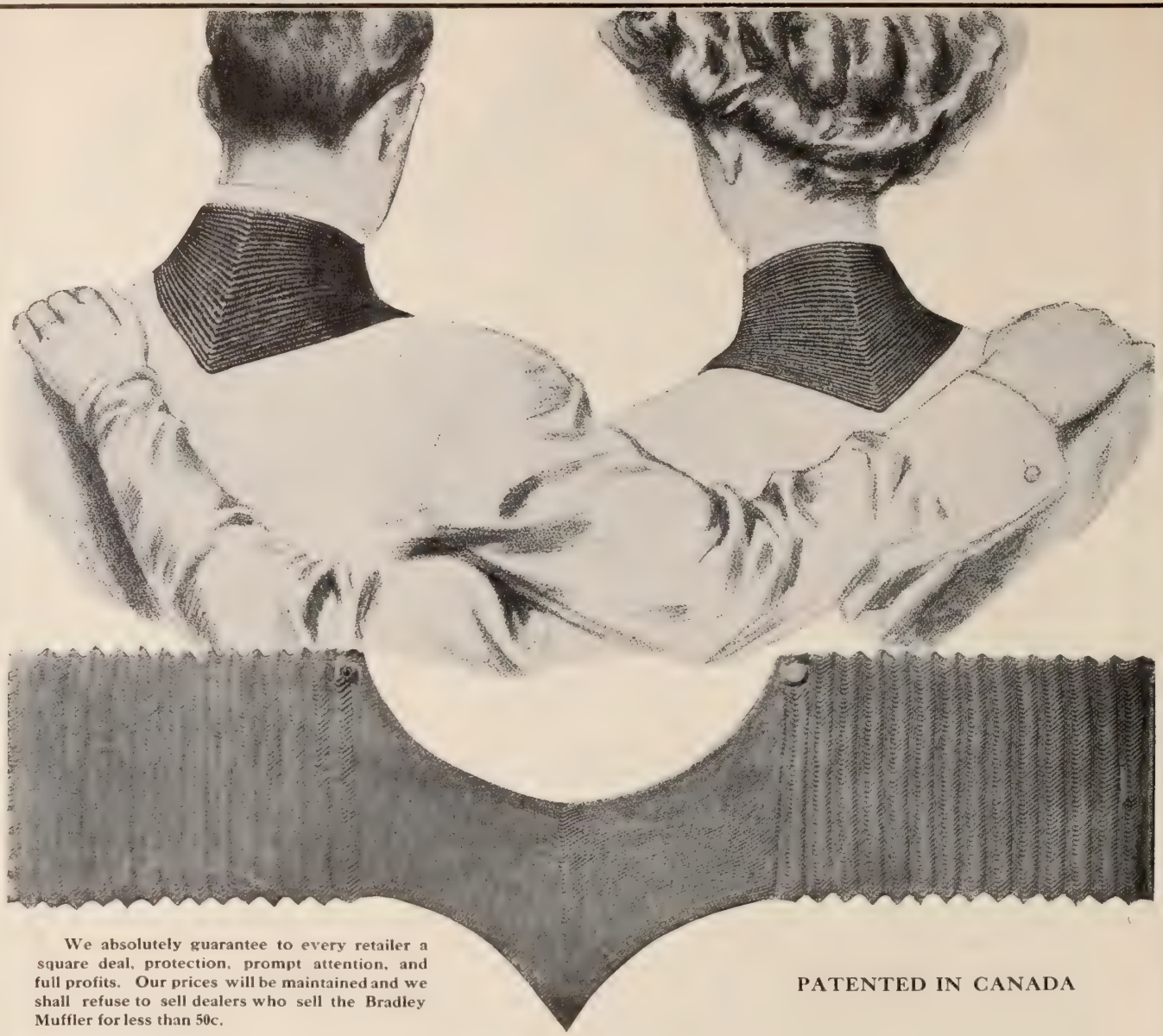
Travellers now showing Samples of Zenith brand underwear for fall. It is manufactured by

S. LENNARD & SONS, Dundas

RICHARD L. BAKER & CO.

100 Wellington St. West, Toronto - Sole Selling Agents

Zenith BRAND UNDERWEAR



We absolutely guarantee to every retailer a square deal, protection, prompt attention, and full profits. Our prices will be maintained and we shall refuse to sell dealers who sell the Bradley Muffler for less than 50c.

PATENTED IN CANADA

Never Mind the Arms

Just look at the Mufflers. Bradley full fashioned Mufflers are the best Mufflers on the market to-day. Place your orders now.

Monarch Knitted Coats for Ladies, Misses, Children, Men and Boys represent the nearest approach to perfection yet attained in these goods.

See our range of Knitted Neckties to retail at 25 and 50c. Place your orders with our traveller when he calls, and insure prompt delivery.

The Monarch Knitting Co., Limited

DUNNVILLE, ONTARIO

News of Season's Trade in Knitted Goods

WHILE there is still apparent tendency on the part of the retailer to hold back in advance buying until his season is immediately at hand, manufacturers and jobbers expect a steady improvement as the result of the decidedly improved feeling throughout the country with reference to the future. What has been noticed in other lines is also making itself manifest in the knitted goods trade—that, though placing business for spring was, on the whole, backward, the sorting trade is coming along nicely and it would not be surprising if scarcity developed in some of the active lines. Such a condition, it is pointed out, would hardly be an unmixed evil. A good many jobbers hold that trade will never be itself again until a shortage or some such situation brings the different sections of the business face to face with the fact that one cannot expect the other "to do all of the gambling," as one man put it.

✝

Steady Growth Predicted.

That there is, nevertheless, an encouraging trend in the right direction at the present time, cannot be denied, and it is regarded as almost wholly due to conditions making for the general revival. There will be no excitement, and while there is little evidence of that warmth which makes its appearance in more prosperous times, there will, it is predicted by the optimistic, be a steady growth along lines which will employ the sympathetic co-operation of all sections of the trade.

Remarking upon this view of the situation, a large wholesaler of knitted goods, regarded it as unfortunate that unwarranted price-cutting should have made its appearance.

"While certain manufacturers engaged in a somewhat lively tilt on a fleece-lined garment whereby there was a drop of about 30 cents a dozen," said he, "there was little excuse for the jobber to adopt the same tactics. When trade is struggling toward a recovery, these slashes have a tendency to place the day of normal things still further off."

"Here we have a line of garments going to the jobber at $3.70 per dozen. These are going to the retailer at from $4.00 to $4.25 a dozen, and I figure that the jobber to sell to a man who pays the cash and takes every advantage available in the matter of terms, will have a gross profit of from 38 to 40 cents a dozen or between 9 and 10 per cent. for express, handling, selling and other expenses. How can it be done? I am not saying that this is a general feature of the present situation in knitted goods, but I look at it merely as an instance that the jobber is sometimes short-sighted. The retailer expects him to make a reasonable profit and why he should particularly at the present time do business in that way, is more than I can understand. We have reached that point in our merchandizing where things should be conducted on a steady, sane basis."

✝

Harmony in Color.

Much has already been said about the elaborate color card for spring and summer. Some houses report that the tendency to harmonize different articles of apparel is becoming more marked than was anticipated and it is placing in the hands of the retailer a merchandizing feature which has seldom been brought into prominence. That they have not been slow to recognize its importance is evident from the color specifications in orders being taken.

The tendency to harmonize color in different articles of apparel is becoming more marked than was anticipated.

Color specifications in spring and summer orders show that plain effects predominate. Daintily embroidered goods are received for hosiery, both for men and women. Plain colors predominate, but there is no ignoring the fact that dainty stripes, embroidered and lace effects will play a strong part in the season's business. Importing houses are showing a great range of silks and fancy lisles. Wholesalers state that while there is some little improvement in the demand for silk lines, it is still a very limited trade in Canada.

✝

Kick Against Stocking Tax.

Chicago clubwomen are endeavoring to enlist the National Federation of women's clubs in an attack on the schedule of the Payne tariff bill in its application to stockings and stocking materials. A despatch explains that through the heads of the various organizations making up the National Federation the women of the nation will be urged to unfurl the banner of the stocking and march under it, a tremendous army to defeat interests at Washington which are supporting the tax on stockings.

Features of the Payne bill which retain the present high tariff on wool, silk and cotton stuffs and even increase the tariff on cotton stocking of every description are being discussed in thousands of Chicago residences, stores and clubs and the protest against conditions is loudly acclaimed. Under the Payne schedule, cotton, wool and silk tax remains as it was in the Dingley law. Raw wool, which local manufacturers will use, is reduced. There is an actual increase in the tariffs on cotton hosiery. Dealers in stockings pointed out that the prices of all varieties had been steadily increasing for the last twenty years and that within the last three years the prices have gone up by leaps and bounds.

✝

Tariff Agitation.

While on the subject of hosiery, it may be of interest to refer to the agitation aroused in the United States as the result of the changes proposed in the tariff by the Payne Bill. A vigorous protest was made to the Ways and Means Committee by the dry goods jobbers' interests against the demands of the domestic hosiery manufacturers for a high tariff.

It was pointed out that the schedule proposed by the hosiery manufacturers would practically make the full-fashioned hosiery industry a trust "as at least 80 per cent. of the full-fashioned hosiery in America is now controlled by one family of manufacturers of this grade of merchandise, who are represented by the same selling agents, the agents themselves being part owners in many of the mills."



Don't Listen

to any traveller who tells you there's any other brand of Underwear "just as good" as

Ellis Spring Needle Ribbed Underwear

No other Underwear can be as good—because no other underwear is made with the Spring Needle stitch—which we control for Canada. It gives the garments great elasticity—makes them fit the form.

The Ellis Manufacturing Co.
LIMITED
HAMILTON, ONT.

Monypenny Bros. & Co., Montreal and Toronto
SELLING AGENTS

The proposed tariff on hosiery is as follows :—

"Stockings, hose and half-hose, selvedged, fashioned, narrowed or shaped wholly or in part by knitting machines or frames, or knit by hand, including such as are commercially known as seamless stockings, hose and half-hose, and clocked stockings, hose and half-hose, all of the above composed of cotton or other vegatable fiber, finished or unfinished, valued at not more than $1 per doz. pairs, 70c. per doz. pairs, (formerly 50c.); value at more than $1 per dozen pairs, and not more than $1.50 per dozen pairs, 85 cents per dozen pairs, (formerly 60c.) ; valued at more than $1.50 per dozen pairs and not more than $2 per dozen pairs, $1 per dozen pairs (formerly 70c.) ; valued at more than $2 per dozen pairs, and not more than $3 per dozen pairs, $1.50 per dozen pairs (formerly $1.20); valued at more than $3 per dozen pairs, and not more than $5 per dozen pairs, $2 per dozen pairs (formerly $2 and 15 per cent.) ; and in addition thereto, upon all the foregoing 15 per centum ad valorem ; valued at more than $5 per dozen pairs, 55 per centum ad valorem."

At a representative meeting of manufacturers, importers and retailers of hosiery from all over the United States, held in New York on March 22, a protest was raised against the proposed increase on the cheaper grades of hosiery and a committee was appointed to raise money with which to secure legal talent with which to present the case to Congress. It was pointed out that all the houses should take the matter up with their local newspapers and ask them to show in detail what the effect would be if the schedule is adopted as it stands.

Refering to the Payne bill, a Canadian manufacturer of knitted goods said :—"We, of course have not reached that stage where, so far as knitted goods are concerned, we need view with concern any changes in the United States tariff. The schedule is of chief interest to us merely as it shows what may be expected by countries whose exports to the United States are of large volume."

The proposed tariff on underwear, differs little, if any, from that of the Dingley bill.

✣

Branch Factory in Buffalo.

The Monarch Knitting Co., of Dunnville, recently secured a large contract for a number of its leading lines in the United States, and has leased a factory in Buffalo which will be equipped with modern machinery for the production of the required goods.

✣

Bought Partner's Interests.

Ellis Fischer, formerly president of the Elf Knitting Co., has bought out his partner's interests, and will continue the business under the same name at 101 Fifth Ave., Mr. Fischer has prepared an extensive line of fancy knit goods. He is now on the road seeing his trade.

✣

Shorter Garments.

Repeats on light summer goods are beginning to make their appearance. Some growing demand for combination garments is noted. Manufacturers of women's underwear are giving greater attention to trimming than ever before, and it is here that one of the best means towards promoting distinction in a line is being developed. It would be somewhat surprising if the directoire fashions

Prepare Now For Your Summer Sales

THE

Nazareth Waist

is an indispensable item during the dog days.

It's a light—porous—self-ventilating - perspiration absorbing undergarment **without an equal.**

Most youngsters wear them next the skin when heavy togs are tabooed.

Keeps kids cool as a cucumber and prevents catching cold.

Try a windowful of them this summer— a small ad in your newspaper, and put our show cards where they'll be seen. Copy, cuts and cards from us on request

Calgary, Alta.
W. R. Brock Co., Ltd.
Halifax, N.S.
W. & C. Silver
Smith Bros.
Kingston, Ont.
Macnee & Minnes
London, Ont.
R. C. Struthers & Co.
Robinson, Little & Co.
Montreal, Que.
W. R. Brock Co., Ltd.
Gault Bros. & Co., Ltd,
Greenshields, Ltd.
Hodgson, Sumner & Co.
A. Racine & Co.
Brophy, Parsons & Rodden
Kyle, Cheesbrough & Co.
McIntyre Son & Co.
P. P. Martin & Co.
A. O. Morin & Co.

Ottawa, Ont.
John M. Garland Son & Co.
St. John, N.B.
The Vassie Co., Ltd.
Frank Skinner & Co.
Manchester, Robertson & Allison
Scovil Bros., Ltd.
Toronto, Ont.
John Macdonald & Co.
Beatty, Kerr & Verner
W. R. Brock Co., Ltd.
Gordon, Mackay & Co.
Denton, Mitchell & Duncan
Vancouver, B.C.
The Gault Bros. Co.
Winnipeg, Man.
R. J. Whitla & Co., Ltd.
Robinson, Little & Co.

TRADE MARK Nazareth REG U.S PAT OFF

Mills at Nazareth, Pa., U.S.A.

Nazareth Waist Co.

350 Broadway, New York

Canadian Representatives:—
E. H. Walsh & Co.,
Toronto and Montreal



Britannia
Unshrinkable
Underwear

Ask any wholesaler's salesman, and we'll leave the order question to your own judgment.

Show Cards that attract will be gladly sent upon request. We help you sell Britannia.

Duncan Bell Canadian Representative
Manchester Building 301 St. James St.
TORONTO *MONTREAL*

UNSHRINKABLE Eureka NOVA SCOTIA WOOL

Underwear Value

IF there is one thing more than another in which men judge the standing of a store that sells men's wearables it is in the value of the underwear sold by it.

And there is no cause for wonder, when the long and cold winters we have are taken into consideration; indeed warm underwear is as essential to the Canadian as is food. For this reason the buying of underwear is a matter that should receive the greatest care of buyers.

If you sell men's heavy-weight underwear you will not be doing your business justice unless you stock up on the five lines of Eureka Unshrinkable Underwear. It is unshrinkable through and through. It fits well, wears well and is neatly finished.

And we can prove to you that Eureka Unshrinkable Underwear is the best underwear value on the market.

Samples will be sent on application.

Nova Scotia Knitting Mills, Limited
Eureka, Nova Scotia

did not exert some influence in ladies' underwear. One of the concessions to the vogue is a shortening of the garment to accompany the long-boned corset, thus facilitating the slender figure. These goods are being sold in Great Britain, and English firms are, it is stated, finding quite a large sale for them in Canada.

Fall lines have now been fairly launched and in some sections very satisfactory advance business has been done. The sweater coat is still proving one of the very attractive lines and manufacturers have not been slow to endow it with those features which make it all the more adaptable to stylish and serviceable wear.

Death of Paul Perrin.



PAUL PERRIN

One of the most Active Partners of the Firm of Perrin, Freres & Cie, who died February 27th.

Paul Perrin, one of the most active partners of the firm of Perrin, Freres & Cie., the famous glove manufacturers, founded in 1860, died on Saturday, Feb. 27, at his Villa de Montfleury, near Grenoble, France. He was 65 years of age. Mr. Perrin was one of the three sons of the widow who founded the business, and was born at Nantes, in Rattier; was elected municipal councillor of Corenc, then counciller for the eastern district of Grenoble, since August, 1904.

He served as lieutenant throughout the Franco-German war, 1869-70, with his brother, the late Commandant Magnus Perrin au 2nd d'Artillerie. Leaving the army, he entered into partnership with his three brothers, of whom Mr. Valerien Perrin alone survives, and who with Mr. A. L. Douillet his nephew, constitutes the firm of V. Perrin and Cie., of Grenoble, the name under which the firm is now trading.

Mr. Perrin was a true man of the work people and was regarded as a model master in example and precept. With signal success he fulfilled the various functions of president of the Union of Glove Manufacturers, of arbitrator to the Grenoble Board of Trade, and of member of the Upper Council of Work. More than 2,000 people attended the funeral.

Cash Business in St. John, N.B.

F. E. Kee, of F. W. Daniel & Co., Ltd., St. John, N.B., was among the eastern buyers in Montreal last month. Mr. Kee spoke of the improved retail conditions in his district, and believes that their store's policy of doing business for cash is instrumental in securing for them desirable business. The firm is made up of F. W. Daniel, President, and three active directors, F. E. Kee, who buys smallwares, wash goods, and linens, B. H. Huestis, dress goods, and A. E. Raymond, staples. The new firm was formed about two years ago, although the store is one of the oldest in St. John. The store premises are 35x100 feet, three storeys front, and two at the back, and besides general dry goods they have extensive millinery and ready-to-wear departments.

Ladies' Fine Swiss Ribbed Underwear



OXFORD BRAND

We are anticipating the wants of the Canadian Merchant, and will be ready to fill

Repeat Orders

at short notice.

The Oxford Knitting Co., Limited

Woodstock - Ontario

TRADE MARK. Dr. JAEGER'S SANITARY WOOLLEN SYSTEM Co. SOLE CONCESSIONARIES LIMITED PURE WARRANTED WOOL

JAEGER PURE WOOL

FOR IMMEDIATE DELIVERY

Underwear in fine and medium weights for spring and summer wear, in all sizes for men, women and children.

Negligé Shirts Exclusive designs in our celebrated Pure Wool Cambrics, Taffetas, and Tussores.

Coat Sweaters in self colours and with coloured borders, selling from $4.00 to $7.00 each.

Fancy Half Hose Pure Wool in new greens, tans, clocked, embroidered, and striped, to sell 50c. to $1.25.

Catalogue and Trade Terms on Application to

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

52 Victoria Square - - - - - - - - - Montreal

Another WOLSEY Year



WOLSEY Pure Wool Unshrinkable Underwear

is guaranteed by the manufacturers.

Jobbers now showing Fall 1909 samples.

WOLSEY will be advertised more extensively than ever this coming Fall.

Tiger Brand



The Leading Underwear For Men and Boys

All Weights. All Sizes.

The Galt Knitting Co.

Limited

Galt, Ontario

Ontario	*Quebec*	*Maritime Provinces*
J. E. McClung	P. deGruchy	J. A. Murray

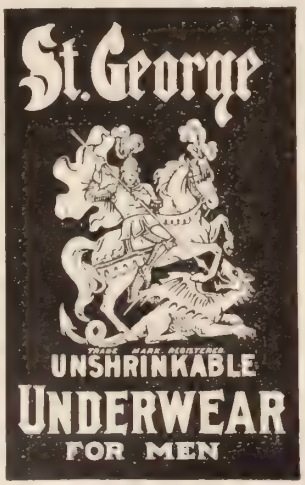
West

Gerhardt, Hanley, MacKay Co., Limited

Agents

St. George Brand

Underwear for Men



made in various weights and textures

WOOLNAP

(For extra warmth)

Also bears the St. George Trademark for your protection and ours.

"Craftana."

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Pen-Angle Underwear

Stock the Pen-Angle line of Natural Wool Underwear and you will be rewarded with a big demand.



PENMANS, LIMITED, PARIS, CANADA



Patented Oct. 25, 1892

Improved Defiance Button Machine

Make Your Own

COVERED BUTTONS

Makes all sizes covered buttons from 12 to 60. Flat, Half Ball or Ivory Rim

PRICE $7.50

Including any 3 of the following sizes: 16, 18, 20, 24, 30, 36.

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The Review uses monthly in its reading columns late fashion cuts which we secure from the old and new worlds.

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Pointers of Practical Value to the Salesman

Ability to Suggest Often Nails Large Orders.

THE ABILITY to suggest and to demonstrate is one of the most useful constituents in a salesman's resourcefulness. Often has it been the means of nailing an order which was in danger of going to the other fellow. At the critical moment the skilful salesman will find that, in a great many cases, the customer's mind is still open to conviction and he frequently finds it possible, as the result of his thorough knowledge of the department in which he is engaged to throw out a hint which proves to be the final word in decision. This happy faculty was recently illustrated in one of the large city stores. A particularly large contract was to be let for house furnishings. To one of the curtain departments the person entrusted with arrangements went with the object merely of looking over the goods. The salesman was a bright fellow, knew something about art, and when the dimensions of a particularly large piece of business dawned upon him, he got busy. Hastily sketching a design for window draping, he outlined suggestion after suggestion until the prospective customer found herself discussing relative prices, and finally gave her order based on one of the designs which the salesman had drafted. It was but a rude outline on a piece of wrapping paper, but it gave the customer an idea which probably had never entered her mind before and which at the same time convinced her that the salesman knew his business.

✠

Giving Young Salesmen an Opportunity.

J. C. Irwin, one of Barrie's successful dry goods merchants, believes that the proper way in which to develop a young salesman is to introduce him to responsibility at as early a stage as possible. "Probably better results would be obtained," said he, "if merchants, seeing good material in a man, would not confine his growth to certain limits. We are too prone to check a man at that stage in his career when we feel he is earning all we can pay him. He gains the impression that there is nothing more ahead of him there, and so he moves. The right kind of material is not any too plentiful, and it is my opinion that by enlarging their opportunities, such as affording them a chance to familiarize themselves with the buying end or in taking charge of a backward department, the executive side of his nature would be developed and we would in time find that man a decided asset to our business."

✠

Make the Customer Subject of Special Study.

Of the importance of studying one's constituents there can be no question. The salesman who is repeatedly rubbing his customers the wrong way is not in the right place. On the other hand, there are instances which go to show remarkably good sales records have been made by some men who, while not altogether attractive in appearance or temperament, had that sometimes inexplicable power of creating a good impression. A case which would almost prove that the most unlikely proposition has some encouraging point of contact was cited recently by a former representative of a large manufacturer of cash registers. Local agents had fallen down in their efforts to place one of these machines in a store which, while doing a good business, had at its head a man who considered that the ordinary cash drawer with its wooden bowls was good enough for him. The agent decided to make a special study of the case. He was taken around and duly introduced by the local agent. No reference was made to cash registers. The new man on the proposition, however, saw in a glass case behind the counter a particularly fine fish mounted. He immediately concluded that the man was an angler. "That's a particularly fine perch you have there," remarked the agent, pointing to the fish. "That's not a perch," replied the man, with an air of disgust, "that's a maskinonge." It was just what the salesman wanted—something to talk about—and while he didn't know as much about the piscatorial tribe as he did of cash registers, he recognized that, with the old man, fish were always good material for conversation. They talked of boyhood days, of phenomenal catches, and of good fishing holes and finally within a few days, the two men went off on an expedition by themselves. "By the way," remarked the merchant one day, "what's this machine that your man has been fussing around about?" That opened the way nicely and it was not many days before the finest cash register in the land was installed in that store and a lasting friendship had sprung up between the salesman and his customer.

✠

The Importance of Co-operation.

A man who sets out to accomplish a thing succeeds because he lives it, eats it, sleeps it, dreams it, and builds air castles about it. This was the thought which F. B. Silverwood gave to the employes of his Los Angeles store in a recent address. It takes less time to learn to do a thing right than to explain why you did it wrong, was the observation with which he emphasized the importance of thoroughness in salesmen. He added:—"When a man asks you for an 18 shirt or a 16 pajama or a 10½ sock, never substitute the size. Miss the sale first and don't take it for granted the size is right because the box is marked 18 or 16 or 10½. Look at the article itself. The loss of at least ten good customers can be traced to the direct cause of being given the wrong size. During the past year I personally know of four or five customers who left us in disgust because their goods were not delivered as ordered. If a man asks you to have that shirt, hat or suit at his home at 6 o'clock, have it there if you have to take it yourself, or send me with it. None of us is too proud to deliver a package in an emergency case, and 'I forgot' never did nor never will fatten a pay envelope. The man who gets results need not worry about the glory. Excuses do not go in this age. I want it said that the Silverwood stores are the best conducted stores on earth. We are just emerging from a panic. The prospects for a revival of business are good. You boys have good positions. We are paying you all we can, but we want to pay you more. The more business you do, the more you make for us both, so let us line up shoulder to shoulder and make 1909 a record breaker. Just one more thought. I want the public to not only feel, but know, that the Silverwood stores are honest stores and the Silverwood salesmen are honest, truthful and gentlemanly salesmen, whether they trade with us or not." There is a wealth of thought in this inspiring little speech, not only for the salesmen, but likewise for managers. The keynote is co-operation throughout the entire staff, and an interest in responsibility extending beyond mere pay-envelope expectations.

Established 1852

FURS



FURS

The Brand that Qualifies the Standard of Furs

¶ *Our strength might prove our weakness were we content to trade upon the good reputation earned, but we only carry with us the benefit of the experience gained during 57 years of successful competition.*

Among the Special Lines our Travelers are now Showing are:

Ladies' Fur Mantles

38, 46 and 50 inches, semi and quarter fitting, in Persian Lamb, Muskrat, Poney, Near Seal, Baltic Seal.

Ladies' Neckwear and Muffs

All the good staple styles and many novelties in all classes of Furs—The natural animal effects are particularly striking.

Ladies' Cloth Fur-Lined Cloaks

448 combinations of collars and linings, 4 grades of cloth and 6 shades in each grade—13 styles.

Men's Fur-Lined Coats

Every line shown is made in our own factory. Our large facilities ensure right workmanship and value.

WE WILL GLADLY PUT YOU IN TOUCH WITH OUR REPRESENTATIVE IN YOUR TERRITORY—WE COVER ALL CANADA.

L. GNAEDINGER, SON & CO.

90-92-94 ST. PETER STREET - MONTREAL

Higher Fur Prices Cause Activity in Better Grades

Fall Samples are Meeting With Favor and There is Very Promising Outlook — Novelty in Styles is Assisting in Increase of Demand.

FUR TRAVELERS who have been on the road for a few weeks are enthusiastic regarding the prospects for 1909-1910 business. The new samples are meeting with favor and early orders indicate good business. Orders already placed are for fair quantities and a good feature is the amount of high-grade furs taken. Evidently the high prices seem to be in favor of high-class furs, as many buyers learning the high prices demanded for the cheaper grades, prefer to pay a little more and get the real article. This is satisfactory to all concerned as the high class goods give satisfaction to the customer, and this adds to the standing of the retailer as a fur dealer.

The West seems to be starting the season well. Early orders from western sections are satisfactory and the high-class goods are in demand.

Novelties in styles are helping to increase the demand for furs for the next season.

Fur Neckwear and Muffs.

The trade in general seems inclined to favor the novelties in neckwear shown for Fall trade. The small ruffs, some in Gibson collar effects, others a straight band either with or without tabs, are very attractive, and the small amount of fur required in each brings the price of even high-priced furs within the range of the ordinary purse. These small pieces should be profitable for fur departments to handle. They can be sold at a small price and yet pay a good profit. They also make a good showing in a department.

Throw-over ties are in good request, and stoles are doing well. In almost every fur piece the animal effect is seen, even in the small ruffs.

The new muff styles favor active sales. They are very elaborate in most instances, the rug or saddle muff, with shirred lining, being a favorite style. For the plain untrimmed styles the square or oblong pillow muff is popular. In muffs, as well as neckwear, animal effects are prominent.

Ladies' Fur Cloaks.

Ladies' long fur cloaks are doing well, and the samples for the season 1909-1910 are meeting with marked favor. It is believed that these will increase in popularity as the season advances. Muskrat and electric seal are the furs principally used for these long cloaks, and there is a growing demand for Russian pony. The majority are very loose, but there is a showing in the Fall range of a semi-fitting style, which is meeting with marked favor in the United States, and which will sell to some extent for city trade in Canada. These garments foreshadow the Directoire styles which will probably be developed later in fur garments.

Ladies' Fur-lined Cloaks.

Indications for Fall, judging by first orders, are that even more fur-lined garments will be in demand than ever before. Fall lines are very dsirable, and the new semi-fitting coats should do well with the trade. There is a call for loose garments, but fashion favors the semi-fitting. Muskrat is used almost entirely for linings. Shells are trimmed in many cases with self strappings. The principal colors are black, navy, and brown, with an occasional call for green, taupe, etc.



Two New Fur-lined Cloak Styles—Manufactured by L. Gnaedinger, Son & Co., Montreal.

Be Specific in Ordering.

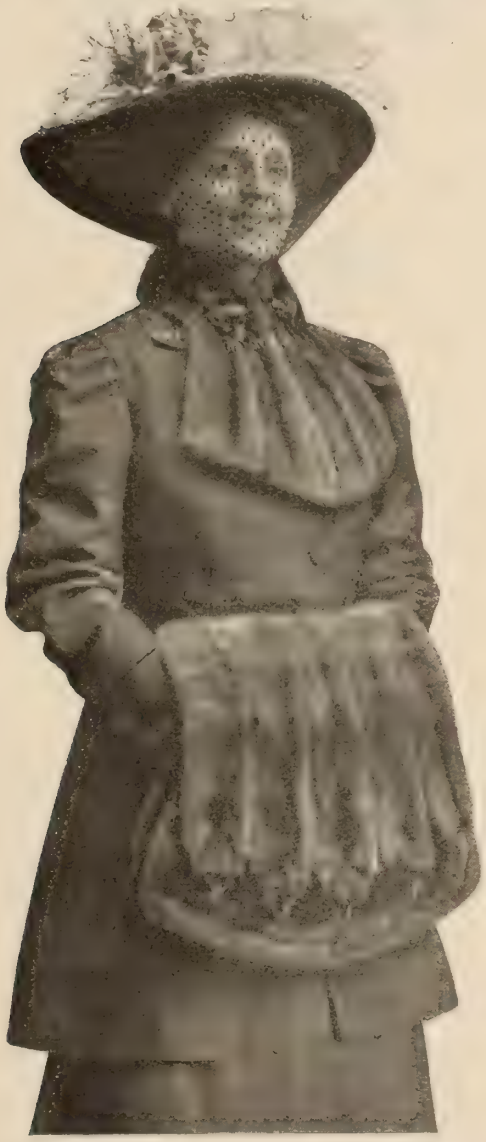
Some manufacturers complain of the confusion often caused by mail or wire orders from retailers for fur coats or fur-lined coats, not specifying whether for men or ladies. When an order is received for a fur coat or fur-lined coat, the manufacturer naturally concludes that it is a man's coat that is wanted. To do away with this confusion, retailers, in ordering coats, should specify whether it is men's coats or ladies' cloaks that are wanted.

Indications point to an increasing demand for fur-lined garments.

The principal colors are black, navy and brown, with an occasional call for green, taupe, etc.

The Advance in Prices.

Retailers now forcibly realize that every fur article is worth more money for delivery next season. However,



Elaborate set of Mink Furs, showing the New Large Muff — Manufactured by Boulter, Waugh, & Co., Ltd., Montreal.

this is tempered by individual offerings and there are certain lines of a range of furs on the road at about old prices. This is accounted for by such firms having that particular line left over from last season, or having bought raw furs before the advance. Still others use certain lines as a leader, and put the price at about cost



Real Ermine Set, showing Small Tie, with High Ruching—Manufactured by Boulter, Waugh & Co., Ltd., Montreal.

of production. In the aggregate, however, a thorough inspection of any line of fur samples proves that advances must be asked. Where furs are offered at very low prices it is always well to make sure that they are not imitations, such as sable-dyed coon in the guise of Alaska sable.

The consignment evil, and exceptional discounts, are not heard of to any extent this year. Manufacturers have learnt their lesson.

Handsome New Fur Emporium.

The new retail fur store of Messrs. Chas. Desjardins & Co., at 130 St. Denis Street, Montreal, is one of the

Small ruffs, some in Gibson collar effects, others in straight band, are very attractive.

Throw-over ties are in good request, as are also stoles, the animal effect being much in evidence.

most luxurious in the trade, and is said to be the largest of its kind in Canada. This firm, which has been in business since 1877, formerly occupied premises at 485 St. Catherine Street East.

The new building, which has a frontage of 90 feet, with a depth of 268 feet, presents a striking appearance, owing to the spacious show windows on either side of the entrance. The window at the left is devoted to men's hats, and the right to a wide variety of furs. The store comprises three storeys, the two upper storeys being in the form of wide balconies. The interior is finished in white, and the rich carpets, and fur upholstered sofas and chairs, combined with the simple interior design, present a most attractive appearance.

The ground floor is devoted to the hat department, and to the raw and unmanufactured furs. Broad staircases lead up to the first balcony, where the manufactured furs are located. Supporting the balconies are two rows of square pillars, and around two rows of these pillars are glass show cases, about five feet in height, for the display of white furs and small fur pieces. Similar show cases on the ground floor are used for the display of men's hats. Numerous tables and figures are used for showing furs, and fixtures for the keeping of furs are ranged on both sides the entire length of the store. The office of Mr. Langlois, the manager, is also on this floor.

The third balcony is devoted to manufacturing purposes, and the building is supplied with adequate fire protection.

Samples of ladies' long fur cloaks for the season 1909-1910 are meeting with marked favor.

Muskrat and electric seal are chiefly used for these garments, the majority of which are very loose, but semi-fitting styles are being well received.

News of Fur Dealers.

Messrs. Alex. Nelson & Co., retail furriers, are closing their down-town store at 304 Notre Dame Street, West, Montreal, the first of May, and will occupy the store at 380 St. Catherine Street only. This store will be considerably enlarged and improved for the accommodation of the increased business.

Chas. Desjardins, of the firm of Chas. Desjardins & Co., Montreal, is in Europe on his annual visit to European fur markets. Mr. Desjardins' trip will take in the sales at Moscow and Nijni, also the leading fur houses of London, Paris and Leipsic. Mr. Desjardins' visit to Europe is of special interest this year, in view of the fact that he is gathering the stock for the firm's new fur emporium on St. Denis Street, which is claimed to be the largest of its kind in the Dominion. Mr. Desjardins will return by way of southern France, intending to make a pilgrimage to the shrine of Notre Dame de Lourdes.

Increased prices seem to be creating a demand for the better goods. This is regarded as a satisfactory condition from every point of view.

It is apparent that style novelty is having a tendency to improve the fur demand for next season.

Failure of Fred & Co.

The failure of M. Fred & Co., Winnipeg, fur dealers, took place last month, the amount of the liabilities being given as about $65,000, and the assets insufficient to pay the assignee. Shortly before the failure was announced the firm is said to have secured a large amount of furs, representing that they were worth $20,000 or $25,000. On the strength of this the creditors thought it advisable to have Mr. Fred arrested on a charge of obtaining goods under false pretenses. As a result of the trial, the judge pronounced a sentence of a fine of $700, or in default of payment of the fine, imprisonment for one year. The judge stated that this light sentence was due to the fact that the court had been asked to be lenient on account of his family. This judgment did



Well matched Muskrat Coat, showing continuous stripe. Six nine-hour days work of an expert cutter was necessary and two and a half days to sew the skins. Four thousand yards of thread were used and eighty skins The coat is semi-fitting and shows the new ripple back. Manufactured by L. Gnaedinger, Son & Co., Montreal.

not prove satisfactory to the creditors, and as a result further charges against him will be made in the near future.

✣

How to Select Furs.

The majority of customers in purchasing furs rely almost entirely upon the word of the salesman as to the quality of the fur, as very few understand the difference in grades. If a reliable dealer assures a customer that a certain piece of fur is good value, this is sufficient. With this in view, the retailer who wishes to maintain a favorable standing as a fur dealer must be able to judge fur values for himself.

There are several things to be taken into consideration in grading furs. One is the pelt, the wearing qualities of which must be considered. The skin should be pliable, when at its best. This will depend upon the curing of the raw pelt. The fresh skins are simply salted by the trappers until they have sufficient to take to the trading stations. This is where trouble often arises, for if the skins are held too long the hair becomes loose and falls out when the fur is worn. An excess of fat left on the skin will cause a decay to set in which will ultimately cause the skin to crack. When this happens there is really nothing which can be done to prevent it. To make sure that the skin is soft and pliable, and that there is no danger of cracking, the buyer can pinch up the skin, which will show him its condition.

Another consideration is the fur itself, the texture and thickness of which depends upon the time of the year when taken. Pelts taken in the Fall are not so thick nor glossy as those taken in the latter part of the Winter, owing to the fact that all animals shed their fur in the Summer, and as a result the fur is not at its best until several months have passed. The buyer can judge when a pelt was taken by the density of the hair and by the degree of glossiness and softness.

Occasionally fur garments which are guaranteed genuine and of excellent quality, are sold at a remarkably low figure. The ordinary purchaser will not discover that this is due to piecing, but the fur buyer should be able to readily detect the seams by close scrutiny.

Imperfect dyeing is another thing which detracts from the quality of furs. What is known as burnt furs are furs which have been overdyed, the hair of which will become rusty and fall out. There are means by which such furs can be temporarily restored to their natural silkiness. Bad dyeing may be detected by breathing into the fur until it becomes slightly moist, and rubbing it with a white cloth. If the color comes off to an unreasonable extent the dyeing is not what it should be. All black furs are dyed, and as it is almost impossible, even at the best, to make the color absolutely fast, it really depends upon how much color comes off whether the dyeing will prove satisfactory or not.

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Large Clothing House for Glace Bay.

At a meeting held recently in Sydney, N.S., a company was organized and incorporated to be known as "Brasbie's Limited." The company is capitalized at one hundred thousand dollars for the purpose of carrying on a clothing and men's outfitting business in Glace Bay, Sydney Mines and a number of other large centres in Nova Scotia. The following officers were elected: W. H. Brasbie, president; G. A. R. Rowlings, vice-president; D. N. McDonald, sec.-treas. Mr. Brasbie is general manager, Mr. McDonald, manager for Glace Bay, and W. G. Goodwin, manager of the Sydney Mines store.

You Will Soon
be
BUYING
Your

FURS

for Next Fall

Our travelers are now out
with a very fine
range of samples
which we would
be pleased
To have you inspect and
with which we feel
sure we can secure
at least a good
portion of
your trade.

These goods are sellers. Don't fail to see this line. Drop us a card if you are not on our list.

Swift, Copland & Co.

517-525 St. Paul Street,
MONTREAL

Trade Inquiries.

During the month of March the following enquiries were made relating to Canadian trade. The names of the firms making these enquiries, with their addresses, may be obtained by those specially interested in the respective commodities, upon application to "Trade Inquiries Branch, The Department of Trade and Commerce, Ottawa." The reference number should be quoted in all cases :-

236. A Dundee firm manufacturing jute goods of all descriptions is prepared to appoint representatives in Montreal, Toronto, London, Hamilton and Winnipeg.

255. A resident of Jersey Side, Placentia, Nfld., desires to represent Canadian firms wishing to do business in Newfoundland.

206. A French firm would like to appoint good representatives in Canada, for the sale of sponges and chamois.

208. A firm in Lyons, manufacturing laces and embroideries would like to have an agency in Canada.

226. A London firm, manufacturing a new patent cloth, wish to have it introduced into the Dominion of Canada, and are prepared to appoint an experienced Canadian resident agent for that purpose.

293. A London firm seek suitable Canadian agents for the sale of two special preparations for cleaning cloth and also leather gloves and silk.

311. A London firm seek a first-class agent in British Columbia for the sale of silk and other linings and tailors' trimmings.

328. A Yorkshire firm of woolen manufacturers and shippers, established 1859, will consider applications from well-recommended houses in Montreal, Toronto, Halifax, Winnipeg and Vancouver, to actively represent their interests for the sale of worsted fabrics and manufactures, dress goods, astrachans, Italian cloths, woolen cloths, etc.

323. A St. Lucia dry goods firm wishes to hear from Canadian firms manufacturing boots and shoes, corsets and umbrellas.

319. Canadian firms exporting dry goods are invited to correspond with a well established dry goods firm in Dominica.

309. A St. Kitts firm of dry goods dealers wishes to hear from Canadian manufacturers of boots and shoes.

Small Parcel Rate.

A Collingwood merchant to whom the Review recently wrote for an opinion upon the express rate problem and a description of local conditions, replies as follows :

"We have a great many small parcels that come by express, and the rates have certainly been a source of trouble between the merchant and ourselves times too numerous to mention, as the rates they charge are sometimes away out of proportion with the size of the parcel.

"We think there should be a special small parcel rate to take the place of the charge of 40c or 50c on the little fellow—that being the rate at which they carry parcels much larger. We have no chance in a great many cases to charge express on the smaller parcels.

"In our opinion the express companies would make considerably more business for themselves if they were to give the country, or especially the merchants, a special small parcel rate. What we ask is a more liberal treatment in rates.

"Mr. Ivey spoke particularly on this point in Montreal, as he knows the small parcel trouble, and is putting up a good fight for the merchants."



Musk Ox Brands Furs Are Your Safeguard

Your criticism of 1909-1910 Fur Samples is invited.

Don't wait. Get on our calling list. The following capable representatives are glad to show you samples.

REPRESENTATIVES

H. A. Anderson, Maritime Provinces
F. B. Pelltier, Quebec
D. M. Kerr, East Ontario
F. D. Chisholm, Central Ontario
A. A. Alexander, Ontario, west of Toronto
R. J. Morrison, Alberta
Walter G. Helleur, Quebec
J. M. E. Godin, Montreal
H. W. Horsfall, Ottawa and Northern Ontario
George W. Mills, North of Toronto
R. C. Lawrence, Manitoba and Saskatchewan
R. L. Taylor, British Columbia

BOULTER, WAUGH & CO., LTD.

CANADA'S FURRIERS, ESTABLISHED 40 YEARS

491-493-495 St. Paul St. 57 St. Peter St. - - MONTREAL

Please mention The Review to Advertisers and Their Travelers



Have you seen the Fall Samples of

Peerless
REGISTERED

HIGH-GRADE UNDERWEAR?

No line being offered is superior in value to Peerless. Every garment is a good advertisement for the brand and the dealer who sells it. Soft in texture, bleached a much better white than ordinary knit underwear by our New Bleach Process, well-fitting, neatly finished and trimmed.

REPRESENTATIVES:

ONTARIO
C. & A. G. Clarke, Empire Bldg. Wellington St. W., Toronto

QUEBEC
Goulding & Co., 30 Wellington St. East, Toronto

MANITOBA
Frank Clark
Winnipeg
and
N. W. Territories

BRITISH COLUMBIA
Geo. A. Campbell, P. O. Box 1026 Vancouver, B. C.

MARITIME PROVINCES
G. A. Woodill, 70 Granville St. Halifax, N.S.

The Peerless Underwear Co.

HAMILTON ONTARIO CANADA

Dry Goods as an Index to the Condition of the Country

Opinions Give Premier Position to Iron and Steel — Agriculture also Entitled to Some Consideration—One Authority Considers Dry Goods as Somewhat of a Weather Barometer — Opinions of Merchants.

WHICH is the better index to the general condition of the country—dry goods, or iron and steel? This has practically been the subject of a discussion which the New York Herald has recently been conducting and which developed a great variety of opinions all of which seemingly had some claim upon serious consideration.

During the past few days the Review has been putting this same question to representative drygoodsmen, and while the result gives first position to the iron and steel industry, due weight is given to the standing of dry goods in relation to that great regulator of all enterprise—the law of supply and demand. The general opinion was that the agriculturalist should be given a prominent place in the argument since his is one of the country's basis industries and always the first to be considered.

Importance of Dry Goods.

"Assuredly iron and steel industries are very important to Canada," said Leslie Gault of the Gault Bros. Co., Montreal, "but dry goods, in its general sense, is equally so. As far as trade barometers are concerned, all industries seem equally affected. If the dry goods trade is good, so are other lines, and if iron and steel industries are busy, the dry goods trade is active. Iron and steel trade make for our mills and factories, and they in turn depend upon the population at large. However, there is this to be considered: that the demand for dry goods affects practically every one, more directly than iron and steel. Iron and steel industries are discussed as a trade barometer more than the dry goods trade, but this does not necessarily mean that dry goods is not equally as important."

All Claim First Plnce.

"It would be a difficult matter, it seems to me, to get some men away from the idea that their own particular lines are entitled to first place," said W. R. Brock, of the W. R. Brock Co., Toronto. "The hardware merchant will undoubtedly declare that he is as close to the people as is the dry goods merchant or grocer, and quite possibly he is. My opinion is, however, that the iron and steel industry is entitled to first consideration since it is so inseparably connected with everything which makes for progress in this country, such as transportation, agriculture and manufacturing. At first, one would almost be disposed to give premier position to the farm. True, it must be so honored when one is considering the natural resources of a country, but on the other question one must look at the activities which make for development, and relationships must be duly weiTghed."

Dependence Upon Iron and Steel.

"The farmer must have implements with which to till the ground," said John Peace of the John Macdonald Co., Toronto. "That is one of the primary thoughts which enter into his plans. The same may be said of dry goods. The manufacturer must have machinery to produce his particular line. To the efficiency of a country's iron and steel industry much of the manufacturing ambition appeals for facilities whereby to find its output. It is almost invariably the channel through which inventive genius demonstrates itself. It is steel after all which knits the Dominion together, and I do not think one can reasonably get away from it as the fundamental guide to the country's condition. Of course, there is this much about it: dry goods are far more directly identified with the actual life of the people, but it strikes me that they are too suddenly susceptible to change to be the index of last resort. I think, if I were going to a strange country, with the object of studying its actual condition, I would first acquaint myself with the standing of the iron and steel industry, its development and the extent to which it is then actually employed in the upbuilding of that country and of manufactures. I would then make enquiries about the agricultural conditions, the grain shipments and the standard achieved by this industry as compared with that of other countries. Then, I would enquire the price of living and that would probably bring me into touch with the dry goods merchant, the grocer and the hardwareman."

"Although iron and steel is the big thing in the United States," said Geo. B. Fraser, of Greenshields, Ltd., Montreal, "on the face of it, it looks as if Canada paid more attention to dry goods and its general manufactures. The only way to settle the relative importance of the two great lines of business is to get statistics from Ottawa."

Different Viewpoints.

"Good times and bad times certainly affect every branch of trade," said R. A. Brock, of the W. R. Brock Co., Montreal, "yet iron and steel are perhaps a truer index of trade conditions than dry goods, because dry goods trade is somewhat of a weather barometer. A mild winter or late spring plays havoc with the dry goods business and is not so seriously felt in hardware, iron and steel. As far as Canada is concerned, looking at the question from another viewpoint, the farm is the great thing. Perhaps three-quarters of our population are interested in farming and the rest of us live off them. It simply revolves then whether a farmer owns more hardware or dry goods. Looking at the matter from an investment standpoint, hardware in all its branches, including agricultural implements, seems more important to Canada. Further, the investment in industries in iron and steel is very large, and doubtless is greater than the investment in the manufacture of dry goods. From the merchant's viewpoint, dry goods is certainly the biggest end of business and represents the most valuable part of merchants' stocks in Canada. Yes, I would think that iron and steel is really the more active barometer as dry goods is affected too much by weather conditions. When the farmer is prosperous he buys implements and puts up new buildings to a greater extent than increasing the purchase of dry goods."

E. C. B. Fetherstonhaugh, of Greenshields, Ltd., Montreal, had this to say: "All trades are closely allied. All go up and down with the possible exception of groceries. As far as Canada is concerned, iron and steel does not seem of greater importance than dry goods, and, further, the dry goods demand gets closer to the real pulse of the people than iron."

AA Duck

The Hit in Printed Goods

A A Duck (25-26 in.) fast colors. Indigo with staple white designs, also red, cadet, cardinal and black grounds. Retails with big profit from 15 to 20 cents.

AA Duck is suitable for children's dresses, outing suits, blouses, skirts, etc., and conforms to present fashion tendencies. The enormous sale is a criterion of its worth.

Ask your Wholesaler for AA Duck

Merchants whose judgment is unquestioned are everywhere placing Canadian Printed Goods before the public.

New Wrapperette Range

Wholesalers are now selecting from the new range of wrapperettes, which they pronounce the best yet from the viewpoints of patterns, finish, colorings and values.

Empress Suitings and Empire Twill

are particularly worthy of attention. Your wholesaler will show you samples early next month.

"There's More Profit in Canadian Printed Goods"

The Staple Department and its Problems

Outlook for Fall Business is Encouraging — Western Canada Showing Great Improvement — New Price Lists Reveal Little Change — Mills are Optimistic — Advance Demand for Flannelettes and Wrapperettes.

EARLY in March manufacturers of cotton staple goods sent out their new range of Fall samples to wholesalers. Judging by the favor immediately accorded their first appearance, there seems to be no doubt that Fall trade will be active. Orders already placed are heavy, and there seems to be a decided improvement in the general tone of the trade in all parts of the country. In view of business already booked, the mills are decidedly optimistic, and wholesalers are looking for active Fall trade.

The sales manager of one of the prominent cotton mills, speaking of the indications for Fall, stated that while business in general showed a great improvement, conditions were not normal as yet, and probably would not be until after another harvest. Western Canada, according to business being done in western sections, seems to be showing the greatest improvement owing to the good harvest of last year, the effects of this being felt to a greater degree in that part of the country than in eastern sections.

Comparing the outlook for Fall 1909, with former years, he stated that business this year could hardly be mentioned in comparison with 1908, as at this time last year things were dead. In view of the phenomenal amount of business done in 1907 this year could not be expected to equal that year, but to all appearances it might be expected that 1909 will equal 1906. This applies to the staple trade as well as the dry goods trade in general.

The new price lists show very little change. A few lines show a very slight reduction, but this is almost immaterial. A good many lines show a slight adjustment in favor of the buyer.

Spring Trade in Staples.

The first three months of 1909 were exceedingly busy ones in wholesale staple departments, and compare favorably with the same three months of any previous year. Owing to light stocks in the hands of retailers, and light placing orders, heavy repeats have been necessary. This applies to practically all lines of staple cotton goods.

Linens.

Belfast reports that the linen manufacturers are decidedly busy, many of them having at the present time enough orders to keep their machinery running for three or four months. There has been a decided change in the linen situation in Canada since the turn of the year, and orders since that date have come in steadily, the majority being for early delivery. Merchants evidently were in need of goods, and even at the present time the stocks in merchants' hands are by no means heavy.

April will see the travelers out for sorting and fall business, and the prospects for the new season are decidedly bright. Household linens, table linens, napkins, towelings, towels, individual towels, etc., are all in demand. A feature that merchants will do well to note is the increasing demand for individual towels. This is a sensible fashion and judging from the manner in which sales are increasing housekeepers evidently regard it with favor. The new designs are very attractive and many of them match those of the larger sized towels.



Table Cover of "Gold Medal" Linen—Shown by R. H. Cosbie & Co.

Wrapperettes.

Wholesalers are very enthusiastic regarding the new Fall range of wrapperettes and anticipate an active trade in these lines. The orders being received by the mills prove that this opinion of Fall samples is general throughout the wholesale trade. In the majority of cases orders are twice as large, and in some instances even

three times as large as last year. Values are better than a year ago and the patterns and colors show a marked improvement. Some of the new lines are in the high-class French flannel designs and these are particularly attractive. Stripes are included in the new designs, following the tendency towards stripes in dress materials.

One wholesale house, speaking of the Fall range of wrapperettes, stated that in Canadian goods there had never been a better showing in colors, variety and beauty of the designs and qualities.

On some lines there is a slight reduction in price, the only change in prices worthy of note being a reduction of one cent on Empire twills.

✣

Flannelettes.

Fall samples of flannelettes and other napped goods are on the road and judging by the amount of business already done in these lines, the Fall showing is proving attractive to the wholesale trade. The new patterns are better than ever, and qualities are good.

The new Canadian price list shows very little change from the Spring price list. Prices are low. One or two lines of flannelettes and a couple of lines of the Saxonies show a small reduction, but this is so slight as to be almost immaterial.

✣

Denims.

The Fall range of denims show exceedingly good values. Orders already placed are encouraging and there has been an adjustment in prices on a few lines. In a few instances where the price has not been convenient for the retailer the fraction has been removed.

Tickings have done fairly well for the Spring trade, and the Fall lines show no change in price.

✣

Prints and Ginghams.

The very heavy demand for ginghams and prints has had the effect of clearing up wholesalers' stocks to such an extent that it is difficult to get any quantity of the same pattern. Evidently the mills have very little stock as wholesalers find it difficult to secure goods.

✣

Cotton Ceylon Flannel.

A new fabric now being introduced to the Canadian trade is known as Lamba, which is a Ceylon Flannel in patterns and appearance but is made entirely out of cotton and can be retailed at 20c. It is an ideal fabric for pyjamas and the price is distinctly in its favor. The process of manufacture is a secret.

✣

Montreal Cotton Co.'s Fall Range.

The new Fall price list of the Montreal Cotton Co. shows a slight reduction to wholesalers, of about five per cent. on foulards, and from five to ten per cent. on the better qualities of linings. The leading sellers, such as Saxony silk, peau de soie and soiette show reduction. The better lines of pocketings and sateens are also slightly reduced. The new range of sateens show a better finish and the Victoria lawns are also improved in finish and values are better.

LAMBA Regd.

is going to be a big seller this season, and you'll want to know more about it—Listen! "LAMBA" is an entirely new fabric infinitely superior to Flannelette both in appearance and wear. Moreover it is absolutely safe—Beautifully soft, it is equal to the best Ceylon Flannel at half the price. Just the thing for

Shirts, Pyjamas, Blouses and all Underwear

A distinctive feature of "LAMBA" is the woolly softness of the finish. This is not lost in the washing but is retained throughout the wear of the garment. Made in a magnificent range of attractive designs (all fast colours) and the prices are sufficiently reasonable to make your customers ask for it.

See TRADE MARK on every piece
Has been imitated already—so must be good

Don't place your season's order for Flannels and Flannelettes until you have seen "LAMBA." It will supersede Unions of every description. Your customers will demand it, and, as you'll want to be handling such a seller, see samples and place your orders now.

STOCKED BY

J. & N. PHILIPS & CO.

211 Lindsay Building
St. Catherine St. West
MONTREAL

35 Church Street
MANCHESTER, ENGLAND

611 Empire Building
Wellington St. West
TORONTO

No Matter Where

you buy your Linens, you will always find surprising value at Philips'. In many places you will sometimes get bargains in clearing lines and job lots, but we give exceptional value in regular makes all the time. We hold one of the largest and most complete stocks of Linen Goods in Britain, and we supply big stores only. Our system of trading means a great saving to keen buyers, and impartial comparison will immediately convince you of this fact.

Just put your past conclusions and present opinions of linen buying aside for a moment, and give our statement a practical test. Give us no favor but a careful examination and use your own judgment. We are not afraid of the result.



Our **Linen Department** has always been a strong one, and for many years we have made it a specialty. We are now devoting special attention to Canada, and a glance over our new Canadian price list will show you what interest we take in your particular requirements, and the care we devote to them.

We never buy manufacturers' stock lines. Everything is made expressly for us by contract. Most of our Damasks are exclusive designs, and many are made from our own sketches.

Our Canadian offices contain full ranges of compact samples, and our representatives are always ready to wait on you.

J. & N. PHILIPS & CO.

Manchester - - England

OFFICES:

211 Lindsay Bldg., St. Catherine St. W.
MONTREAL

611 Empire Bldg., Wellington St. W.
TORONTO

TO THE TRADE



All Prints

sold by the leading Wholesale Importers which bear the above stamp or ticket are

GUARANTEED

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The Calico Printers' Assn. Ltd.

Manchester, England

To be their

STANDARD 'CROWN' Quality

of cloth, which will be unchanged from Season to Season.

No other quality will bear this mark.

At the Franco-British Exhibition in London, England, The Calico Printers' Association, Limited, were awarded three "Grands Prix" (the highest possible award) for the excellence of their Printed Cottons and Printed Wools.

Business Changes Throughout Canada

Quebec

The Quebec Fur Mfg. Co.; registered.
Dominion Shirt Co., Quebec; assets sold.
W. Abinovitch, Montreal, tailor; assigned.
L. Scheffer, Montreal, dry goods; assigned.
American Rug Works, Montreal; dissolved.
A. Morin, St. Marcil, general store; assigned.
Chas, Jean, Sayabec, general store; assigned.
A. Champagne, Sorel, tailor; burnt out; insured.
Robert Scott, Scottstown, general store; assigned.
Achille Caron, Fraserville, general store; assigned.
Lemelin & Samson, Levis, fancy goods; registered.
Posentzvieg Bros., Montreal, dry goods; dissolved.
Dame L. T. Canton, Quebec, dry goods; registered.
J. T. Benoit & Co., Montreal, hats, etc.; dissolved.
Osias Ouellet, Chicoutimi, general store; assigned.
Renaud & Giguere, Quebec, dry goods; registered.
Alf. Roy, East Broughton, general store; assigned.
W. J. Denis, Quebec, merchant tailor; assets sold.
T. Vineberg, Sherbrooke, clothing, etc.; registered.
The Merchants' Clothing Co., Montreal; dissolved.
J. E. Benoit, St. Helene, general store; assets sold.
Marieville Knitting Co., winding-up order granted.
J. P. Rivard, Chicoutimi, general store; assets sold.
Jos. Gervais, St. Canute, general store; assets sold.
J. Rosenbloom & Co., Sherbrooke, clothing; dissolved.
Gauvin & Frere, Cap Rouge, general store; assets sold.
Larviere & Mahoney, Montreal, ladies' wear; assigned.
L. O. Martineau, Montreal, men's furnishings; assets sold.
Charland & Co., St. Gertrude, general store; assets sold.
Mrs. Z. P. Maheux, St. Joseph, general store; assets sold.
Jos. Belisle, Bonaventure River, general store; assets sold.
P. E. Lizotte, Sorel, dry goods; damaged by fire, insured.
M. Jodoin & Co., Montreal, men's furnishings; assigned.
Epiphane Michaud, St. Arsene, general store; assigned.
A. Koun & Co., Victoriaville, general store, registered.
St. Johns (Que.) Straw Works; burnt out, partially insured.
Hector Constant, St. Dominque Station, general store; assigned.
M. L. Steinberg & Son, Montreal, clothing, etc., deceased.
O. S. Ledoux & Co., Montreal, men's furnishings; assets sold.
J. E. Benoit & Co., Ste. Helene, general store, registered.
D. Simoneau, Ste. Sophie D'Halifax, general store, assigned.
Maison Bissonette, Victoriaville, general store, registered.
The Boston Dry Goods Store, Montreal; Max Aizer, registered.
Langhoff & Co., Montreal, dyeing, etc.; Eugene Saure, registered.
L. A. S. Plamondon, South Durham, general store; assets sold.
J. C. Miousse, St. Alphonse de Caplin, general store; assets sold.
A. L. Deseve, Magog and Windsor Mills, dry goods; assets sold.
H. Rolland & Son, Montreal, clothing, etc.; successors to A. Amyot.
James Aird & Co., Montreal, boot and shoe manufacturers; registered.
F. H. Bender, Quebec, wholesale and retail hats and furs, assigned.
L. A. S. Plomondon & Co., South Durham, general store, registered.
A. Prevost & Co., Ste. Agathe, Romso Narbonne, dry goods; registered.
J. P. Lacroix, Laurentides, general store; burnt out, partially insured.
L. O. Desautels, St. Jean Bte. de Rouville, general store; assets sold.
Cohen Bros., Montreal, wholesale clothing manufacturers; registered.
J. B. Marsolais & Co., Montreal. dry goods; Florida Marsolais, registered.
J. & T. Bell, Montreal, wholesale shoe manufacturers; John T. Hagar, deceased.
Dominion Hat & Cap Co., Montreal; dissolved; Samuel & Louis Goldner, registered.
Boutara & Kanage, Montreal, dry goods; dissolved. J. Boutara and G. Saad, registered.
Robitaille Bros., Lake Megantic, men's furnishings; Max Robinowich, alias Robitaille, registered.

SUCCESS

Then More Success

That's the story of

Everbloom—

The Canadian fabric suitable for underskirts, linings, etc., etc.

Looks like silk taffeta—but quarter the price—and **wears** four times as long.

Everbloom may be had from your wholesaler in Black and all fashionable shades. It is double-fold 36" wide, retails at 25 cents.

Get **Everbloom** to-day—

Manufactured by

Montreal Cotton Co.

Sales Offices:

Toronto **Montreal** Winnipeg

Ontario.

J. E. Braniff, Brockville, tailor; assigned.
Hugh Jones, Dresden, shoemaker; deceased.
Albert Brunke, Hamilton, furrier, deceased.
Edmund Beltz, London, hats and furs; loss by fire.
W. J. Cain, Port Lambton, general store; sold out.
Myles Bourke, Temagami, general store; assigned.
W. J. Ferguson, Stratford, dry goods, deceased.
John McKellar, Avonton, general store, deceased.
D. Ostrosser, Straffordville, general store; sold out.
C. A. Lafleche, Delta, tailor; assigned to Omer Brown.
I. Jacobson, Cobalt, general store; sold to Wm. Irvin.
R. Slater, London, boots and stoes; moving to Embro.
John Carey, Southampten, boots and shoes; assigned.
G. A. Porter, Welland, men's furnishings; assigned.
Alex. Abdo, Leamington, boots and shoes, assigned.
Hargrave Bros., Sombra, general store; sold to Del. Davis.

H. and Otto Donatt, Toronto, dyers and furs; loss by fire.

Ruth Campbell Martin, Toronto, fancy goods, assigned.

James Ritchie, South Bay Mouth, general store; assigned.

Kinzie & Co., Southwold Station, general store; assigned.

Hayden & Hamilton, Hagersville, general store; assigned.

L. M. Peters, Ottawa, fancy goods; assets sold at 32 cents.

Samuel Lamb, Springfield, general store; sold to W. R. Johnson.

J. A. Perry, Toronto, hats and furs, succeeds Perry & Bourdon.

A. K. Aziz & Co., Sunderland, general store; succeeded by Aziz & Co.

W. A. Day, Port Stanley, general store; sold to Finlay & Glover.

J. W. Taylor, Arnprior, fancy goods; succeeds Miss N. V. Hickson.

J. W. Saunders, Monerief, general store; succeeded by John Hislop.

Doyle Bros. & Co., Smith's Falls, general store; discontinued there.

S. J. McCreery, Glencoe, general store; succeeded by E. Mayhew & Co.

Robert Baird, Ottawa, general store; assigned to Royal Trust Co.

M. J. O'Neil, Osceola, general store, succeeded by P. W. Mulligan.

J. B. Kerr, Sault Ste. Marie, boots, shoes and hosiery; sold to Morin & Co.

Goodsir & Waite, Welland, furniture, etc.; dissolved. F. B. Waite continues.

J. P. Hart, Hillsburgh, general store; sold to R. J. Goring, Wellandport.

Hyman Siegel, Toronto, dry goods and men's furnishings, loss by fire.

Wright Hats, London, wholesale and retail, loss by fire in retail store; insured.

Sarjent & King, Barrie, dry goods, furs and men's furnishings; obtained charter.

The Smith Mfg. Co., Toronto, wool stock, shoddy, etc.; George Smith, president, deceased.

A. R. Clarke & Co., Toronto, leather, gloves, shirts, etc.; fire, loss covered by insurance.

H. A. Turnpenny, St. Thomas, clothing and men's furnishings; sold to E. W. Cummings.

Lang & Maher, Peterboro and Lindsay, clothing and men's furnishings; closed branch at Lindsay.

F. D. DeSauzea & Co., Toronto, manufacturers and wholesale ribbons; succeeded by Toronto Silk Mills.

The West

C. J. Leitch, Neepawa, tailor; assigned.
Peace & Co., Winnipeg, clothing; dissolved.
Silver Bros., Winnipeg, clothing; assigned.
J. H. More, Tyvan, general store; selling out.
C. J. McClocklin, Carberry, Man.; assets sold.
J. W. Caswell, Hewarden, general store; sold out.
A. McGregor, Stevenfield, general store; assigned.
G. R. McCall & Co., Regina, general store; sold out.
Neil Black, Spuzzum, B.C., general store; deceased.
D. A. Moore, Oakville, Man.;, sold to Thos. Stait.
M. Tarter, Winnipeg. clothing; sold to N. Narvolansky.
J. W. Mitchell, Mowbray, Man.; sold to Wilson Bros.
Reichart & Gafke, Kronsgart, general store; dissolved.
W. R. Morgan, Round Valley, general store, assigned
Betsy Kidd, Fairmede, Sask., general store; deceased.

F. J. Musgrove, Estevan, Sask.; succeeded by Arthur Kelly.

S. Friedman, Winnipeg, general store; sold to M. Rose.

Tritt & Finklestein, Neepawa, Man., general store; assigned.

A. D. Tracey, Theodore, Sas., general store, deceased.

Rose & Sidelkovsky, Cupar, Sask., general store; dissolved.

Taylor & Creffield, Asquith, Sask., dry goods; assigned.

McKay, Williams & Co., Winnipeg, dry goods; assigned.

Crerar & McTavish, Oak River, Man., general store; assigned.

C. E. Gutteridge, Birmingham, Sask., general store; sold out.

Andrew McDonald, Prince Albert, Sask.; sold to A. R. Shea.

Jackson & Hayward, Dawson, Yukon, general store; dissolved.

S. McBurnie, Elkhorn, Man., men's furnishings; discontinued.

D. W. Rumohr, Perdue, general store; sold to C. W. Longbottom.

Halter, Lechtzier & Co., Yorkton, Sask.; assigned to C. H. Newton.

J. K. Rennie, Fenton, Sask., general store; sold to T. A. T. Adams.

J. A. Ball, Dauphin, Man., tailor; succeeded by Johnson & Andrews.

The Grunthal (Man.) Trading Co., general store; sold to S. Chardirker.

Bradsky Bros., Toulon, Man., general store; assigned to C. H. Newton.

William Janzen, Herbert, Sask., general store, reported burnt out.

Thurston & Creary, Rocanville, Sas., general store, sold to C. B. Mitchell.

Wesley Cavanagh, Antler, Sask., general store, succeeded by B. J. Hunter.

Phillips & Smith, Winnipeg, tailors; succeeded by Phillips, Morris & Smith.

Florence A. Stewart, Grenfell, Sask., milliner; succeeded by Miss Fleming.

R. P. Langford & Co., Wolseley, Sask., general store; succeed McLeod & Langford.

Leon Bay, Jarrow, Man., general store; removed to Whitemouth, succeeding Eli Bay.

Store Kinks that are Giving Good Results

The REVIEW is willing to pay $1.00 for each article which may be of use in this department. It is not necessary that these paragraphs be already prepared for publication; a statement describing the manner in which the "kink" is applied and how it is working out is all that is necessary.

GAVE PRIZES FOR NEEDLEWORK. Competitions of all sorts and conditions have been worked out by merchants with the idea of promoting the interests of their store or of some one particular department. The needlework competition is not the latest, but it can be made one of the best, judging from results obtained by a dry goods merchant recently. He gave it the benefit of good advertising. The one condition of entry was that the materials had to be purchased from his store. The original voucher or counter check had to be produced at the time of entry. Prizes, eight in number, ranged from $1 to $10 in cash or goods. Sufficient work was received to form a very creditable exhibition. All entries had to be in by a certain date. Judgment was based on the expressed approval of the patrons of the store, who viewed the specimens on exhibition there. The store was thereby made the centre of considerable interest. The articles entered were afterwards returned to those who had executed them.

✝

INTRODUCING THE CASH SYSTEM. Many a merchant would adopt the cash system in connection with his store if he only knows how to go about it. The first step is the problem. A western merchant's initial movement in that direction was rather unique. He placed a barrel in his window and on top of it dumped $15 worth of pennies. The window made a noise like a mint. On the side of the barrel he nailed a placard containing a heart-to-heart talk. His proposal was that people paying cash for purchases over $1 would receive five per cent. discount. A receipt, given the customer at the time of purchase, was her authority for demanding the amount of discount on the occasion of her next visit. In connection with this plan, he inserted an advertisement in the local paper stating, in well-chosen words, that he intended changing from credit to cash, and that he regarded his customers entitled to the five per cent. by reason of lessened cost on accounting and collections.

✝

YOUNG PEOPLE MUST NOT BE FORGOTTEN. No merchant can entirely afford to ignore the young people. He who adopts plans whereby they may be attracted to his store is taking a wise course, not necessarily on account of any great volume of business that may be obtained thereby, but merely with the object of developing the habit of visiting his store. Anything that causes the children to talk about the establishment must be regarded as an asset. Very often a blotter, a pretty card or an inexpensive souvenir of some kind does an amount of advertising which supplements newspaper publicity, and is almost sure to have results at those times of the year when children are prominent in the shopping proposition. Schemes which arouse friendly competition are often very effective. Not long ago a store in a small country town launched an advertisement competition; the pupil of the local school who turned in the best ad. every week received a prize of $2. The boy or girl who captured the purse one week was barred for the following three weeks, so that opportunities were equalized. The competition made the young people familiar with an important department, caused them to concentrate their attention upon the goods of their store and was in every way a good scheme. It also brought to light a number of very clever boys and girls.

Many unique plans have been worked out in infants' wear departments. A merchant can work wonders in mobilizing the infantry of the surrounding country by the use of a pair of scales, supplemented by any proposition which makes it worth while for a fond parent to drop into the store with her bairn. A plan which worked out particularly well recently was that whereby a prize of $5 each was presented to the heaviest and lightest child under a certain age, weighed during a day. Special prizes were given twins and triplets under one year. The statistics of the day were carefully preserved, and prizes mailed to the parents when comparison decided the winners.

✝

COLLAR BUTTONS IN AN EDUCATIVE SALE. Ordinarily, there is not a great deal of individuality about a collar button. So far as its general purposes are concerned, however, its proverbial habit of disappearing has done a lot to give elasticity to the vocabulary of the profane—but that is another story. This paragraph deals with the collar button from a merchandising point of view—how it may be used to make a noise like real business. It was noticed in a large store the other day that in promoting collar button publicity the decorator had transformed the counter into a booth, and that he had literally faced the supports and top of the superstructure with cards of gold collar buttons. A gigantic stud occupied each outside corner of the counter. There were thousands of buttons in the display, and that the booth was something more than an exhibit, was evident from the crowd gathered about investing in these neckwear adjuncts. The story does not end here. This button bonanza was put on in a big departmental store. That same week a merchant in a town of 6,000 inhabitants noticed what the city store was doing and he became interested in buttons also. He secured a supply and found that he was able to offer them at the same price as the city establishment. They went well, and now the town merchant declares that it was not the first lesson he has applied in educating the home people that they gain little in shopping out of town, when there is a wideawake local store to patronize.

✝

INTERESTING THE FARMERS DIPLOMATICALLY. The country merchant who seeks to improve his relationship with the farmer on a basis of mutual interest, rather than that which has the purely merchandizing idea in view, is adopting the better course. Instances are numerous where enterprising merchants have developed the farmer's patronage by endeavoring to make the town in general, and that store in particular, as attractive for them as they possibly can. In a western town there is a merchant, who, when a matter affecting the interests of the farmers comes before the municipal council or Board of Trade, he is there to see that it receives due attention. He has a small area in the rear of his store partitioned off which may be used as a women's waiting room and where, on cold Saturdays in Winter time, they may help themselves to a cup of hot tea or coffee. There are scores of inexpensive ways in which the farmer may be made to feel that the merchant is not interested in him solely because of his purse.

Fall Dress Goods, 1909

Materials and colors for Fall, 1909, show the requisite novelty for active retailing, without too radical departure.
Our Fall samples, which will shortly be shown you, are of a diversity and character to interest you, and prove highly profitable.

WE ASK YOUR CO-OPERATION IN GIVING EARLY ORDERS.

Popular Fall Materials

shown in many varieties and prices.

Satin Directoires, Satin Cloths, Soleils (plain and stripes), Chiffon Broadcloths, Venetians and Worsteds. Such novelties as Warp Coteles, etc.

Popular Fall Shades

Ashes of Rose, Wistaria, Olive, Snake, Moss, Myrtle, Sea Green, Smoke, Taupe, and in darker tints, Russian Blue, Royal Navy, Navy, Feu Burgundy Caroubier, Capucin. Black will show a marked improvement.

IT WILL BE WORTH YOUR WHILE TO AWAIT OUR TRAVELLER.

GREENSHIELDS LIMITED
MONTREAL



HEWSON

Pure Wool Tweeds
Fine Wool Suitings
Unshrinkable Underwear
High Grade Coat Sweaters

Sold from Sydney to the Yukon

Investigate our new lines for next season when one of our travellers calls.

Hewson Woolen Mills Ltd., Amherst, N. S.

Trend of Styles in Canadian Dress Goods

Imitation silk linings are being extensively used and mills are reported to be behind in orders.

Waist manufacturers are buying crepe de Chine in black for the approaching season.

THE outlook for the fall season is excellent, conditions are prosperous, stocks are low, the jobbers and the cutting-up houses have placed heavy advance orders for fall goods, and everything points to a good placing season, when travelers go to the retail trade for orders for the fall of 1909.

As The Review intimated in the January issue, the color question is the keynote to the situation this fall. It favors the dark pastels or art shades, and there never was a season when the color range was so extensive as it is for the coming season. Another fact to be borne in mind is that the color tendency is away from the staple colors—the well known browns, navys, etc., that are always shown. The better the class of trade done by a merchant the more this applies. This does not refer to black, which is now gaining strength. The conservative woman who does not approve of fancy shades is buying black. It is also in great and increasing favor with the fashionable woman, and her wardrobe is not considered complete if she does not possess at least one black gown.

Buying by Color.

This being the case, The Review repeats the advice given in the January number. That is, that the merchant in buying, shall buy by color rather than by fabric. Fabrics and weaves are a continuation of those selling for the present season. Satin-finished fabrics lead, and bright, smooth-finished worsteds are in high favor. Though there is a strong tendency for plain cloths, stripes are very prominent as they help materially to give the long line in garments so much sought after now. The stripe fabrics are all in solid color, being piece-dyed with the pattern found in the weave. The variety in this class of goods is large and highly attractive and promises to be the leading feature with the popular trade. Close twills and diagonal effects are strong.

All cord weaves promise to be strongly in evidence in the coming fall, both in the cotele and in the striped effects in solid color. Soleils are also strong. Other novelties are the raye cloths, and the new divergent weaves in serges. This latter novelty is intended for the production of the plain tailored suit as in the accompanying illustration.

Zibelines and Panamas.

Zibeline stripes have been put forward in mantle cloths and plain zibeline cloths exceedingly bright and smooth in finish are being shown for the fall season. These are somewhat of a venture and their course will be watched with interest by the trade.

Panamas have been ordered out for the fall in quantities by the cutting-up trade and it is still the popular skirt fabric.

The new lightweight mohair and wool fabrics of the resilda order are also showing, and the manufacturers are also producing some handsome fabrics of this nature.

Bright-finished, smooth, twilled cashmeres are favored by most buyers for the fall season. This is an ideal fabric, because of its draping qualities and it shows up the colors now in vogue so effectively.

light weight chiffon broadcloths are again favored but not to the same extent as for the fall of 1908. Both cashmeres and broadcloths in fancy shades promise to be the fabrics most used in the development of the dressy gown.

Silks.

There is little doing in silks at the present moment; stocks at retail are hardly broken into and the fall season has not yet begun. Foulards are the novelty and the majority of the city stores are featuring the satin variety in their opening displays. The ground colors are all in the new art shades, taupe, serpent or water green and amethyst being the leading sellers.

Shantungs are selling in the same shades as foulards.

In the very high class trade crepey weaves, with a smooth duller finish are being asked for. Crepe de Chine is coming to the front again. Waist manufacturers are buying this fabric particularly in black for waists for the coming fall season.

The Care of Sedan Cloths.

The vogue of broadcloths and kindred fabrics has brought in its wake a great deal of trouble. Retailers who have guaranteed materials to be shrunk and unspottable have had to contend with irate customers who demand new dress material on account of spots or shrinkage in the material guaranteed to be otherwise.

The explanation for these irritating experiences exonerates the manufacturer. The secret is that consumers do not properly use broadcloths. The material is essentially a man's and should be used accordingly. The dress clothes of the ordinary man are used with care and broadcloths for women should have like usage.

First of all retailers should recommend to their customers that the cloths be left entirely alone, particularly if they are a good quality, and warranted shrunk and unspottable. However, if a customer insists on a cloth being again shrunk the retailer should get it done by a competent ladies' tailor and not allow customers to try it themselves. The cloth should be spread wrong-side-up with a damp cloth over it. Then the cloth should be pressed on the wrong side with a hot iron. Finally the cloth is turned right-side-up, and the iron run with the pile, never passed to and fro. This not only preserves the finish but shrinks the cloth.

As far as spots are concerned, men do not get excited if caught in a shower and their best clothes become spotted. They simply have the clothes properly pressed and the spots disappear, in fact the finer the broadcloth the quicker do the spots disappear. The more highly finished satin surfaces are the most sensitive to shower spots, yet those spots disappear quicker than upon any other surface when lightly pressed with a warm iron.

Zibeline cloths are being shown, and panamas have also been ordered out in quantities.

Bright-finished, smooth twilled cashmeres are favored by most buyers for the fall season.

Very Best Quality



High Class Products

THE FALL OF 1909

will reveal many new beauties in our

Ladies' Suitings

and

Mantle Cloths

The effects are pleasing, the patterns original and the wearing qualities unexcelled in all our plain and fancy fabrics.

Harris & Company, Limited

ROCKWOOD - - - ONTARIO

Representatives

MONTREAL - HECTOR PREVOST, 710 St. Hubert Street
HALIFAX - G. A. WOODILL, Roy Building
LONDON - J. A. IRWIN, 141 Princess Avenue
WINNIPEG - McRAE & WALKER, Ashdown Block

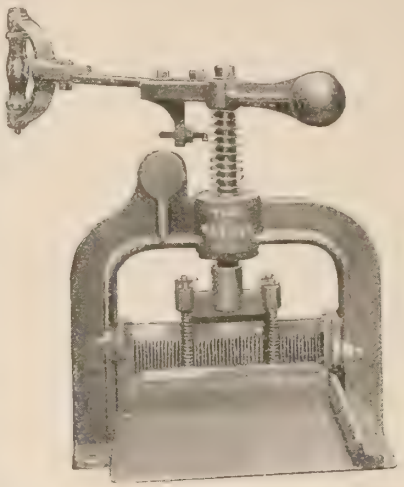
Samples Up to Date

Your patterns cut with gimped or serrated edge will be twice as sightly as cut the old way, whether mounted on cards or in books.

"EASICUT" Table SAMPLE CUTTER

DOES THE WORK

Made by J. T. Hardaker, Engineer, 99 Crowther St., Bradford, Eng.



THIS STYLE IN 3 SIZES TO CUT 16, 19½ AND 24 INCHES.

Carried in stock at Montreal in all sizes from 8-inch to 32-inch knife by

SOLE CANADIAN AGENTS

Walter Williams & Co.

525 ST. PAUL STREET, MONTREAL

CATALOGUES AND PRICES ON REQUEST

Exclusive Dress Goods

We are still leading with the latest fashions, smartest styles, newest shades and best possible value. Our new Fall and Winter samples are in the hands of our representatives. It will always pay you to see our samples before placing your season's orders, as we are confident that our large variety and choice selection will please you.

We only deal with first rate importers and quick payers, who can appreciate good taste, practical knowledge and exceptionally keen prices.

Our three Dress Departments are divided into eight sections and are the most extensive in the Kingdom. Each department is under separate management.

In our Bradford Department we hold reserve stock in the grey, and dye and finish our blacks and self colors. All our British stuffs are now blocked in our warehouse on new patent machines, and every yard is numbered with a small metal disc on the selvedge. No measuring is required.

Particular attention is devoted to Canadian requirements, and special fabrics may be confined to certain dealers in each city by arrangement.

J. & N. Philips & Co., Manchester, England

BRANCH: 20 CHEAPSIDE, LONDON, E. C.

OFFICES:

211 Lindsay Building, St. Catherine St. West, MONTREAL

611 Empire Building, Wellington St. West, TORONTO

Cashemir Recamier, Regd.

(Duplex Satin Finish)

This unique fabric is the leading speciality in our French Dress Goods Department for next season. It is exquisitely soft and brilliant and suits the new style of draping better than any all-wool fabric invented this year. Nothing more refined and artistic could be desired by the most fastidious of fashionable ladies, and the attractive get up in two tone art paper will please the most exacting window trimmer and progressive sales clerk. It is manufactured expressly for us and cannot be had elsewhere. Other Fashionable French Novelties are:—

Cotele Premiere	**Cotele Strasburg**	**Cashemir de l'Inde**
"Travere Elegans"	**"Travere Sedan"**	**"Travere Vigoureux"**
Cote Cheval	**Cote Cheval Raye**	**Zibeline**
Raye Satin Cloth	**Raye Venetienne,**	**Raye Sedan**
Raye Zibeline	**Raye Cheviot**	**Raye Soliel**
"Satin Directoire" (new velvet finish)		**"Satin Directoire De Luxe"**

and the very latest—Directoire Serge, Diverging Weave.

"Chevera" Cloth, Registered

This is the leading speciality in our Bradford Department for winter wear. A more serviceable cloth at a popular price could not be desired, because it is not only durable but unshrinkable and unspottable. It is made for us by special contract and comes in all the leading shades. Other fashionable English specialities are:—

"Permo" Reps,	**"Permo" Cotele**	**"Permo" Stripes**
Soliel Ottomans	**"Pirle" Serges**	**Fancy Stripe Worsteds**

Self Stripe Satin Cloths "Reflex" Satin Cloth

and the new "Wulmella" Heavy Pile Lustre Satin Cloth.

Blacks will be very much worn this fall and we anticipate a big demand for our far-famed Brilliant Blue-Blacks.

J. & N. PHILIPS & CO.

Manchester, England

and 20 Cheapside, London, E.C.

211 Lindsay Building,
St. Catherine St. West, MONTREAL

611 Empire Building
Wellington St. West, TORONTO



For Your Neckwear Department

Present indications point to the neckwear circle as being one of the busiest in the store this spring.

Stiff and semi-stiff embroidery collars, along with bows and jabots, are pronounced the correct thing for early spring, and our designers have brought to light many natty creations.

The "Dutch Collar" is expected to play a prominent part in the neckwear situation and in fact is noticeable already.

The importance of having a completely stocked neckwear circle cannot be over-estimated as a paying proposition and as a drawing card.

Merchants will find that our salesmen carry a most complete line of up-to-date novelties which are supplemented weekly as new ideas originate.

See our salesmen or write for samples.

Ladies' Wear, Limited

58-64 Wellington Street West

Toronto

Latest Ideas of Fashion in Dress Accessories

Ladies' Neckwear.

NECKWEAR is in large demand and the home manufacturers are finding increasing difficulty in turning out their work. The majority of firms are working overtime and yet cannot keep up with their orders. This is a hint to merchants to watch stocks carefully for it will be practically impossible to get deliveries in short order.

Lingerie neckwear is the order of the day, and the usual chiffon, lace and silk lines produced for Easter are uncalled for in isolated centres. The wide, flat Dutch styles are the novelty. and in this market have made an instant success. These are worn with immense lace trimmed jabots. Jabots are shown in great variety, and the heavy laces, Cluny, Irish especially, are the favored trimmings. Some use is made of colored embroideries, particularly in the form of heavy raised spots. Bows are selling in big selection.

Gibson collars—the style with the high back, rather than the points—is a big seller, many being developed in the popular heavy laces and nets. A good selling style which we illustrate has a double pleated jabot of net and lace. A fancy turn-down collar has as a finish besides the jabot, a velvet ribbon tie with tassel ends.

The increasing vogue of low-necked waists and dresses promise a large field for neckwear. Fashion is favoring the waist cut down at the neck and this demands some form of wide, flat collar as a neck finish. This form of neck finish opens up a large field for not only collars, but for jabots and bows. For those who cannot becomingly



New Gibson Collar of Net and Irish, with Large Pleated Jabot—Shown by Rhys D. Fairbairn.

wear this kind of neck dressing, Gibson collars and both soft and stiff turn-downs will have to be provided.

The most prominent feature of neckwear to-day is the vogue of Irish lace. For the high-class trade real Irish crochet is selling and the imitation for the popular trade Gibson collars, Dutch collars, bows and jabots are all featured.

These are very dainty, and for popular selling very fair



Fancy Turndown Collar of Net and Irish Lace Jabot to Match, and Directoire of Ribbon Velvet—Shown by Rhys D. Fairbairn.

copies of the real lace can be had to retail at 25c, 35c and 50c, and these collars are very ready sellers at these prices.

Dutch collars, both embroidered and plain, are being well taken up, and will certainly be in great demand for the Summer trade.

✠

Laces and Nets.

The tendency is all in favor of the heavier laces, Irish and Cluny being the laces now in best demand. The high-class trade is taking a great deal of the real lace, both in the form of bands, and in made-up garments. Heavy hand-made crochet is made up with Cluny into handsome waists, coats for evening and day wear, and also into handsome semi-made robes. The design most favored seems to be the rose and balls. Irish crochet ball trimmings are extensively used.

In the popular trade the place of real lace is taken by attractive imitations. Allovers are used for yokes, collars, cuffs, etc., and there is a strong call for trimming bands and insertions and also for the narrower edgings. Not only are linen dresses extensively trimmed with these imitation laces, but waists, neckwear and even lingerie garments show extensive use of this lace.

Torchons, Clunys, and cotton Maltese are to be good counter sellers for the Summer season, and in Valenciennes there is a tendency towards the heavier round mesh effects.

Colored all-overs are selling—the shades most in demand at present being taupe and the new rose shades.



Novelty Stiff Embroidered Collar—Shown by Ladies' Wear, Limited, Toronto.

Metal effects are prominent and wood silk-embroidered laces are still popular.

The immense vogue of nets, both tucked and embroidered, is evinced by the numerous counter and window displays made. The later novelties are the gold embroidered nets worked up with both gold thread and beads. Not only are white and cream grounds shown, decorated in this manner, but gold-colored net grounds are also shown.

These nets are the forerunners, it is predicted, of a large line of jeweled, spangled and jetted effects.

✝

Ribbons.

Retail buyers who have recently visited the New York market and importers who keep watch on tendencies there report the exceptional demand for ribbons. In Canadian centres as well as New York, ribbons are given prominent position. For millinery purposes they are widely used, and the introduction of the ribbon sash is now assured.

As the season advances milliners are making much greater use of ribbons for trimming purposes, and as the



Silk Bow in all Colors of a Large Design—Shown by Ladies' Wear, Limited, Toronto.

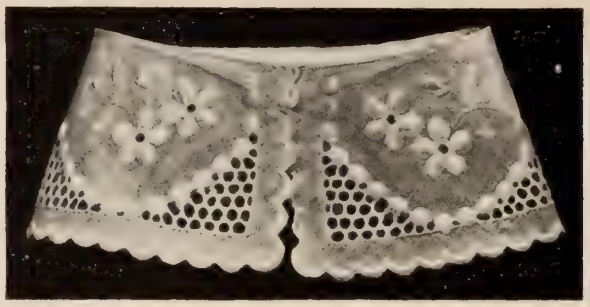
ribbons used are in the wider widths they soon run into money. Wide ribbon velvets are indispensable at present and are very extensively used both in colors and black.

Satin ribbons both single and double faced are the most called for, and more fancy ribbons are used upon hats than at the opening up of the season.

✝

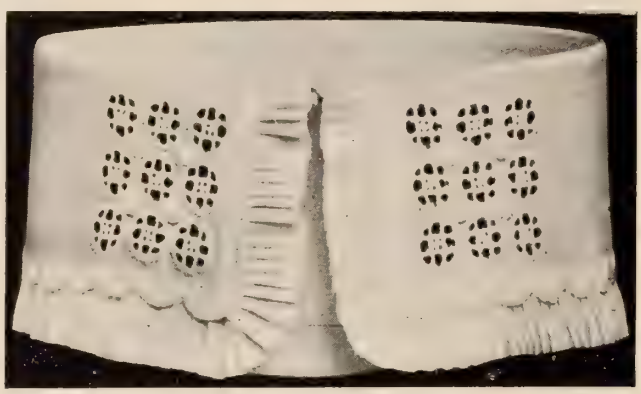
Handkerchiefs.

Travelers are out with handkerchief lines for the mid-season and for the holiday trade, and are well satisfied with the manner in whoich orders are coming in. Orders for mid-season delivery are unusually numerous, This is a step in the right direction, for rightly featured handkerchiefs are a good line for Summer selling. This applies particularly well this year when so many color-



Embroidered Dutch Collar—Shown by Konig & Stuffmann.

ed effects have been brought out by the manufacturers. More colored goods than for many seasons past are selling in the wash goods department, and even when



Stiff Embroidered Collar showing Pleated Lawn Trimming. Shown by Ladies' Wear, Limited, Toronto

white is worn, colored accessories are the vogue. Therefore, if shown, dainty and attractive handkerchiefs to match either the gown or the other accessories ought to find a ready sale, particularly in popular-priced goods.

In the shamrock lawns many desirable lines are shown, both in the plain lawns and in the cross-barred effects. Simplest of all, but not the least attractive, are

Large retail stores found it difficult to obtain adequate glove supplies for Easter selling and there is some complaint regarding deliveries.

Fall orders show a falling off in the amount of Ringwood and cashmere gloves. Silk-lined goods are taking their place.

THE RIBBON HOUSE OF CANADA

CARRIES A COMPLETE STOCK

Spring, 1909, a Banner Ribbon Season

Ribbons— Ribbons— Ribbons— You see them everywhere. This s a Ribbon Season. Spring Millinery favors Ribbons. Fashion calls for Ribbons for many purposes.

Consistent effort—specialization in Ribbons has brought our lines to the highest point of efficiency.



THE USE OF RIBBONS

You can always get delivery of Ribbons here to fill in stock as required.

HERE ARE SOME SUGGESTIONS:

Duchesse Satins
in narrow widths, from Nos. 1½ to 30.

Narrow Taffetas
Full range of shades in three qualities.

The largest variety of qualities and shades carried in Canada

Wide Widths in Duchesse and Taffetas
in all prices and widths.
Tell us what you want.

Watch your Staples and remember our Mail Order Department

To get all the business you're entitled to, you must keep your stocks well assorted. We have the Ribbons. Prices and samples on request.

Please Note—We only sell to reliable retailers.

WALTER H. BARRY & CO.

Cor. St. James and McGill Streets, Montreal

the narrow colored hem-hemstitched to either a plain or a cross-barred centre. The colors are all delicate and match those showing in the present range of Spring fabrics.

Neat printed border patterns are used in conjunction with cross-bar effects which are indifferently confined to the border or are patterned over the surface of the handkerchief. Colored patterned centres and white cross-barred borders are also shown.

Pretty embroidered floral corners in the natural shades are an attractive novelty. Generally patterns are selected that come in green and white—as snow-drop, daisy, etc., and sprays of shamrock tied with a lavender ribbon.

Floral corners are another idea that is responsible for some pretty effects and there is also a large line in embroidered goods, both with the scalloped edge and finish-



Pleated Lawn Jabot, showing Soutache Braid Insertion. Shown by Ladies' Wear, Limited, Toronto.

ed with the hemstitched hem. There is the usual line of lace-trimmed goods with lawn and Jap silk centres and in cheap goods showy numbers can be had to retail as low as five cents apiece.

✣

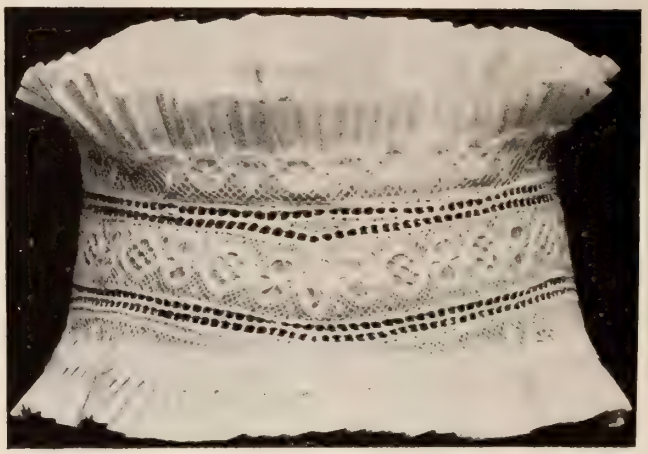
Veilings.

Advices from Nottingham state that the manufacturers of veilings are exceedingly busy. The demand is centered on the Russian veilings, which are superseding for the time being the one-time popular chenilled spotted goods.

Russian nets are being shown in a variety of new patterns, as well as in the first introduced effects. The demand is now for colored goods—the colors being those popular in the millinery section. Some two-tone effects are shown, but buyers seem to favor the plain solid colors most.

Though made veils are showing and are selling to some extent, the big business is being done in the yard goods.

Around Easter is always a big season in this department and department heads should use every effort in the next few weeks to secure trade. Novelties should be placed on show, and one or two figures wearing a fashionable hat with the veil arranged to match should be on view in the department. The help should always



Fine Lawn and Lace Stock—Shown by Ladies' Wear, Limited, Toronto.



Lingerie Dutch Collar, with Large Jabot —Shown by Rhys D. Fairbairn.

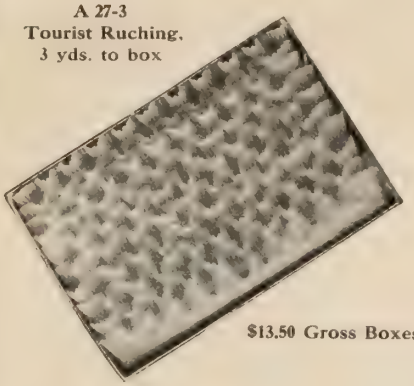
There is an increasing vogue for low-necked waists and dresses, and the wide, flat collar is coming into favor.

Lingerie neckwear is the order of the day and the usual chiffon, lace and silk lines are having an encouraging call for Easter trade.

R. D. Fairbairn Co., Limited

MANUFACTURERS

A 27-3
Tourist Ruching,
3 yds. to box



$13.50 Gross Boxes

New Dutch Collar of fine insertion and lawn, with detachable bow, can also be worn with jabot. Latest New York design.



D 294. $2.25 Per Dozen

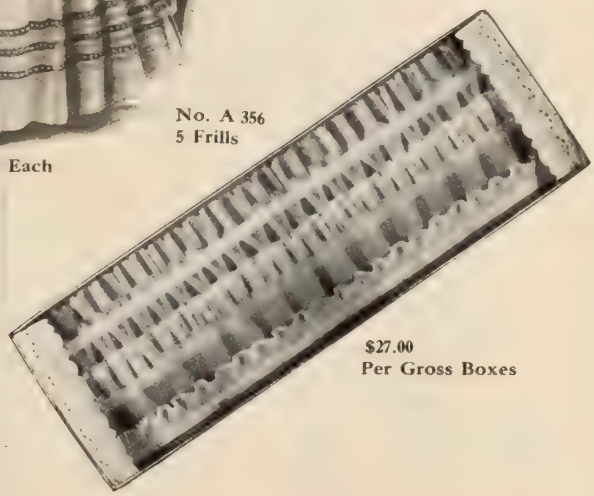


F 901. $7.50 Each

Dress as illustrated is a **Dainty Empire Dress** of fine Swiss mull, in white, sky or pink. Yoke of fine allover tucking, trimmed with valenciennes insertion and lace, new mousquetaire sleeve elaborately trimmed with valenciennes lace and insertion.

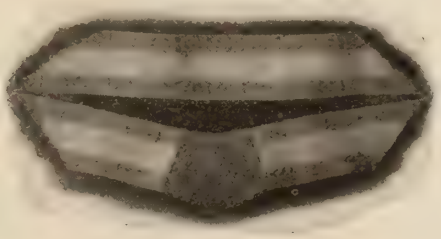
We have added to our exclusive novelty range an assortment or Pretty Street and Party Dresses, also a showy line of natty tailor made Waists.

No. A 356
5 Frills



$27.00
Per Gross Boxes

New Fancy Braid Belt with Dip Buckle



No. C 274. $4.50 Per Dozen

107 Simcoe Street - Toronto

The Exclusive Button House of Ontario



The Ontario Button Co. of Berlin has bought a large button making plant formerly operated in Toronto, and after April 1st this will be added to the equipment in Berlin when the enlarged factory will be in full operation. We are the only button manufacturers selling direct from the machine to the trade. Our travelers will be on the road calling on the trade regularly with samples.

Our French, Austrian and Canadian Pearl Cabinets are meeting with ready sale.

The Ontario Button Co.

Berlin - - Ontario

It is a

Fownes

That is all you require to know about a glove.

Ready to Fill Your Immediate Wants

Fownes Bros. & Co.

Coristine Building,

MONTREAL

be perfectly posted in the latest veiling fashions, and should be competent to aid customers in making their selections, should know the best lengths, and be able to show the latest mode of arranging the veil. Help of this kind will make and hold customers for the department.

Irish and Cluny laces are very much in favor. Heavy hand-made crochet is being much used.

An exceptional demand is promised for ribbons. For millinery purposes they are now widely employed.

Embroideries.

As the season advances the fact that embroidery trimmed and embroidered gowns are going to be extensively worn becomes more evident. Lovely semi-ready robes are now shown in the city stores worked up with Swiss bands and flouncings, as well as embroidered upon the fabric, and either with or without the addition of lace as a trimming.

Gowns and costumes of linen, lawn, mull and the new crepe fabrics are to be freely trimmed with embroidery bands and flouncings. Manufacturers have large orders on hand for one-piece dresses of this kind with wide embroideries used in panel effect, or forming the entire upper part of the robe. So large has been the call for wide bands for this purpose that at the present time they are entirely out of the market.

Embroidery trimmed undergarments are increasing in favor and the counter sale has been very great for insertions, edgings, flouncings and corset cover embroideries, beadings, etc. There are many pretty effects in colored embroideries shown, the best liked of which are spot and simple patterns in pastel shades. These are going fairly well, but the large demand is for white.

Advance lines of embroideries for the season of 1909 are now being shown—the leading idea being the heavy spot patterns, and heavy embroidery motifs worked up with Irish and guipure lace effects.

✣

Gloves.

The expected shortage of desirable lines of kid gloves materialized last month. Large retail stores found it extremely difficult to obtain adequate supplies for Easter selling. Importers consider this condition a blessing in disguise, as it is a severe lesson to retailers of the necessity of adequate advance orders. With this in view fall buying of kid gloves is proceeding rapidly, and this month the bulk of the orders will be placed.

There has been complaint from some quarters regarding deliveries. It has not been so much a case of bad deliveries, as the fact that retailers did not place orders until very late. They were uncertain as to lengths, and as a result of the hesitation of the retail trade, importers were obliged to delay also. Finally it was necessary to place orders, as stocks were so reduced, and then came a rush. In view of the fact that goods have to be made specially for the Canadian and American market by the foreign houses, on account of the difference in styles, it requires about three months or more after the placing of the order for goods to reach

OUR NAME NEVER APPEARS

in any advertisement unless we have something special to offer, or something new to interest you. In this case we have both. We have really surprising value, and the very latest fashions in Gloves. All our representatives are now showing the newest and smartest sets of winter samples you have seen this year. Each of these sets contains the largest variety of Glove samples ever carried by one man. You will admit this when you see them. Here we will only mention two kinds.

Kassan

The stylish, flat, square muff has completely changed the fashion in skin gloves for winter wear. The clumsy-looking lined glove is now getting unpopular, and a new unlined leather has become necessary. Real Russian Kassan Leather will take the place of all other leathers for winter gloves. No other leather can approach it for style, smartness, warmth and comfort. Kassan is nearly as heavy as English Cape and quite as durable. It is the same color right through, and the outside is finished like fine kid while the inside resembles Mocha, with a touch like velvet. Made in four qualities, "Cassine," "Alexandra," "Zeka" and "Czarina," to retail at prices from $1.00 to $3.00 (guaranteed)

Like a Painted Hand!

That is exactly how our new Kid Gloves will fit your customers. When a lady puts on a pair of "Primrose" or "Enchantress" Gloves they immediately assimilate themselves to her hands perfectly, and fit her so neatly that she does not feel them. The fingers will feel as free and the touch as natural as if the hand itself had been tanned. The cut and style of these gloves differ from ordinary kid gloves as much as a tailor-made coat, cut and fitted to your own figure, does from a factory-made coat in a ready-to-wear store. These two new gloves belong to a range made expressly for Canada, broad cut and very elastic. They are the finest kid, first choice, gusseted fingers, two or three domes. "Primrose" can be retailed at $1.00, and "Enchantress" at $1.25.

Fabric Gloves

Our stock is one of the largest in England and cannot be surpassed for variety, style and value. Our Fall and Winter samples of Cashmeres, Knits and Ringwoods were all made last month and are therefore genuine 1909-1910 patterns, specially suited for the new sleeves. Our trade is a very select one, and our prices are surprisingly keen.

J. & N. PHILIPS & CO.

London and Manchester, England

OFFICES :

211 Lindsay Bldg., St. Catherine St. W.
MONTREAL

611 Empire Bldg., Wellington St. W.
TORONTO

Pewney & Carret

FALL 1909

By placing an import order with us, secure your Kid Gloves at old prices.

2 Leaders

Ladies'	English Cape - -	$8.00
"	Real French Kid - -	8.00

Both guaranteed.

Grand Prix, St. Louis, 1904.

Gold Medal, London, 1908.

SOLE AGENTS FOR CANADA:

Greenshields Limited
MONTREAL

Fancy Parasols

A complete new line now in the hands of our travellers

—

Your Inspection Invited

THE IRVING UMBRELLA CO. Limited
Manufacturers

79-83 Wellington Street East, Toronto

the buyer. Therefore it seems to be that retailers are looking for goods before a reasonable amount of time passes, rather than the fact that deliveries are bad.

The orders for Fall show a falling off in the amount of Ringwood aad Cashmere gloves. Their place is being taken by silk lined kid gloves. Ringwood gloves, however, are still being taken to a considerable extent in country towns, and by the general store trade. Season after season it has been proven that orders should be placed early, and apparently merchants are profiting by their experience of this Spring in placing their orders for Fall.

Montreal Buyer Moves Up.



W. B. MOWATT
Of Revillon Bros., Montreal.

W. B. Mowatt is the new manager of the import dry goods department of Revillon Bros., Ltd., Montreal. He took charge the beginning of last month, and sailed the first week of April for an extensive foreign buying trip, making a selection of popular and high-class merchandise. Mr. Mowatt was one of the best known retail buyers in Montreal through his connection with the John Murphy Co., Ltd., as buyer of all piece goods. His success in that particular is well known to the trade, and this augurs well for his success in a wholesale way, particularly when connected with a firm with the worldwide connection that the Revillon Bros., Ltd., enjoys. Previous to his lengthy Canadian experience, Mr. Mowatt was connected with Wm. Whiteley, London, and J. R. Carmichael, Liverpool.

Retail Business Transferred.

The Simpson Co., Toronto, have taken over the retail ladies' wear business of A. E. Rea & Co., 168 Yonge St., and assumed possession Monday morning, April 5th. The lease of the store runs for 33 years, and it is understood that the consideration was in the neighborhood of $100,000. It was reported at the time the lease was transferred that the Simpson Co. had actually begun negotiations for the purchase of the property, which is in the centre of the Simpson block, but the owner, John Wanless, stated that he had heard of no such deal, and that, in fact, the press reports referring to the transfer were the first he had heard of it. The Rea Co., it is stated, made a profit of about $50,000 on their investment. While it was reported that they intended opening in larger premises on Yonge Street in the near future, Mr. Rea stated on Monday, March 5th, that he was not in a position to make a statement. Although the building is not a large one, it had been remodelled on an elaborate scale, on being vacated by John Wanless & Co., jewelers. The striking feature of the store is its display windows, which are built on the double-deck plan, and flank the open vestibule. It was an arrangement particularly well adapted to the display of costumes.



The QUEENSWAY PLAITS and KNOTS

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Retail at 25 Cents

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Plaits Stocked in 12, 15 and 18-inch



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Importers and Manufacturers, Laces, Embroideries, Trimmings, etc.

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The Sign of Quality on Ladies' Wear

Our Range:

Ladies' Blouses
" Shirtwaist Suits
" Princess Dresses
" Summer Wash Suits
" Whitewear

Not a great many lines, but every one of them
A LEADER
Look for the STAR LABEL on every garment

Our new suits are decidedly "CHIC"

Examine them before placing your order

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HARRY T. JOHNSON,
Representative
Phone Main 2179

Best Vogue in Ready-to-Wear Garments

THREE piece suits are meeting with some demand with the high-class trade. The high price of these garments prevents them being sold extensively. The bulk of the trade is in the two-piece suits. Some of the newest three-piece suits are shown with the alms bag, a small bag of the same material as the costume, suspended from the waist. It is expected that the three-piece suit with the sleeveless coat will achieve a certain amount of popularity in the near future, but as yet it has not been taken up to any extent in Canada.

Cloaks and Wraps.

Among the newest styles in the line of wraps the dolman idea is prominent. The high class trade is taking these novelties readily and almost any variety of loose wrap seems to sell. The Dalmatian cloak, in its different variations, is a leader in the novelty lines, and under this heading may be classed the Japanese effect, the bat cloak, the name being suggested by the shape of the wrap produced by the wearer raising the arms, the butterfly coat, and the Grecian, which is perhaps one of the most graceful designs. The Grecian is a long one piece garment, somewhat like a large circular cape, slashed to a considerable distance from the lower edge



A New Waist shown by the Eclipse Whitewear Co.

on either side near the opening. The ends thus produced are worn thrown over the shoulders, the left side being thrown over the right shoulder and vice versa. The cape d'Arabie is another attractive design. These garments are trimmed with braid and fancy bands, and are shown in the new colorings.

Wash Suits.

The idea in the minds of retailers and manufacturers seems to be that immediately following the season for the wearing of cloth suits, wash suits will come into prominence without the usual lighter weight costumes of silk or other light weight material. Indications are that the wash suit trade will be heavy. Some manufacturers have been so busy with Spring suits that they have not given very much attention to wash suits, but



Tailor-made Waist, featuring the Dutch Collar. To be Worn with Jabot or Bow—Shown by Ladies' Wear, Ltd., Toronto.

in spite of this they have already done a fair amount of business in them.

The three-piece suit, the princess dress and coat, seems likely to become popular. These are made up similar to the three-piece cloth suits. The princess dress in most instances has a yoke of lace or is worn with a guimpe. Some of these suits are shown with the sleeveless coat. Of course the two piece suit will be in heavier demand, and these follow the lines of the plainer cloth costumes. The more elaborate of the linen or repp costumes show the Directoire influence and have the high waist line, large revers and hipless effects.

High-class goods are chiefly in plain materials but popular priced suits are shown principally in stripes. In plain goods a very light shade of tan with touches of black in the form of braids or cords is very fashionable. Other popular colors are pink, sky, mauve and reseda. These colors are principally shown in the more elaborate costumes made up with imitation Irish insertion and medallions.

Manufacturers who have featured the one-piece princesse dress in mulls, batiste, etc., are finding considerable

difficulty in getting out their orders, so great is the demand. Since January this class of dress has been a big seller with the large department stores, and as the season advances this sale is extending and is assuming such proportions that it is certain that garments of this class will be very extensively worn.

The trimmings are wide embroideries and val and the heavy laces, used in panel form front and back, and waist and skirt are joined by lace insertions. In front the waist is about normal length, but it has the high back. This garment the trade has found present



Made and Shown by the Eclipse Whitewear Company.

few alteration problems, which is one reason why it is taking so kindly to it. The sleeve is invariably the long Directoire style and is generally composed of lace and tucks. The skirt is often finished with a deep elaborately trimmed Spanish flounce. Besides white, pink, ceil and helio are the big selling colors. Prices at retail run from $6.50 up to $22.50.

In the realm of whitewear, there is an increasing call for princess garments.

Manufacturers are preparing their sample lines for 1910, and these may make their appearance somewhat earlier than usual.

Whitewear.

Sales at retail are keeping up well and in many sections of the country, particularly out west, retailers are finding it is not an easy matter to keep up assortments. In all centres there is an increasing call for princess garments; generally, the drawers and corset cover are combined, but the corset cover and skirt are often in one. The princess cut is one of the latest novelties, and in the large centres there is some sale of princess slips—not just in white, but in colors.

June sales are the next event in the whitewear year, and buyers are beginning to make active preparations for this event. During the last few years their importance has been increasing, both as a means of clearing up stock and the tiding over of what otherwise would be a dull period in the whitewear department.

Manufacturers are beginning to prepare for the making up of sample lines for 1910 and it would seem as though they would make their appearance somewhat earlier than they have done for some seasons past.

Repeat business in misses' and children's wear shows a marked preference for the simpler styles.

A steady demand for rompers and bloomers may be expected to develop in the next few months.

Misses' and Children's Wear.

Re-orders for misses' and children's garments, particularly from 8 to 16 years, are nearly all for the simpler styles—that is, preference is given to the little plain dresses, and the tailored two-piece suits described in last months' issue. Manufacturers are extremely busy, and their plants are taxed to the utmost to turn out goods.



One of the New Modes shown by the Eclipse Whitewear Company, Toronto.

The Canadian firm that specializes on children's lines exclusively is finding it hard to keep up in any shape with its orders. Smart practical styles for children's wear, when put into the proper materials—those trat are carefully selected not with an eye to the largest amount of profit that can be made on them, but because they will wash and wear—are proving a drawing card in the departments that have given them a proper representation and the result is a crop of orders for the manufacturer that can only with difficulty be filled. It is a peculiar fact that the West is leading the East in

Blackeye Silk Moire Underskirts

Blackeye Underskirts are the Ideal Underskirts

They Outlast Several Skirts of Other Materials. They are Lightweight, Shed Dust and Come at Remarkably Reasonable Prices.

Get Them in Time for the Spring Trade

BLACKEYE SKIRTS

Made in Many Styles and Seven Colors,

BLACK NAVY
BROWN
GREY HELIO
GREEN RED

Sizes are full, fit perfect, opens in front, at left hip with plaquet, no opening at the back, adjusted to size with drawstring.



BLACKEYE SKIRTS

are made from our own patented material and can be had only through our regular distributing channels,

The Leading Wholesalers of Canada

No other manufacturer can show this garment in Canada.

Prices from

$30 to $52

a dozen. Delivered at once.

GUARANTEE

Dealers are authorized to refund full purchase price of any Blackeye Skirts not proving satisfactory.



This Label Sewn on Every Skirt – Look for it.

MANUFACTURED BY

THE CANADIAN CONVERTERS CO., Ltd., Montreal



Tailored Suit of Bruine Cotele, showing the New Divergent Idea.



Trade Allen's Mark MADE IN CANADA

WAISTS FOR SPRING

Lawn — Net — Lace — and Silk
Newest Trimming at all Prices

Anticipating that you want your repeat orders for Waists in a hurry, we have made special provision, and are prepared to ship many lines on three days' notice.

We have an exceptionally choice range of tailor-made Coat Suits in White and Colored LINEN - CRASH — PIQUE — and DRILL for immediate delivery.

New samples of Princess Combination Corset Cover and Skirt.

Allen's goods always fit properly.
See Samples with travellers or write.

FALL GOODS



Our representatives are also carrying our full range of Fall Samples, including Ladies' and Children's Flannelette Underwear, Ladies' Fall Blouses, Kimonas, Dressing Jackets, Dressing Gowns, Wrappers, Skirts, and Children's Dresses.

Your Inspection Solicited.

Allen Manufacturing Company LIMITED

Simcoe and Pearl Streets, Toronto

Women Want

a store where they can buy ready-to-wear dresses for their children and wash suits for girls. They want these garments to have style; to be correct in this respect, and to give service. If you realize this demand in your town — for there most assuredly is one — we can make it possible for you to meet it, and to capture the trade in children's dresses, which means that you will get the mother's trade, too, with the hundred and one things she will buy for herself and the home.

We make it easy for you because we spend all our time and energy making Children's Wear and Misses' Wash Suits in which we are specialists.

Our lines have brought increased business to other stores. They will do the same for yours. May we send you a sample selection of our garments?

We're willing to take the risk on their appeal to you

Home & Watts, Ltd.

Children's Outfitters Exclusively

Duncan and Pearl Streets - Toronto

the matter of selling children's garments. In Vancouver there is a specialty store that sells nothing but children's, infants' and misses' wear. This is in imitation of United States methods where in all cities and towns of any size there is one or more specialty houses of this class. As there are no alteration problems when properly made and cut garments are stocked, it is not a difficult trade to do.

Dressmakers do not care for children's business and the factory-made garments can be sold cheaper than mother can make them—it is all a matter of style and the selection of materials, and when these are right business is easily done.

For the next few months there is sure to be a steady demand for rompers and bloomer dresses. For the summer holidays bathing suits will be big sellers. Children's bathing suits are now a quick selling line. For the older girls the two piece suit—that is, the bloomers



One of the New Season's Modes from the Range shown by the Eclipse Whitewear Co.

and blouse attached with a separate skirt, is best liked; for smaller children the one-piece suit is the seller. The favorite material is lustre, and the colors are black, navy, red and brown, while white cotton braid is the universal trimming.

✣

Waists.

Manufacturers of waists are exceptionally busy, and, almost without exception, are working overtime. As is always the case, when a rush time arrives, there is complaint about the scarcity of competent operatives.

The advent of the Princess dress has had very little effect upon the blouse business, the fact being that both the blouse and the Princess dress have their own well-defined sphere of usefulness. Perhaps in the high-class trade the costume will secure some business that would otherwise have gone to the blouse department, but the fact remains that for the medium and popular-priced

Duchess
BRAND



The Dunlap Mfg. Co.
Montreal

Manufacturers of Blouses, white-wear, underskirts, costumes, chil-ren's dresses, etc. The only garments of this character widely advertised to Canadian public.

Popular Priced Tailored Shirt Waists Made in

White Cambric, Fine white Lawn or Corded Madras, New styles in stripes, per dozen, - - -	**$8.50**
Scotch Ginghams in neat stripes and checks, per dozen, - - -	**$10.50**
Imported Fine French Shirtings, latest designs, per dozen, - - -	**$13.50**
Fine 2100 Pure Linen with Linen Collar and Cuffs, per dozen, - -	**$15.00**

J. E. McClung, Sales Agent
8-10 Wellington St. East - Toronto

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Chiffons, Satins,
Crepes, Laces,
Tulles, Scarves

Blouses, Millinery,
Blouse-Suits, Costumes
and Tailor-Mades.

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Walter Caldecott, Empire Building, Wellington Street West

———TORONTO———

Wash Suits! Wash Suits! Wash Suits!

Every Woman Will Buy One

Get our "Quiet Elegance" Range, from $3.50 to $7.00, and meet a sure demand.



Watt & Shapiro Mfg. Co., 507 St. Paul Street, **Montreal**

Men Who Sell Things

By Walter D. Moody

Business Manager of Chicago Association of Commerce

This "Salesman's Blue Book," written for Manufacturers, Merchants, Employers, and all Sellers of Goods, gives the author's Observations and Experiences of over 20 years as Travelling Salesman, European Buyer, Sales Manager and Employer. It shows "HOW TO INCREASE THE EFFICIENCY OF YOUR SELLING SERVICE" and "HOW TO INCREASE YOUR BUSINESS." Adopting these up-to-date suggestions means MONEY FOR YOU. Three of the 22 subjects are: The Order Taker, Right Kind of Salesman, Letters to the Trade.

295 pp. Net, $1.00 By Mail, $1.10

Technical Books : : 10 Front St. East, Toronto

trade, the blouse in Canada occupies an almost unassailable position.

The sleeve question is not now quite as acute as formerly. The long sleeve in all waists is the undoubted sleeve. As a fact, the new sleeve has been the business getter. It has imparted just that touch of novelty to blouse lines that makes for buying. The long sleeve will sell right through the season, but many buyers are looking for a shorter sleeve to make its appearance for Mid-Summer trade. Just what form this sleeve will take they are not prepared to say, but it will be something in the nature of the present sleeve, only three-quarter or seven-eighths long. There is a tendency to drop the points off the Directoire sleeve and to adopt a straight finish to the sleeve.

As the season advances the lingerie waist comes more prominently to the front. There is, however, less frilliness and fussyness than heretofore—plain, flat trimming effects that give long lines being those most favored. There is an increasing use of Irish, Cluny and torchon laces for trimming these garments. The high-class trade is taking kindly to the crepe waist and many good models are shown. This fabric washes perfectly and requires no ironing. Cross-bar muslins are in favor but the difficulty experienced in getting material promises to interfere with its vogue.

The tailored waist in both plain and striped effect promises to be a large factor in the trade all the season and for mid-season selling many houses are showing a large range of striped fabrics made up into smart tailored styles.

The net waist usually drops out of the selling for the Summer season, but will re-appear in Fall lines. Manufacturers are beginning to figure on Fall lines. There will be for Fall selling more fulness at the top of the sleeve—more in the modified leg-of-mutton style. This will be a welcome change, as the sleeve will be both easier to fit and easier to wear.

The black waist will have more prominence than for some seasons past, and besides messalines, chiffon, taffeta and Jap silks, crepe de Chine, and fine wool delaines will be fashionable waist materials in the coming Fall.

Underskirts

Preparations for fall are under way in most houses and travelers will be on the road shortly, with Fall lines.

Though the Directoire fad has not eliminated skirts from the lines of garments carried, it is cheering to know that dress skirts are to be wider. Soft finished taffetas are the big sellers in silk lines, though the satin skirt is the leader from the style view-point—but the rustling taffeta is by no means out of it, for many women when they buy a silk skirt like to have one that announces its presence. "Taffeta cuts" is the biggest bar to the sale of the taffeta skirt.

Underskirts of moire and moirette are finding an increasing sale here. This may be traced to the fact that besides good appearance a moderately priced skirt gives good wear. Not only are these skirts selling in black and black and white, but colored striped effects are featured. These are made up in many fancy styles cut on the bias, or in bayadere fashion. Knife pleated flounces are much in evidence in moire and moirette skirts, as in this manner the close fitting top can be combined with the proper and comfortable fullness around the feet. The sun-pleated skirt promises to come into more prominence this Fall. The black sateen skirt is, because of the price consideration, the big seller in popular priced goods.

OUR FALL SAMPLES

are now being shown by our travellers in Ontario, Quebec and Maritime Provinces.

Values and Assortments Invite Your Close Attention

SOME OF THE LINES WE SHOW

Waists, Ladies' and Children's Underwear, Skirts, Ladies' and Children's Hosiery, Underskirts, Ladies' Handkerchiefs, etc.

Men's Furnishings

Negligee and Stiff Shirts, Men's and Boys' Underwear, Handkerchiefs, Men's and Boys' Hose, Boys' Fancy Collars, etc.

Household Goods

Table Linen and Covers, Laces, Table Napkins, Curtains, Towels, Toweling, Portieres, etc.

Special Lines for Sorting, including Many Clearing Lots

Let Us Have Your Enquiries

L. Hirshson & Co.

248 Notre Dame Street West
MONTREAL

Items From All Canada

Quebec

Geo. Kent, with Greenshields Limited, Montreal, has returned from a foreign buying trip.

V. Dowker, of the Crescent Mfg. Co., Ltd., Montreal, left the end of last month for his six weeks' foreign buying trip.

The death of James Tobin, who was connected for several years with the Dominion Textile Company, occurred in Montreal early last month.

C. H. Alves, buyer of embroideries, laces, etc., for the Gault Brothers Co., Ltd., Montreal, returned the first of the month from a seven weeks' foreign buying trip.

W. T. Ritch, of J. & N. Philips & Co., Manchester, Eng., visited Montreal and Toronto last month, placing the Fall samples with their agents. He is now in the Maritime Provinces calling upon the trade.

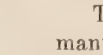
Upon the occasion of his retirement from the firm of John Fisher, Son & Co., Montreal, Mr. O. Lemire, was tendered a banquet at the Place Viger Hotel, Montreal, by the members of the firm and the employees.

At the annual meeting of the S. Carsley Co., Ltd., Montreal, the following officers were elected: President, W. F. Carsley; vice-president and treasurer, S. Carsley; secretary, C. W. Batho. Directors, W. F. Carsley, S. Carsley, J. G. Carsley and C. L. Carsley.

On Saturday, April 3rd, the Mount Royal department store, corner Mount Royal and St. Lawrence Blvd., in the northern part of Montreal, was opened by J. O. Gareau, who has had a wide experience in Montreal retail circles. Though this location has not as yet proved profitable, the store is re-opened under favorable auspices.

J. K. Wallace, representing Arthur & Co., Export, Ltd., Glasgow, with Canadian headquarters at 232 McGill Street, Montreal, returned on the SS. Virginian on the 12th of March, from a visit to Glasgow. Mr. Wallace left Montreal on the 4th of February and had an enjoyable and profitable business trip. He speaks of the general improvement in trade in foreign markets, and the gradual stiffening of prices in most lines. Warehouse men on the other side are all anticipating advances in prices and are making purchases accordingly.

H. Symington has joined the selling force of Arthur & Co., Export, Limited, Glasgow, with Canadian headquarters at Montreal. Mr. Symington will represent them in Quebec Province and part of eastern Ontario. He has had an extensive Canadian dry goods experience and was recently manager of the ready-to-wear department of Greenshields Limited. W. J. Egan continues to represent Arthur & Co. from Toronto to Windsor, while J. K. Wallace, the Canadian manager of the firm, travels in the northern part of eastern Ontario and the far western provinces.



Ontario

W. W. Winfield has become a partner in the E. C. Currie Co., Fort William.

Harry Clarke, formerly of Colborne, intends opening a dry goods store in Lethbridge, Alta.

L. L. Corley and C. A. Griffiths have opened a ladies' and children's clothing and furnishing store in Midland.

Burrows & Hart, of Port Arthur, have added a ladies' clothing and furnishings department to their store.

Mrs. Ruth Martin, who conducted a small dry goods store in Toronto, has assigned.

The store of McKendry's, Limited, Toronto, has been completely remodelled since the fire of two months ago.

Fire in the shirt factory of A. R. Clarke & Co., Toronto, on March 25, caused $1,100 damage to contents, covered by insurance.

R. J. Score, one of the leading merchant tailors and men's furnishers of Toronto, celebrated his 67th birthday on March 9th.

R. Neil, of Peterboro, has purchased the shoe business of L. W. Johnston, Galt. The store will be in charge of W. W. Perkins.

Witte Bros. & Co., of Newark, N.J., manufacturers of cloth-covered buttons and dies, intend opening a branch factory in Berlin, Ont.

Babcock & Co., Sarnia, have installed a complete plant for the manufacture of tents, awnings, cosy corners, dress boxes, mattresses and upholstery.

Lawrence C. Long has opened a new clothing store in Stratford. Mr. Long was formerly with J. B. Chiswell & McLean Bros., Stratford.

L. P. Long has opened a retail clothing and men's furnishing store in the premises formerly occupied by the English Woolen Mills Co., Stratford.

The Kennedy & Davis Co., of Lindsay, are taking up the manufacture of coat-hangers. They recently completed a large order for Dundas & Flavelle.

The town council of Seaforth has closed an agreement with the Anderson & Taylor Co., of Lucknow, for the establishment of their clothing factory in Seaforth.

A. W. Arnott, of Geo. Ridout & Co., 77 York St., Toronto, representing the British Xylonite Co., of Hale End, was a recent caller at the London office of The Dry Goods Review.

J. H. and Bert Ruetell, two Kincardine Old Boys, have opened a new clothing store in the Widlund Block, Grand Forks, Dakota. They have also a similar store in Crookston, Dakota.

John P. Smith, of Windsor, N.S., formerly with the Windsor Foundry & Machine Co., is now traveling for the Oxford Clothing Co., R. C. Wilkins, Montreal, and the Amherst Suspender Co.

R. C. Burns, who, for the past ten years, conducted a dry goods business in Brantford, recently sold his stock and interests to H. J. Hollinrake, of Toronto. The amount is said to have been about $23,000.

Begg & Co., of North Bay, purchased the general dry goods stock of the Nipissing Dry Goods Co. of that place on March 10. Richard Tew, the assignee, announced the purchase price as being $13,500 or 55 cents on the dollar.

The stock of the Dominion Manufacturing Co., Galt., manufacturers of white goods and overalls, has been sold at 54 cents on the dollar to R. A. Briscoe, of that town. It is understood that Mr. Briscoe intends to continue the operation of the factory.

Mayor Stevely, of London, Ont., has received a letter from a corset firm in London, Eng., making inquiries about that city as the possible location of a corset factory. The firm is said to be one of the largest in the Old Land and will establish a branch in Canada.

It is reported that the woolen mills at Galetta are again to be operated. The plant, it is understood, has been taken over by a company of Arnprior men who have

organized a joint stock company. Gus Charbonneau, formerly of the Lachute mills, will be manager.

Harry D. Warren, president and treasurer of the Gutta Percha & Rubber Manufacturing Co., Toronto, died on the evening of March 5th. He had been ill for some time. Mr. Warren was born in Brooklyn, N.Y., on May 8, 1861, and was educated at Princeton University.

The plan adopted by Guelph retail merchants in appointing an official collector to look after dead-beats on their behalf has aroused interest in many centres throughout the country. Brantford is the latest to sit up, and the merchants there want a deputation of Guelph merchants to show them how to put the scheme into operation.

At a special meeting of the Campbellford council, S. J. Moore, manager of the Trent Valley Woolen Mills, asked that a fixed assessment of $50,000 be placed on their mill property for 20 years. He stated that the company would erect a large addition to the south end of the mill, 78x178 feet, and would employ 70 more hands than at present. The council will consider the proposition.

Caudwell Bros., of Brantford, have added a millinery department to their dry goods store. The entire second floor of their building, measuring 2 700 square feet, is used for this purpose. "Upstairs, nothing but hats," was the sign used at the foot of the staircase to direct those interested in millinery to the showrooms on opening day. The fixtures are of weathered oak in mission style and individual fitting tables have been installed, each with an adjustable mirror and hat to match.

Macdonald Bros., men's furnishers, Sarnia, are now occupying a very handsome store. The front has recently been transformed by a modernizing process. The windows extend back twelve feet on either side of the entrance, and terminate in a large plate glass panel door of handsome design. The walls are of a buff tint, and the ceiling of white enamel. The woodwork is of golden oak, the north side containing magnificent wall cases for hats and clothing, while the south side is fitted with shelving for gents' furnishings. In the rear is a stairway to the basement, where special lines of boys' clothing are carried.

The East

Solmon Kerner, of Fredericton, N.B., returned recently from a two weeks' trip to Montreal, where he bought his Spring and Summer supply of dry goods.

J. N. Harvey, tailor and men's furnisher, St. John, N.B., celebrated his eighth anniversary of his business by an eight-day sale beginning March 19th.

James Sinclair, brother of John A. Sinclair, of MacRae, Sinclair & McRae, and who was employed with the Union Clothing Co., St. John, N.B., died on Jan. 18th, from paralysis.

A despatch from Halifax states that a company known as the Atlantic Wool-growers, capitalized at $100,000, proposes to start sheep-raising on the South Shore. Kelp will be used largely as food for the sheep.

Au Bon Marche, of Black Lake, Que., has been incorporated with $75,000 capital, to take over the general store conducted by E. Slade and J. A. Larachelle and continue the business on a departmental basis.

Charles H. Hatt, manager of the Canadian Colored Cotton Co.'s mills at Marysville, N.B., recently inspected cotton mills in Bangor and Waterville, Me. Extensive improvements are being made at the Marysville mills.

The West

R. T. Fitzpatrick and J. D. O'Connell, who recently opened a new men's furnishing store in Vancouver, B.C., have now become well established in that city. Their establishment is located opposite the post office.

The venture of Mitchell, Hembroff & Maybe, of Moose Jaw, Sask., into the wholesale mercantile field is reported to be meeting with marked success. A good district has been developed between Estevan on the south, Outlook and Saskatoon on the north, Maple Creek on the west and Broadview on the east. A shipment of sixty-six cases of rubbers was recently rushed through from Toronto. The goods were sent on Tuesday, March 9, and reached their destination on the 12th.

Miss Mann, Wm. Purvis and Les. Marshall, three valued employes of Brown's, Limited, Portage la Prairie, were the recipients of handsome presentations and expressions of appreciation from their fellow employes, on the eve of their departure from the firm's service, Mr. Purvis to take a traveling position, and Mr. Marshall to enter one of the large establishments of Winnipeg. The gift to Miss Mann was a gold ring, to Mr. Purvis an Oddfellows' signet ring, and to Mr. Marshall an umbrella.

Opened a Winnipeg Branch.

For the convenience of western wholesale buyers and manufacturers, John Gordon & Son, manufacturers' agents, Montreal and Toronto, representing some of the leading domestic and foreign factories, have opened up a Winnipeg branch, with quarters at 406 Hammond Block. T. D. McClintock, who is known to the western trade, is in charge, although the Toronto branch will still send representatives to show certain lines.

Every Woman Wants

A "National" Auto Coat

1909 will be
A Good Coat Season.

Automobile Styles
THE LEADERS.

Full Length Auto Coats go well with Spring and Summer styles.

National Styles are developed in Rubberized Silk, Satin, Mohair, Serge, Paramatta, Canton, etc.

CATALOGUE UPON REQUEST.

National Rubber Co. of Canada
16 Craig St. West, MONTREAL

"Men Who Sell Things"

The Place of Enthusiasm in Business — The Why and the Wherefore of Helping the Customer Along — Sunshiny Methods as an Asset.

By Walter D. Moody. Serial rights for Canada purchased by the MacLean Publishing Co. from the publishers, A. McClurg & Co., Chicago.

(Continued from February Dry Goods Review.)

IF every retail salesman could take a trip on the road for a few weeks, he would return to his counter and increase his sales fifty per cent. the first month thereafter.

The best way for a retail salesman to decide on how to treat his customers is to pay an occasional visit to other retail houses for purchases, and to take particular notice of the treatment accorded him by the salesmen in each place, and the effect it has upon him. Then he should remember to put himself in the place of the salesman who made the best impression on him, whenever his customers come to buy.

Visit Other Retail Houses.

When a prospective buyer approaches you, who has just been treated in a cold-blooded manner by an inefficient, neglected clerk in a competitor's store, and you greet him with a pleasant smile and obligingly show him everything he wants to see, and especially something that he will be much interested in, you will generally succeed in making a sale, and your new-found customer will go away feeling that he has done well to change his trade from the cold-blooded house.

Now, Mr. Retail Salesman, stop and give this matter some thought. Remember that while behind the counter in your employer's store, you take the place of your employer to every customer with whom you come in contact. Also remember that in other stores, and perhaps at other counters in the one in which you are employed, there are plenty of salesmen who are cold and "chesty" to their customers, and that if you can manage to be never out of sorts with any customer, you gain a signal advantage over your grouchy neighbors.

Which salesman do you think it will best pay you to copy—the one who made the best impression on you on your own purchasing tour, or the one who, with a cold look and an impudent sneer, freezes the very buying instinct out of every possible customer that comes within his reach?

Do not think that because your neighboring salesman is discourteous and neglectful of his trade without losing his position you can afford to be that way whenever you feel like it. Your worst competitor is yourself. The most important battles to fight are from within, and not without.

By always being pleasant to your customers, great and small, by showing your appreciation of their trade, and by interesting yourself in the things you know will interest them, you can soon out-distance your ill-natured neighbor in the race for success. A continuation of the same kind of treatment which puts him out of the race will, also, soon show results in the fight you are making for promotion.

You can be sure of one thing—if you try your best to be friendly and accommodating to all customers and show them you appreciate them, you will be doing all that any one could possibly do to get and hold their trade, all that was ever done by those who were once struggling as you are for a foothold, but who now enjoy high-salaried positions, and a share in the profits in the house where you are employed.

Every successful retail merchant started where you are and won out by being faithful to his trust.

Your very biggest club with which to despatch all doubt as to your advancement is the good-will and confidence of those above you in authority, and the friendly feeling of every one with whom you have dealings of any sort. With this, a thorough knowledge of your particular line of goods, and a careful study of the duties of the man just ahead of you in a more responsible position, you will find you are in mighty good shape to hold your own against all newcomers, and to be a candidate for promotion on the first opportunity that arises. There is no such thing as good salesmanship without enthusiasm. I know we have what we call "near-salesmen," but they do not possess that precious quality.

I do not believe you can separate enthusiasm and true salesmanship. In fact, enthusiasm is the life of salesmanship.

The salesman who is enthusiastic in the sense that he pays more attention to the sporting edition of the daily papers than to his customers, who hands out a yard and a half of unbleached cotton and a mile and a half of self-importance for twelve cents, does not know the meaning of enthusiasm.

And I want to say to you men who profess to be salesmen, but who are just plain every-day shams, that I do not intend to lose a single chance to pour hot shot and grape and canister into your ranks. You are the gentlemen I am after.

The Sham or Shirking Salesman.

Now, if the sham salesmen who happen to encounter these lines want to continue to be shams in the open, I say, "Go it, go it, boys"; but if you members of the profession who are only "near-salesmen" posing as the genuine article want to continue so to pose, I will brand you as no-accounts until you either reform or renounce your faith in the profession of salesmanship, and start to look for some other kind of employment.

Somebody has a right to say a few things along these lines, and I propose to have it out with your class before I get through with you, whether you interpose any objections or not. I want to talk to you men who have made your sham pretences in the world of salesmanship and drawn pay for work wretchedly done, keeping a real salesman out of the game that you are trying to play. You have been at it long enough to be a stumbling-block and a disgrace to the science of the greatest of all professions.

I can stand anything better than I can stand a sham or shirking salesman. I always did have a hatred for near-things, humbugs, and cheats, and of all the humbugs that ever plied a profession, the "near-salesman" is the "humbuggest."

When a man who things he is a salesman gets a little swell-headedness, a little "I'm-it-ness," and a little of almost everything, and is made up out of a hundred dif-

ferent sorts of negative things, and attains a little twelve-dollar-a-week position, then he is a first-class humbug in every sense of the word.

With your salesmanship right, with the fountain clear, the stream will be clear. With a good tree the fruit will be good. And I declare to you, "near-salesmen," that the hardest work a man ever tried to do is to be a salesman without salesmanship; to be a good salesman with a shallow nature and a sham heart.

Thawing Out Frosty Buyers.

There's no denying the fact that every salesman is at times sorely tried with people who look at the world through blue glasses, but the professional salesman knows that sunshiny salesmanship softens the frostiest buyer. It is difficult to keep patient while waiting on a grumpy customer, but it pays in the end to keep your temper, even with the most obstinate and surly.

The salesman who is intent on achieving the greatest selling results literally burrows into the business of selling goods. He must have a nose for salesmaking as true and keen as the scent of the bloodhound. That is enthusiasm. It can be developed. Fall in love with your work, and you cannot help becoming enthusiastic.

Enthusiasm is a soul quality springing from knowledge and confidence. The more knowledge you have, the greater becomes your confidence, and your enthusiasm increases in the same proportion.

Look on the bright side of things. Nothing so paralyzes enthusiasm as pessimism.

Next to honesty, enthusiasm is the most essential quality in successful retail salesmanship.

Arguments are of no avail, and tact is worse than wasted, if you do not present your subject with all the enthusiasm you can muster.

The listless answers and hesitating manner of "near-salesmen" cause all shoppers to wonder why these men are not displayed in the show cases in front of them in place of the goods they represent.

Put the goods on top of the case and crawl inside, Mr. Near Salesman. Almost any article of merchandise in your department is able to plead its own case much more eloquently and effectively than can you, if you will give it half a chance.

Who has not been angered and driven away in disgust by having their goods banged down in front of him and the price hurled in his teeth by a dyspeptic salesman with a makes - little - difference - to-me-whether-you-take-it-or-leave-it expression, who, believing his whole mission is performed, stands glaring at him, waiting for his decision?

In truth, the only thing the customer is trying to decide upon is whether to land on his brainless cranium, report him at the office, or go across the street and get what he wants from Joy, Gladhand & Co. If he is of a peaceful, retiring nature, and does not want to create a scene, he hastily selects something that he wouldn't have as a gift under other circumstances; but he is determined to have no more dealings with that house. He will keep on trading with Joy, Gladhand & Co.

Then there's a twin brother to our dyspeptic friend, a few doors down the street. His name is Meander Gadgood. You walk blithely up to his counter, feeling at peace with all the universe, and stand there, first on one foot and then the other—two, three, five minutes—waiting for Meander to separate himself from a group of pennant-winning judges in council at the other end of the counter.

Just as you are thinking of going over to Joy, Gladhand & Co.'s Meander, with a ten-mile look in his eyes, saunters up. Never a word does he speak. With one eye menacingly raking you over from head to foot, and the other regretfully focussed on the other boys, he stands there, his gray matter—what little there is of it—following his favorite ball team on a distant diamond.

Though there is a reasonable excuse for homicide on your part, you smother your wrath and politely ask to be shown the latest styles in three-dollar fancy shirts. Listlessly reaching into the case, Meander paws over the stock, extracts a couple of patterns, slides them over to you with the air of one administering absent treatment, and stalks back to see how the judges have settled the matter.

About the time you have concluded that you don't need any more shirts anyway, back he comes and hovers like a phantom long enough for you to say, in tones that indicate a gathering storm, that if he is through with his more important business than waiting on his customers you will look at a few more shirts, including some of the good sellers.

Not being an adept at human barometer reading, Meander fumbles around in the stock, finally lugging out one or two more patterns that any man, to say nothing of a shirt salesman, might know were selected with poor taste. Bombarding you with his new-found relics of a past season's success, he retreats again in perfect order to the rearguard for another confab. Intuitively feeling the angry glances cast in his direction, he determines to renew the attack by rushing things, and sails back only to be repulsed with a fusilade of indignant protests.

Without a moment's further loss of time, you are well on your way to Joy, Gladhand & Co.'s, where, when you ask to see shirts in any style or price, no effort is spared until the entire line is promptly displayed, if necessary, to please a customer and insure a sale.

Are you that kind of salesman? If you recognize your portrait and it fails to please you, don't blame the photographer. He cannot improve on nature by making a pleasing likeness from an unattractive subject.

Courtesy and Enthusiasm.

Mr. Near Salesman, the time has gone by when representation without courtesy, or life, or enthusiasm can produce profitable sales. You must show the spirit of accommodation and be interesting and convincing in your arguments. You cannot do that successfully unless you are full of your subject, have the utmost faith in your proposition and are running over with enthusiasm.

A new spirit rules the world of salesmanship in place of the old go-as-you-please regime. It is an expression of the mighty force that does things—enthusiasm. If your blood corpuscles are not saturated with it, you are out of date, and you will soon be out of salesmanship if you do not find a way to cultivate it.

Enthusiasm, the first requisite in salesmanship, a sincere interest in the thing to be sold, and a desire to sell it decently—that is, really, nearly all there is to it; for enthusiasm must perforce lead to a study and a knowledge of the thing to be sold, as well as a study of those to whom we wish to sell it. You cannot cultivate enthusiasm with one eye on the clock and the other on everything else than the customer who is patiently waiting an opportunity to spend some of his money at your counter.

A good salesman must know more about his goods than the man he is selling to knows about them. Knowledge and enthusiasm beat oratory every time. Enthusiasm in a salesman begets enthusiasm in a customer.

You must know your business and you must work, if you wish to hold trade, get new trade and draw a bigger salary than the common average salesmen.

The law of nature is yet to be discovered that will prevent a salesman being diplomatic, enthusiastic, honest and hard-working all the time. Look about you, and you

will discover a few like that in the very ranks in which you serve. Keep your eyes on them, they will not remain with you long. You will see them advanced to managing positions or owning their own businesses in a few years.

There is a chance for you if you will about face and take up the line of action in real earnest.

One Salesman's Success.

In an interview by a well-known writer on business subjects with one of the leading State Street department stores in Chicago, he was told by the manager that a young man once applied to his house for a position as salesman. He was asked what his qualifications were, and he answered, "My stock in trade consists of knowing the faults of ordinary salespeople through having to put up with them during many years of shopping."

He was given a place, and the first day sold more goods than any other salesman in his department. He had the knack of putting customers into a good humor by laying himself out to please. He studied his customer's first inquiry intently, and followed that up instantly and intelligently. At the end of a year he was earning twenty-five dollars per week in that store. A short time afterwards he was offered fifty dollars a week by a gentleman accompanying a cross-grained customer whom he, without losing his temper, had successfully waited upon under exceedingly vexing circumstances.

Sympathy With Customers.

On leaving to accept the new position, one of his fellow-salesmen asked him how he accounted for his remarkable ability to effect sales.

Promptly came the reply: "The great majority of salespeople lack tact, enthusiasm and sympathy with customers."

A great many high-salaried traveling salesmen, and nearly all of the most successful retail merchants in the country, have themselves been behind the counter. There is no better place to get a selling education.

CHAPTER XIX.

Credit Builds up Business, Truth Builds up Credit.

The fortune of a business house rests on the wisdom and courage of the credit man.

There are three vital branches—buying, selling, and credits.

The credit department, while last in the logical line-up, is first in real importance in the final analysis of the house's prosperity as a whole. The woods are full of salesmen—bright men who can argue and ably defend the right of the selling branch to claim paramountcy over the other two; and buyers are ever ready to fall back on the old axiom, "Goods well bought are half sold"; but in reality the credit department is the foundation stone upon which rests the prosperity of salesmen, buyers, and all.

These three great departments are so closly interlinked that perforce they must go forward, shoulder to shoulder, supporting one another. Like the engine, tender and cars of a train, they must pull together. The engine hauls the train; the tender carries the coal and water with which to get up steam, and the cars bear the load. Each has its work to perform. The breaking of a coupling threatens disaster and means a standstill all around.

The object of a train of cars is to get somewhere with something. The something is its freight. A great business house is a commercial train in charge of engineer and conductor.

Somewhere in a book on salesmanship I have seen the salesman described as the engine, steam, coal and the whole paraphernalia. Not so. The salesman is just the engineer furnishing the force. The buyer is the tender supplying the material. The credit man is the car that carries the load. The track is its trade.

The real object of the entire outfit is the load. In business the load is its credits. Credits properly made mean profits and salaries. The credit man is the conductor of the train. The best thing the salesman can do if he wants to go aboard is to keep near the cars.

Credit men are the commercial conductors, and salesmen are the commercial engineers; there you have it right.

Every salesman should seek to establish a close friendly relationship with the credit man of his house. The man who thinks he can get along well enough by himself makes a great mistake, encountering many pitfalls that could easily have been avoided by advising with his credit man. In the end he must do that anyway, for no sale is final until it passes the credit department. The salesman who thinks he could get along very nicely if it were not for the "old man" at the desk would get along a great deal better if he took him entirely into his confidence and freely sought his advice concerning his trade.

The Salesman and the Credit Man.

In turn, information to the credit man from the salesman, under ordinary conditions, is peculiarly valuable. The salesman is posted as is no one else, by frequent visits, knows the buyers' strong and weak points, the general condition of trade in the towns and surrounding country, and, if shrewd, can intuitively sense the hazard of an account from actual contact with all conditions surrounding it. If a salesman reports his opinion of each risk assumed by the house on his territory, it does not take long to tell the value of his observations and whether he possesses the capacity of giving a dependable rating.

The credit man, like the salesman, must know more of a man than he knows himself.

The two classes of men resemble each other in the delicacy and the onerousness of the duty they have to perform in reading the signs of the coming stoppage of an account.

No salesman, however efficient in other respects, who saddles his firm with uncollectable or troublesome accounts, can hope to succeed in the long run. He is a source of loss instead of a medium of profit.

In reality, the salesman is the first judge of credits for his house. No matter what fate may attend his choice of accounts, when they reach the credit man the first selection is entirely in his hands. If he is bent on rolling up sales at any hazard more than to the more important work of carefully picking his way and keeping the credit department posted on the changing complexion of his customers' affairs, he will find himself continually in hot water. He is the first judge of credits in every transaction. The credit man may exercise supervision, may accept or reject his orders, but he depends upon the salesman's judgment more than any other source of information, and looks to him as the man on the ground.

Exercise your discretion to the best of your ability, and where the slightest doubt exists as to a basis for credit, tell the credit man all about it. Many salesmen, like the ostrich that hides his head in the sand, point only to the bright side, in the blind hope that the other side will not be detected. One thing is certain where this is practised: if the credit man is unable to verify the negative side, accepting the salesman's report, and ship the goods, sooner or later the telltale truth will come out in the ledger. "Be sure your sin will find you out"; there is no escaping that ledger in its work of separating the sheep from the goats. Then it is that the salesman's weakness is discovered and his measure taken.

(To be continued.)

THEY'RE COMING BACK

And faster every hour. The increased sales of Butterick Patterns, continuing and growing greater every month, are proof conclusive of this fact. And now wise merchants who keep a finger on the pulse of womandom are coming back.

THE HOWLAND DRY GOODS CO.

BRIDGEPORT, CONN.

are advertising:

"YES, *Butterick Patterns* are once more in their rightful home: in this store. "We have given other patterns a fair trial; put them on sale in place of Butterick's; given Bridgeport women every opportunity to decide which they preferred; and we shall sell Butterick Patterns beginning now."

And There Are Others Coming

H. H. STORY - - - - - Merrimac, Mass.
KAUFMAN & HAINES - - Nortonville, Kans.
LANDIS & EASTON - - - - Oxford, N.C.
THE PLAYFAIR-PRESTON CO. - Midland, Ontario

Are the few we may mention among those who gave up Butterick Patterns to try another make and have come back. Others have come whose names we are obligated not to give--and still others are coming, though contract obligations continually get in the way of business inclination.

It Takes a Man of Courage

To admit a mistake--especially a mistake in merchandising To let go one line of goods to put in another of the same character, and then at the end of two or three years to throw out the new line and restore the old, takes a man of special courage.

Is ever one so great he can't own up?

WHO IS THE NEXT MAN OF COURAGE?

The Butterick Publishing Co., 33 Richmond Street West, Toronto, Ont., Canada

THE NEWEST C

EXQUISITE PLAIN SHADES

PLISSÉ F

24 Inches

SOLD BY J

PACIFIC MILLS,

Please mention The Review to Advertisers and Their Travelers

RÊPE EFFECTS

AND FIGURED PATTERNS

RANÇAIS

Wide

OBBERS

Boston, Mass.

Please mention The Review to Advertisers and Their Travelers

"EXCELDA"

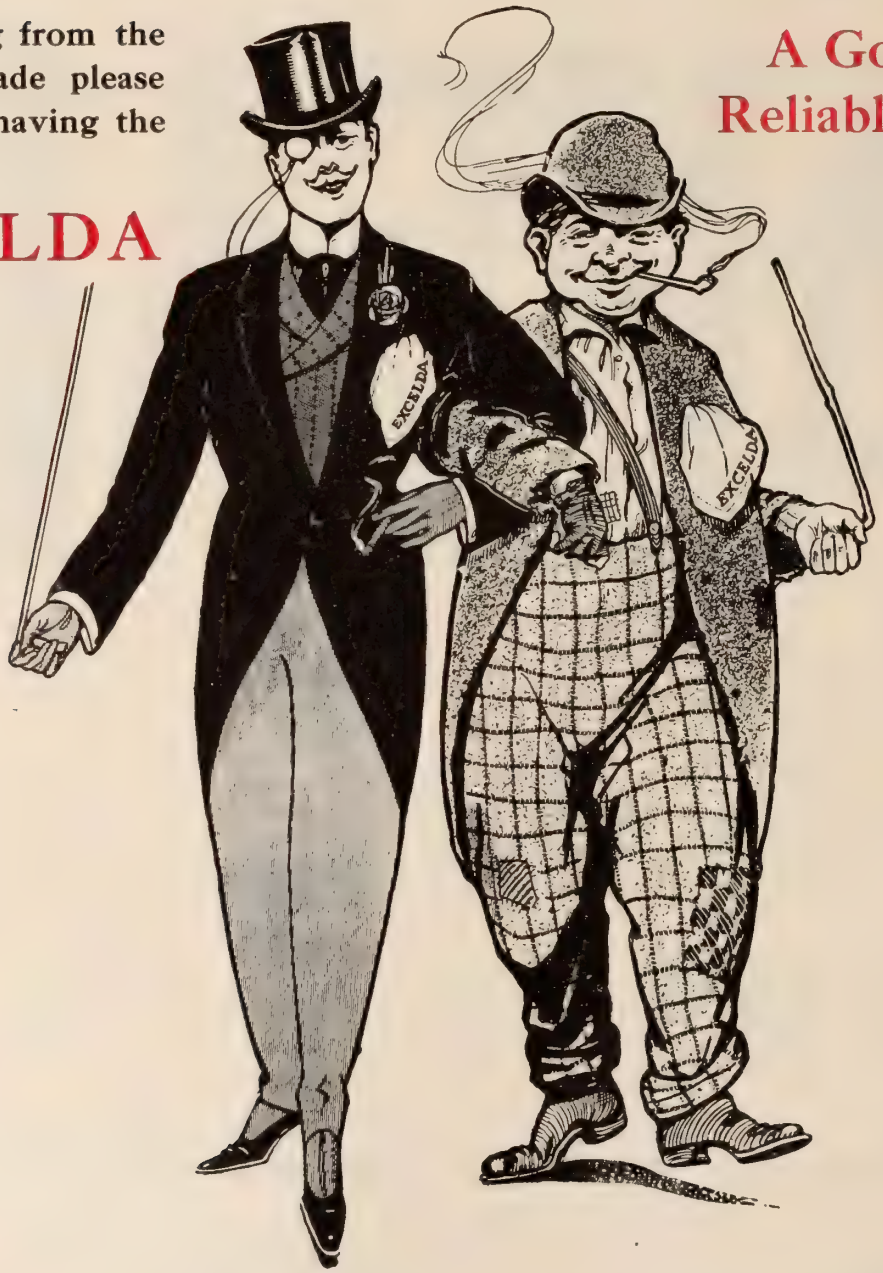
Handkerchiefs

Made from a new Fabric of superior quality.

When buying from the wholesale trade please insist upon having the genuine

EXCELDA

A Good and Reliable Article



Happy and Contented, We use Excelda Handkerchiefs.

Two Gold Medals Already Awarded for Excelda Handkerchiefs.



Attractive Display of Niagara Shirts by Trudell & Tobey, Hamilton.

Men's Clothing and Furnishings News

The Easter trade is making much of the idea in favor of harmony of color in different articles of apparel.

Fine stripes, with a curtailment of the color range, are likely to be a feature of Fall shirtings. There seems to be a growing feeling in favor of staple tones.

Fall suitings and overcoatings are now one of the most interesting topics that tailoring houses have to talk about. While a glance at many of the lines displayed does not reveal that great variety of color which one would naturally look for in Summer goods, there is, nevertheless, a richness in tone, and a marked beauty of pattern, which give the Fall season a character all its own. In nearly all of the lines displayed, it is possible to find in some form or other, almost all of the popular colors which had so decided a run during the past two seasons. Here, for instance, is a fancy worsted in which brown, blue, grey and green have been employed in a very effective treatment, while in another striped pattern, various shades of grey, from medium to dark, have been adopted. A third piece, a soft finish worsted, is another symphony of greys, olives and browns. The London smoke grey, and in fact, all greys, are a prominent tone in the new Fall goods, and it would appear that the popularity of a blend of browns and olives is being shared to a large extent by that of olives and soft greens.

Stripes Still the Vogue.

Stripes are still an outstanding feature of the new worsteds. The accompanying cuts illustrate the tendency, although they cannot do justice to the color character of the patterns. There is nothing of a boisterous nature about these designs, and where stripes and checks are prominent they harmonize agreeably with their grounds.

Wholesale woolen men state that there is a growing enquiry for tweeds, and in Fall lines they have been given a better showing. The demand, it is stated, is coming chiefly from the high-class trade and is sure to develop, although some doubt is expressed as to the likelihood of their regaining their lost position.

There is a decidedly strong showing of Scotch ulsterings in checks, stripes and all shades of green, olives, browns and greys. The herring-bone stripe and the large diagonal patterns have a strong place in this class of goods. The continued vogue of the heavy ulster for cold-weather wear is causing the demand in these lines.

Woolen houses report that Easter trade has been quite satisfactory, and, in common with other branches of the trade, they anticipate a good repeat and sorting season. Returns from Fall lines cannot, as yet, be regarded as a criterion of the season, but there are many encouraging indications.

Gloves and Belts.

Even in gloves there is noticeable the tendency to harmonize colors. The delicate olive and taupe shades seem best adapted to this idea, and some of the smart furnishing houses are making a display argument of Easter hosiery, gloves, neckwear, etc.—all having something of a sympathetic color scheme to them. Gloves of chamois in fawns, egg shades and different tones of brown, also have their place in window displays.

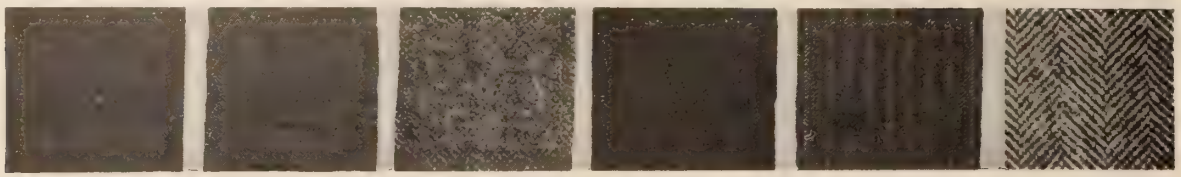
There has been a good demand for belts. Here also the olive shades have had a strong run, although the conventional black and deep tan have held their place. There has also been some call for dark shades of brown.

Manufacturers of fancy vests report a very satisfactory Spring and Summer business.

Wool Not Keeping Pace.

Commenting upon the activity in Australian wool, D. H. Ross, Trade Commissioner for Australia, writes: "Since July 1, 1908, the sales of Australian wool within the Commonwealth to the latest available dates totalled 1,199,325 out of 1,211,232 bales offered. The wool exports to the close of January show an increase of 198,278 bales as compared with the same period last season. The abnormal increase is the result of great activity in the local sales as compared with a stagnant period last year. Later returns will reduce the present increase as very little wool will be available towards the close of the season.

"According to reports from Bradford, 'the one article of world wide consumption the production of which is not keeping pace with the world's requirements is wool.' A steady demand has set in from the United States, contrary to January and February, 1908, with the result that better values are obtained by the grower. The outlook is considered to be a satisfactory one and it is expected that present prices will be maintained for some months ahead."



Samples from Fall Lines shown by John Macdonald & Co. A striking Herring-bone Ulstering Pattern is seen on the Right. The third from the Left is a Tweed Pattern. Woolen men state that Enquiries for Tweeds are Improving.

Effective Shirt Display.

The accompanying illustration of an effective treatment for a shirt window was supplied by Trudell & Tobey, men's furnishers of Hamilton. The background is one mass of wistarias and the entire window is dressed in Niagara shirts. It will be noticed that emphasis is placed on the fact that this is the first display of these goods in Canada. By way of introduction, it may be said that the Niagara shirt represents the success achieved by a Canadian firm in producing goods embodying those ideas which give class to American lines. The factory is located at Niagara Falls, Ont., and stands for another progressive departure by the Dominion Suspender Co., and the Niagara Neckwear Co., two concerns which have had steady development.

Display of Wool Shirtings.

A window display which was strikingly illustrative of the vogue in wool taffetas and tussores was made by the Toronto branch of the Dr. Jaeger Sanitary Pure Wool Co. The trimmer, R. Stocks, secured a very effective arrangement by artistic draping of the window in these dainty shirting materials, with a central grouping of made-up garments.

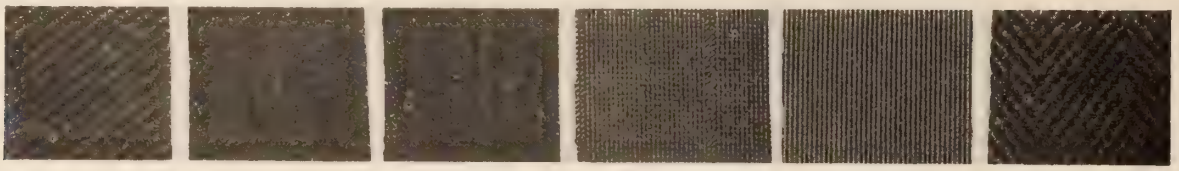
The Toronto branch of the Dr. Jaeger Co. was one year old on March 17th. A very satisfactory first-year record is reported.

Call for Domestic Goods.

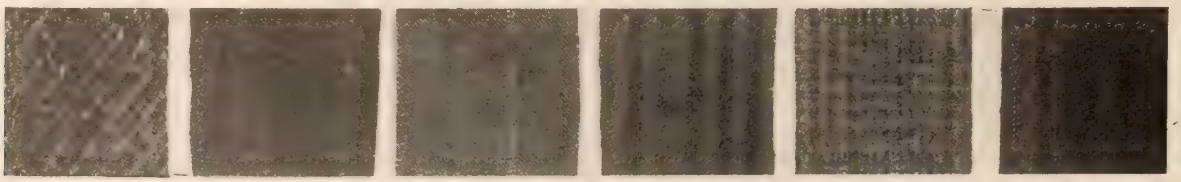
Canadian-made goods are meeting with a growing demand. There never was a more select range of patterns shown by domestic mills than those now on display in many of the wholesale houses, and surprise is frequently expressed by those in the trade, at the standard of quality and style thus depicted.

It will be of interest here to note a recent comment by the Textile Mercury, with reference to the prestige enjoyed by the English manufacturers and its influence in the price situation. The article cannot certainly be regarded as a reflection upon goods of Canadian manufacture. There are sample books available which show that Canadian worsteds are taking a significant position in home trade. The comment of the Textile Mercury refers particularly to a feature of the situation of which some English manufacturers are, in fact, unconscious, and reflects in no way upon the merit of Canadian goods. The Mercury states:

"In the worsted trade firms are well known which



Samples from the Nisbet & Auld line of Fall Suitings and Ulsterings. On the Right is an Illustration of the Herring-Bone Pattern much in Vogue for Overcoatings, while on the Left are two Diagonal Designs in Scotch Vicunas. In Suiting lines the Hair Line Stripe is being Accorded good Place.

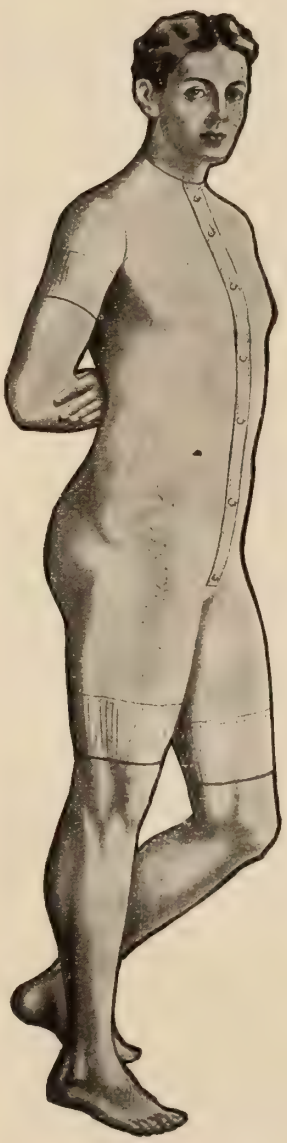


Samples from the Line of Fall Woolens shown by W. R. Brock & Co., Toronto. On the extreme Left is a Sample of Heavy Scotch Ulstering in the Popular Diagonals Pattern.

The Man Who Looks Ahead

Is the Man Who Gets Ahead

Look ahead to next winter—and lay your plans now to handle



Stanfield's

Unshrinkable

Underwear



Do this now—and you will find yourself way ahead in sales and profits next winter.

We are always pleased to submit samples and prices—or arrange to have a representative call. Write us.

Stanfield's Limited - Truro, N.S.

Campbell Special Order Clothing is the profitable and economical way of selling Clothing

No Bad Stock *No Capital Invested*

YOU and the Campbell Special Order Clothing

Analyze the Career of Any Great Merchant.

Prominent among the causes of his success you will find ability to seize and turn to his own work "outside forces."

Campbell Special Order Clothing is a Real Trade Impetus.

Ask any merchant who sells Campbell Special Order Clothing.

You yourself must determine whether you will have the Campbell franchise in your town.

Campbell Special Order Clothing is splendid co-operation, but a hard competitor.

Some men insist on made-to-measure clothing. You can sell them Campbell Special Order Clothing.

Campbell Clothing is known for its style, fit, finish and materials.

The Campbell Mfg. Co., Limited

23 Cote Street - - Montreal

command their threepence, sixpence, and even ninepence per yard more than their neighbors. . . . Stay-at-home manufacturers do not all appreciate the fact, but they, whether they know it or not, are themselves the possessors of some prestige abroad.

"In Canada the explanation familiar in London repeats itself. The Canadian worsted manufacturer, with his salesmen and patterns, is at hand. He presents and extols a cloth that is identical in major respects with the one that the merchant in buying from England, and points out that the price is 7½d a yard less. But the customer is inflexible. He repeats the self-same words that the London buyer not improbably gave to the now prized and appreciated English manufacturer, and the Canadian finds that there is no getting over this obstacle. The circumstances are taken from the memories of one who has had a liberal experience of selling Canadian-made goods, and who avows that this prestige of which manufacturers at home know so little is an offset of 10 per cent. to the tariff.

"Such reckonings can seldom be exact, but it mty be believed that without prestige worsted exports would be lower to Paris, for instance, or to New York. Although the reminiscence ends here, leaving the Canadian in possession of a grievance, it might well be continued. The buyer with predilections which lead him in certain circumstances to ignore price is likely enough to prefer one to another even among the limited few of Canadian worsted mills. It is the case that some of the Canadian woolen mills enjoy a prestige, and there is reason to suppose that degrees of reputation run round the world, and in a few instances rise superior to the consideration of cheapness. Well it is that England has earned so large a prestige."

✝

Spring Clothing Trade.

Somewhat divergent opinions are expressed among clothing manufacturers with reference to the result of Spring business. In some quarters the statement received is that the record has been very satisfactory, while in others the business is reported to have fallen below expectations. There appears to be unanimity in the opinion, however, that with the opening of the Spring and Summer seasons people who have been holding off will make their appearance in the market and that averages will measure up. The novelty styles have taken well and some houses report an increasing interest in small boys' wear. The West has been an exceptionally good patron of the market. For Fall, manufacturers have done their best to perpetuate novelty styles for young men, and, judging from road reports already to hand, state that they are warranted in expecting good business. As before stated, the heavy ulster will again occupy a prominent place in the overcoat class. Some novelties have made their appearance in this garment, as for instance, the military ulster, with double overlapping front, giving something of a flare effect, the flaps being buttoned at the corners to the breast of the coat. In last Fall's styles the majority of designs had the straight up and down front, with double-breasted or fly effect.

✝

Woolen Mills Shut Down.

The Montreal Woollen Mills, which in prosperous times gave employment to 200 hands, has been shut down, and the premises will be sold. The machinery is being taken down, and some of it has already been sold. The best of the remainder will be sent to England for sale.



B.V.D.



Trade Mark Registered U.S.Patent Office.

COAT CUT UNDERSHIRTS, KNEE LENGTH DRAWERS,

UNION SUITS and SLEEPING SUITS are identified by this label

MADE FOR THE

B.V.D.

BEST RETAIL TRADE

Garments that bear this label insure satisfaction to your customers; —sales to you.

THE B.V.D. COMPANY,

NEW YORK

There's Something Satisfying

about selling Arlington Challenge Waterproof collars; the satisfaction of knowing that you are giving your customer absolutely the best collar he can buy. With this satisfaction you combine profit and in selling Arlington Collars you not only have the profit on the first sale but the man who buys them once will come back for more. There's nothing about the Arlington Challenge collars of which we are ashamed. In wearing qualities, appearance and style they meet our ideals; which means that they are really the best. Let us send you a sample order through your wholesale house. We make, too, Arlington Collar Supports, Dressing Combs, Fine Combs, Martingale Rings, Harness Loops, etc.,—and make them well.

The Arlington Company of Canada, Limited

54-64 Fraser Avenue **Toronto**

Representatives:

Western
J. A. Chantler & Co.
Toronto

Eastern
Duncan Bell & Co.
Montreal

Making Use of Easter Season for Hat Introduction

THE Easter season has been fittingly seized upon by men's furnishers as the opportune time for the introduction of the very latest constituents of spring styles. Nowhere was this more apparent than in the hat department. Many very effective window treatments made their appearance. One of particular merit had for its central setting a large Easter egg, with side broken open revealing a large number of diminutive straw hats. Festoons of purple ribbons were caught up in the middle by a tiny cherub suspended from the ceiling. The floor of the window was covered with purple, and the general arrangement made a rich ground for the hat display. Another window used as a background a large cluster of Easter lilies, centered by a huge flower of the same class in the heart of which was set an electrical globe of a deep yellow. In all of the windows, whether of special design or not, show cards proclaimed the merits of goods and emphasized the prestige of Easter hat traditions.

Retailers report that the Spring season has opened up very favorably, and that with slight improvement in temperature there will develop a still better demand. The display may be regarded as a somewhat comprehensive index to the color situation in head wear for the season. Olives have a firm place in the crushable department. It is a tone which has taken a decided hold in all departments of men's wear. Even in derbies, some attempt has been made to still further promote "the wearing of the green," but such a move is regarded as somewhat over the line and is not likely to have an extensive run. The shade has its best call in the trooper, telescope and other snappy crush shapes. Browns have a more general application. Some opinion was expressed early in the season that the strength of the color movement would detract from the standing blacks, but retailers declare that they cannot see any remarkable development in that direction. By some dealers blacks are said to be doing somewhat better than holding their own in spite of the reign of colors.

The trade, on the whole, is well prepared for the straw season. In some sections of the country, particularly those centered by large cities, there has been an exceptional demand for straws. The popular dimension is in the vicinity of $2\frac{3}{4}$ x $2\frac{1}{4}$. This is not an extreme size, but it is safe to say that when the season is fully opened sizes which go considerably better than this measurement will make their appearance. The general run of orders, however, indicates that nothing of a strikingly odd character, so far as area is concerned, may be initially looked for.

In the cap department, it has been a season of encouraging results. It is not at all surprising that, until the Spring season is well under way, advance Fall business will be somewhat spotty, but even at that, there are houses which speak of very encouraging returns and a bright outlook with regard to the Fall demand. Some manufacturers have found it very difficult to secure deliveries of lining silks, and have had to scurry about for sufficient materials to execute orders. Similar complaints are made with regard to poplins.

A number of fancy effects are making their appearance in children's lines. The majority of these are the result of exclusive orders. One high-priced tam, rated at $25 the dozen, was made of gold-covered goatskin worked almost to the softness of velvet, while another specimen was of white serge. This line was listed at $18 the dozen.



We are sure we can interest you if you carry Men's Furnishings, for we have a range that is second to none in the trade.

In shirts particularly, we are showing excellent values, and there's lots of room in them.

We also carry "Holeproof" hose.

Don't you think it would pay to look through our samples the next time our traveller calls, or visit our warehouse when you are in the city?

Remember, we have a Letter Order Department. Let's fill your "hurry-up" orders.

The W. R. Brock Company, Limited

MONTREAL

SHIRTS FOR FALL OF 1909

Our Travellers are now out with new Fall Samples.

Our assortment embraces a carefully selected stock of imported and domestic Cotton and Woolen Fabrics from the leading manufacturers—all having the best wear-resisting qualities.

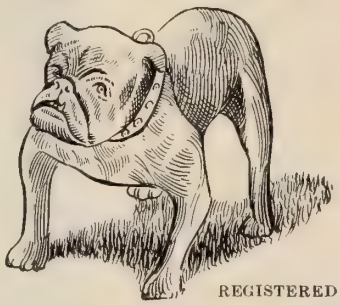
When you buy Deacon Shirts you are sure of quality.

DON'T FAIL TO SEE OUR SAMPLES.
OVER 250 VARIETIES TO CHOOSE FROM.

THE DEACON SHIRT CO. - BELLEVILLE, ONTARIO

"WHAT TRADE WE HAVE WE HOLD."

Oriental Standard Spool Silk



REGISTERED
"NEVER LOSES ITS GRIP ON A SEAM."

Our written guarantee in every box.
Offers you a better profit.
Order from your jobber.
Our shade card on request. Price 40c.

Oriental Silk Company, Limited - Montreal

THE "CRAVENETTE" CO., LTD., affix their stamp only to such goods as are suitable in quality for Rainproof purposes.

REG.D TRADE MARK
"Cravenette"
PROOFED BY
THE "Cravenette" CO. LTD

Fac-simile of Stamp.

THEREFORE, this stamp is a guarantee not only of Rainproof properties but also of the quality of the material.

Buyers of Rainproofs should ask for those proofed by



BDA
(Copyright)

DUST-PROOF

as well as

RAIN-PROOF

The 'Cravenette' Co., Limited

Proofers to the Trade, BRADFORD, YKS.

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TORONTO

WHOLESALE MEN'S FURNISHERS

Sole Agents in Dominion for :—

Young & Rochester's

Shirts, Collars, Neckwear, Fancy Vests, Dressing Gowns. Best selection Flannel Shirts in Canada.
THE NEW VESTS have military edging.
FACTORIES : London and Londonderry.

T. H. Downing & Co., Leicester

Underwear, Hosiery, Cardigans, Club Jerseys, etc.

Cellular AERTEX Underwear

United Garments and 2-piece.
All weights and sizes now in stock.

New Knitted Neckwear

from $3.00 dozen.

Our CARDIGAN SWEATER COAT

is best value and style shown this season.
See it before placing Fall order.

TRESS & CO.'S noted Hats and Caps



The Men Who Sell Globe Suspenders



J. M. Gilmore, Rock Island, Que., Eastern Townships.

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L. O. Paquet, 70 Church St., Que., Quebec City.

J. O. Brunet, Fraserville, Que., Eastern Quebec and Northern New Brunswick.

A. M. Reed, Middleton, N.S., Nova Scotia and New Brunswick.

J. P. Hawn, Cooper St., Ottawa, Ottawa and New Ontario.

H. T. Thompson, Eastern Ontario.

J. J. Kerr, Galt, Ont., Western Ontario.

Western Commission Co., Ben Accord Block, Winnipeg, Western Provinces.

Globe Suspender Co.

Rock Island, Quebec





WHY YOU SHOULD SELL XYLONITE LINEN COLLARS

The British Xylonite Company has been making collars since 1885, and as a result Xylonite Waterproof Collars are the best imitation of linen on the market. These collars are all interlined: the button holes—where collars go first—are re-inforced, making them specially durable. They are made in all the new shapes; cut by experts after 25 years experience. The Xylonite collars will bring you profit and your customers satisfaction.

All wholesalers fill orders for these collars. Large stocks are held in the following warehouses:

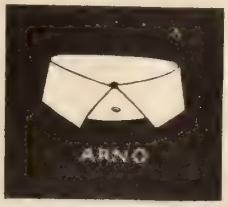
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Geo. Ridout & Company

Canadian Selling Agents

77 York St., - Toronto, Ont.





The Home of The

Rock Island Overall Company



QUALITY AND VALUE
have built this business

All goods are full size. Factory facilities assure thorough and economical workmanship. : : : : :

LINES COMPRISE

Staple and Specialty Overalls
Coats to Match

Grocers' Coats
Outing Pants
Working Pants
Working Shirts

Samples and prices gladly sent

Our travellers cover Manitoba, Ontario, Quebec and the Maritime Provinces. : : : :

Rock Island Overall Company
Rock Island : : : Quebec

LETTER YOUR CARDS WITH
SHOW-CARDINE
BEAUTIFUL GLOSS BLACK BRILLIANT COLORS

Use IDEAL WATERPROOF INKS
FOR THE AIR BRUSH
The equal of India inks at a fraction the cost.

CARD-WRITERS' SUPPLIES of all kinds
P. THOMPSON CO.
136 Victoria Street, TORONTO



Had a Good Year.

The annual meeting of the shareholders of the Richelieu Woollen Mills Company was held at the head office on March 8 last. Satisfactory financial reports were presented and plans discussed for the extension of the company's business. The directors elected for the ensuing year were : W. J. Rafferty, W. J. Henderson, Major D. Aylmer Mackay, E. D. Paul and G. J. Bonefant. At a subsequent meeting of directors W. J. Rafferty was elected president and E. D. Paul manager.

✣

Color Inspiration.

The Easter season was not entirely without its inspiration to the retail stores and it was there that the full style significance of the season made its appearance. Windows contained the very latest in neckwear, collars, handkerchiefs, shirts, gloves, hats and fancy vests, and it goes without saying that full use was made of the color fancy. Attractive cards emphasized this feature of the season, and enquiry of merchants shows that it has taken hold nicely. Manufacturer, wholesaler and jobber have evidently co-operated in this particular to an exceptional degree and it must be admitted that business suffered nothing as a result.

It will be welcome news to the houses who have always predicted a continued run for knitted neckwear, that knitted scarfs in plain colors and in narrow widths of one inch and an eighth or one-quarter are the vogue. These are being worn with the collar of the meeting-folder type.

✣

Whites and Blacks.

Some manufacturers state that they would not be at all surprised to see a sharp turn from the "color craze," as they call it, to a preference for plain whites and blacks, and some opinions are expressed which favor a strong showing of these colors in Fall goods. The latest word from Europe is that the relapse has already set in. United States journals remark upon its appearance in the leading cities and state that by many it will be regarded as a decided relief after a season of exceptional emphasis on colors.

So far as shirts are concerned the first word that has gone abroad is that stripes are still to hold their present position in styles, but they will be somewhat finer and on light grounds. The representative of an English house who visited Canada recently made the comment that best dressers here and in the United States followed London styles closely. His prediction was that dainty stripes of black, dark blue or deep olive on white, grey or other light-colored grounds would be the feature of the next season's shirt styles, and that very decided colorings, such as in the Spring and Summer lines, would materially not take so pronounced a place for Fall

✣

Would Reduce Rate of Fronting Linen.

Discussing the collar situation, the representative of a large house stated that he saw no good reason why the Canadian Government should not reduce the rate on fronting linens from 17½ to 5 per cent., thus giving the Canadian manufacturer an opportunity to obtain his just share in that business which is now going to foreign manufacturers. Such a step would, he held, do no injury to Canadian industry and would tend to further develop the domestic manufacture of collars.

Five Points to Hammer Home
— IN —
IMPERIAL
Gloves and Mittens
FIT WEAR QUALITY
STRENGTH and APPEARANCE



No. 767
A stylish Gauntlet Glove for heavy service—a medium weight, unlined glove with gauntlet.

Every pair guaranteed.

Write us to-day for prices. No better goods to handle.

Imperial Glove Co., Limited
Dundas - - Ontario

Manufacturers of specially good Gloves and Mittens for Farmers, Railroadmen, Drivers, Hunters and Automobilists.

Overall
Improvements

You cannot know exactly the forward steps made in this industry until you see our

Engineers' Overalls

Roomy, comfortable, well-made overalls, that pay you a good profit, and give satisfaction to the wearer.

Samples and prices gladly sent

WARWICK OVERALL CO.
WARWICK, - - - - QUEBEC

Trade's Views on Fancy Goods and Notions

There is an increasing call for staple and novelty lines in ladies' belts. The department has not been interfered with by prevailing fashions.

Embroidered wash patterns are designed along neater and more attractive lines. Buckles are of pearl in square, round and heart-shaped patterns.

The approach of the tourist season is causing activity in traveling accessories. Many quick-selling novelties have made their appearance.

Great interest is centering in hair goods lines, and to wear with the masses of curls required, a numerous array of ornaments is shown.

SINCE the beginning of the year belt manufacturers have been very busy and naturally as the selling season opens up there is a constantly increasing call for both staple and novelty lines in ladies' belts. Neither the vogue of the Directoire nor the Princesse gown has at all interfered with sales in this department, and the reason is not far to seek. There are many women who will not adopt these extreme styles and therefore cling to the separate waist and skirt, then, too, the woman who adopts the Princesse for her dressy gowns uses the waist and skirt for useful wear.

Wash belts are free sellers in the lines that can be retailed at a popular price, and are particularly attractive at the money, the embroidery patterns used this season being better designed in a neater and more attractive manner. Bound and hemstitched edges are used and the higher priced belts have the button-holed edge. Buckles are of pearl in square, round and heart-shaped patterns. The materials used are as a rule reps and poplins.

Elastics still retain their hold upon the trade and are selling in quantity. Embossed elastics and fancy and tinsel effects are shown in a large number of styles and prices. Handsome belts in solid colors are seen with heavy gilt buckles. Steel nail head effects are also shown and in spite of their long run buyers are taking them.

⚜

Great Line of Tinsel Belts.

There is an immense line of tinsel belts to choose from and practically every dress color can be suited with a tinsel belt. The buckles used this year are decidedly heavy and massive-looking and are of Renaissance and art nouveau designs.

Belts of white kid are showing for the summer trade. Many have the shaped pointed front fastened with studs and with elastic let into the back. Plaited belts with strap fronts drawn through a gilt harness buckle, tailored belts with fancy buckles and back pieces, and crush styles are all shown in leather and kid. The leading colors are black, white, tan, brown, blue and grey.

⚜

Traveling Goods.

The fact that money is circulating more freely and that people have more money to spend will result in an increased demand for articles and accessories that travelers need. It is only natural to suppose that when the tourist season arrives more people will be moving about, and also because better supplied with the ready cash this year they will buy more and better equipment.

Cane, wicker and fibre trunks and suit cases, traveling bags, etc., are sure to appeal because of their light weight and neat appearance. These goods are not only light weight, but will stand a good deal of rough usage. The trunks have bent wood battens and leather corners, while the suit cases and traveling bags have leather corners and firmly sewn leather handles. There are also brass locks and division trays in some of the numbers. Carry-alls and hold-alls of brown canvass with inner pockets and leather straps and handles, and some with leather bottoms are other quick selling novelties.

Leather hand bags and traveling bags are also shown. There is also a large assortment of ladies' and gentlemen's dressing bags, cases, bags containing opera or race glasses and powder puff, looking glass, etc.; purse and card cases combined, handkerchief and purse bags, etc. These come in sheep leather, fine grain seal, and various fancy leathers.

Other articles that tourists need and which help to make traveling comfortable are rubberised sponge bags, roll-ups and holders for hair brush, comb, tooth brush and manicure outfit. These come in dainty cretonnes, pongee, and in plaid silks, etc. These are all specialties that show a good profit.

⚜

Demand for Hair Goods.

In this day of elaborate coiffures the hair goods department. if properly managed, even if a woman does not use false hair, and a very large number do, to gain anything like the fashionable contour, rolls and puffs of all descriptions are used. Many of these rolls are made of natural hair and retail at a fairly high price.

The department stores are going extensively into the sale of all kinds of false hair. Adjustable fringes and temple curls are amongst the latest novelties, and there are in addition curly pompadours which are worn as rats, clusters of curls, chignons, coils, braids and switches.

To wear with these masses of hair is a numerous array of hair ornaments. First and foremost are the carved and jewelled barrettes. These are very broad and are used to preserve the outline of the underpart of the couffure.

Jewelled bandeaux are also much worn and the Greek ribbon bandeaux are often worn. Silver and gold ribbons finished with tassels are often seen. The increasing use of jet is bringing jet hair ornaments in the form of barrettes, bandeaux and pins to the fore. This is a development that will be more freely exploited next fall.

⚜

Latest Puzzle Craze.

Jig-saw puzzles are the latest developing craze that come in the wake of Diabolo, etc. Such a hold has this game taken in England that jig-saw parties are common, and "come and puzzle with me" is a recognized form of invitation—a large Toronto store is selling the puzzles at from 25c to $1.50 up. And jig-saw puzzles promise to become a common verandah amusement this summer. This also is a hint for toy buyers for the Christmas trade, as also is the fact that Billy Possum has dethroned the Teddy Bear in the States.



Ladies' Hand Bag No. 7687
Send for Illustrated Catalogue "C"

Ladies' Hand Bags

Our 1909 Spring Line is one of the largest and best we have ever shown. Buyers are invited to inspect the collection.

Manufactured by

TRADE R MARK

C. F. RUMPP & SONS

ESTABLISHED 1850

Fine Leather Goods

PHILADELPHIA

New York Salesroom, 683 and 685 Broadway (Cor. Third St.)

KING'S
Established 1775

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND.

Sole Selling Agent:

SYDNEY MOSS,

Empire Bldg., 58 Wellington St. W.
TORONTO

Consistent Good Quality

This has been the strong characteristic and distinctive feature for over fifty years in

GOLD MEDAL LINENS

They are the finest production of a country pre-eminent in the manufacture of linen and have held the highest awards for superiority —a record that is still sustained.

Wm. Liddell & Co., Ltd.

BELFAST

Canadian Representative:

R. H. COSBIE

Irish Linen Agency, - TORONTO

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

Back Combs

Side Combs

Barrettes

Granby Mfg. Co., Limited

GRANBY, - QUE.

Fall Styles Ready

The Fall range of Men's Raincoats and Overcoats is now being shown by our travellers.

Our reputation in this respect will be further increased this season.

Ladies' Fall Coats

Assured popular styles in a wide range of materials are now on the road.

A Large Assortment of Silk and Rubberized Garments for Immediate and Fall Delivery.

Our large factory facilities assure prompt deliveries of immediate wants in popular styles of Ladies' and Men's Coats.

MONTREAL WATERPROOF CLOTHING CO.

MONTREAL, QUE.

Montreal Openings Indicative of Prevailing Optimism

Effective Window and Interior Displays by Henry Morgan & Co., the John Murphy Co., W. H. Scroggie Co., Jas. A. Ogilvy & Son, the Hamilton Company, Dupuis Freres and A. I. Vallieres & Co.

MONTREAL Spring openings at retail reflected the optimism that prevails, and were particularly beautiful. The richness of the new materials and colorings, the handsome costumes and millinery creations lend themselves to the production of most effective window and interior displays.

Henry Morgan & Co.

Henry Morgan & Co.'s opening windows were artistically arranged. Great attention was paid to the color schemes, the plan adopted being that of showing several of the new Spring materials in as many of the new shades gracefully draped so as to show both colors and materials to the best advantage. This divided the spacious front into color sections in each of which was the yardage material in the shade chosen for that particular section, trimmings suited to that material, a figure showing a costume in that shade with a hat to match, or a black hat, and dress accessories to correspond. A unique effect was produced by showing a small table in each section on which was a vase or other piece of pottery, in as near as possible the shades shown in that part of the window. One of the large corner windows was arranged as a drawing-room and showed some of the new indoor costumes. Interior displays in all departments were good.

The John Murphy Co.

The John Murphy Co. made a splendid display of costumes. The background used was green in dull shades, and each window was devoted to one of the new shades, showing a costume, hats and dress accessories of the same shade.

One of the large front windows was devoted to dress goods. A good feature of this window was that each of the new colors shown was indicated by a plain card giving the name of the color. This proved an attractive feature and drew a great deal of attention.

The Spring opening of costumes in this store found the department most attractively arranged. Large tables were devoted to different colors, and on each was a figure showing a Spring suit, a fancy dress, petticoat, parasol and other dress accessories to match. The millinery department was in gala attire, and transparent colored signs throughout the store announced the opening.

W. H. Scroggie Co.

This store's window display for the Spring opening was most attractive and some original features were introduced. White felt flooring was used in the windows, and the background had a border about eighteen inches deep in the shade shown in each window, decorated with an applied design in white, thus presenting a finished appearance. An artistic touch was added in the form of a screen matching the color used in each window, with a conventional cut-out design in white felt. A good feature of these windows was that there was no suggestion of crowding, and the harmonious arrangement of colors and shades in costumes, millinery, etc., proved a good drawing feature.

The windows of one side of the store were devoted chiefly to dress goods in the new coloring. These windows had a background in the new rose shades. The drapery of the materials was most effective.

The arrangement of goods in the various departments was well planned and carried out. More space was given to displaying the novelty shades and materials in the dress goods departments, and a further touch of Spring was given by baskets of flowers here and there.

The millinery department was beautifully arranged. The Spring opening was announced by a plain card, with the word "Spring," suspended from a floral arch over the main entrance to the department. A pretty effect was produced in the untrimmed millinery department, by a bower, covered with the flowers and foliage fashionable this season.

All over the store attention was called to the opening by cards, with an artistic sketch of a lady in dainty colorings, and the words "Spring Opening."

James A. Ogilvy & Son.

This firm, as usual, showed elaborate windows for the Spring opening. Perhaps the most striking design employed was the rose background with Venetian garden effect. Another window was decorated in lavender tones. A good showing was made of novelties in millinery, costumes and dress goods.

The Hamilton Company.

The spacious windows of this store, with the dark wood background, are effective in displaying goods to advantage. These were made the most of for the Spring opening. While no attempt was made to produce elaborate and striking effects the simple arrangement of the Spring goods was most attractive. The interior arrangement of the store in the various departments was calculated to suggest the Spring season to visitors to the store.

Dupuis Freres.

This store was in gala attire for the Spring opening. On every floor dark green crepe paper was used for decoration. This was cut into long fringes and suspended from the ceilings in varying lengths, of from about 18 to 36 inches, separating the different departments. This was also used in the background of the windows in which were displayed the Spring novelties in costumes, millinery and dress goods. The dress goods department showed considerable originality in draping. Different materials in the new shades were gracefully draped on the ledges over the shelves so as to show off these goods to the best advantage. The ready-to-wear and millinery departments were attractively arranged for the openings.

A. I. Vallieres & Co.

This firm decorated their entire store for the Spring opening, floral decorations being used extensively. Large hand-painted ovals framed in white were used for decorative purposes throughout the store and in the windows where costumes, millinery, dress goods and dress accessories were displayed. Though there were commendable features in these windows the general effect would probably have been improved had an attempt not been made to show too much in the space available.

All these stores are on St. Catherine Street, the main retail centre, but throughout the city merchants were never more energetic in displaying Spring goods than this season.

Advertising announcements were unique and more space was used than at any previous season. High class fashion cuts were shown, and bold announcements were made. These were followed up with definite news of Spring fashions.

Costumers Delve Deep Into History for Style Features

A Transition Period—Lengthened Waist Line Newest Turn—Immense Vogue for Princess Effects—New York Preparing for Retail Spring Openings—What the Leading Houses are Showing for Easter.

Staff Correspondence.

Office of The Dry Goods Review, 622-624 Tribune Building, New York, March 27, 1909.

THERE has never been a time when the 'to be or not to be'' in the realm of fashion has been a more difficult problem to solve. A number of very extreme styles have been brought out wherein are introduced many clever ideas reminiscent of the Renaissance period, as well as that of Louis the 16th. but there is little likelihood that these effects will meet with the approval of the general American trade, at least this year.

Paris dressmakers are finding new ideas in the dresses worn in the ninth, tenth and eleventh centuries, and many of the new gowns will have the Merovengian or ''Moyen Age'' effect, the ''Moyen'' the chief feature of which is the lengthened waist-line. Into practically every high-class line models of this character have been introduced.

Another form of dress that is creating some comment in the garment trade is that on the line of the ecclesiastical gown. Still another new idea from Paris is a form of the church cassock. It has an apron decorated with bangles, vegetable floss and gold. These aprons are worn on all sorts of beautiful dresses, forming the trimming.

Tailor-made Suits.

The Directoire or hipless cut has been applied with great success to all classes of garments. That this influence—though marked by modifications and accompanied by a gradual growth into the new forms—will be apparent throughout the season is unquestionable. There has been no division regarding it, the only point in question being the individuality and cleverness put into the design. The smart woman this Spring will appear in a strictly tailored suit made with a hipless coat and high-waisted, gored skirt. Many of the coats are bing diversified by the cutting of odd-shaped effects in back and front, and by setting in pieces under the arm: however, the best sellers are are plain-cut garments and these are expected to remain the vogue all of this season.

The most marked feature of the cut of the new garments is the accentuated waist-line, either in the shaping, the side forms or through the adjustment of a belt trimming extending across and over the hips.

Indications are that three-piece suits will only remain popular during the Spring. However, there is a universal feeling that this idea will be even more generally adopted for Fall and that the three-piece suit will be the feature of that season.

The sleeveless three-piece suit is the present ideal, and it is expected to become more popular as the season progresses. Some of the coats are very simple, while others are much elaborated with trimmings, buttons, etc. Some have the close armhole, others have the free and unusual-shaped armhole, oftentimes following the line of the cut of the side of the garment. The models which show the overlapping under-arm seam show this idea more frequently than the others.

In some instances the elaboration is put entirely on the costume; and the coat, which is sleeveless, is very simple. Then again the costume is of one material and the coat of another, the elaboration being principally on the coat.

Due to the large sale of the one-piece and separate dresses, the popularity of the separate coat for Spring is assured.

There are any number of attractive styles in the lines that vie with each other for favor. Those in full length, more commonly called the ''automobile'' coat, developed in rough weave silks, serge, mohair, fancy mixtures and rubberized silks, are the most favored. In all the models, the long, slender hipless effect is accentuated.

Simple coats in tailored styles developed in rough weave silks, ottoman, and covert cloth, are also among the favored models.

Wraps of a more dressy type are shown in cape or mantle effects. Broadcloths, silk cashmere, satin cloths, prunellas, etc., in all the light pastel shades are considered high style for this use. It is expected that these wraps will have a large vogue throughout the season..

Lace and net coats are expected to be very big this year—even more than was noted last season. There are also many styles in these models that bid fair for recognition. The models are long in nearly all instances and the use of real laces is a feature, either in making up the entire coat or as a trimming.

Princess and One-piece Dresses.

An immense vogue for the Princess costumes, during the ensuing few months, is assured. The models are of the half-fitted shape, following the lines of the waist just loosely enough to escape the definite curve between it and the hips. Others again are in modified Directoire effect, strongly accentuating the hipless, and long straight lines that are so popular in all styles of dress this season.

Jumper-effect Princess models are expected to be strong favorites, and are especially desirable for three-piece suits. With such models are worn separate guimpes of lace or embroidered net. When the sleeves are of the self material, the coat sleeve is often omitted, thus producing the sleeveless Princess three-piece costume.

The most favored materials are rough weave silks, pongee, mohair, satin surfaced materials, linen, rep, and all kinds of washable fabrics that have sufficient body in them to allow tailoring.

In lingerie dresses, everything is on the Directoire line, with natural and exaggerated waist-lines, and high backs, though some of the newest models just brought out have the long-waisted effects.

The Dutch neck models seem to take very well and the collarless effect forms one of the most important features brought out this year. There is no question of a doubt, but that, before the season is well advanced, its popularity will be enormous. Of course, with this fact in view comes the question of the long sleeves, as it seems so ridiculous for any one to wear a low neck and long sleeves, still it is the prevailing style and there is every indication that it will remain so during the season Some manufacturers of dresses are making the three-quarter length sleeves, but the majority are continuing to make the full lengths.

Fashionable Waist Styles.

Indications at present point to a good demand for the collarless blouse, collarless in the sense that there is no attached collar and that the Dutch or Eton collar is the supplementary finish. In some of the models the necks are cut a trifle low—just the slightest V, and with them are shown the lingerie collar, shaped like the Eton and to be used in combination with a net or lace jabot or Directoire rabat. In connection with the collarless blouse is the question of sleeve lengths, and if the three-quarter sleeve is to make its appearance in the Summer, it will unduobtedly be in a blouse having the collarless neck. The long sleeve is the one most in demand and is shown in all styles and garments.

Buyers have shown considerable interest in crepe waists, especially in the imported and more expensive qualities. Hand embroidery is largely employed on the better grade ones and real Irish laces are considerably used as trimming features. There are, of course, many inexpensive numbers in cotton crepe that are taking very well in the stores.

The marquisette waists are being taken to some extent, as well as lace, chiffon, tucked mull and fine handkerchief linen effects.

Net waists have taken a decided drop and they are no longer considered high waists, except in embroidered effects. There are a number shown, but these are being taken by the medium classes rather than women who are after fashionable models.

Season of Rich Deep Color.

Of the many popular tones, the most prominent are the deep prunelles, old-rose shades, tapestry greens, beautiful violets and the whole gamut of dull red-purple shades. The catawba, wistaria and other colors of this class are lovely, alike in the new silks, wools and linens, and with the fabrics that are being displayed, hats and gloves in the same tone, would seem to speak well for a vogue of matched costumes being at hand.

Small checks and plaids are a pending feature. These come in light shades of grey, tan color, black and white, blue and white. It is a little startling at first to see a suit of such material trimmed with jet buttons, but we shall soon be too familiar with the combination to give it a thought. Stripes and plain materials are equally conspicuous.

Among the new colors shown are sand-brown, which is something like the old camel's brown, Thames grey, wood-rose, lichen and Niagara. The sand colors come in a range of shades from light to dark. Then there is a closely allied color known as gravel, which runs from almost white to almost black. Many of the browns have a hint of gold in their composition. The Thames grey is a variation of the taupe color with more warmth in it. The taupes and smoked colors have a reddish cast. The lichen color is a grey with a green in it.

Fashionable Materials.

Materials of one color in plain and fancy weaves are undoubtedly the principal sellers this Spring. This is due to the marked simplicity of the vogue in costumes and suits which have characterized the models thus far. These fabrics consist of a combination of fine twills and fancy weavings principally in the form of stripes, although checks will doubtless develop considerable power later on in the season.

Fine French serge of a satiny finish and fabrics on the cashmere order have found a great favor. Foulards are to be favored. They are to be the fancy silks of the season. The outlook for taffetas is a great deal better than any one thought possible at the beginning of the season, notwithstanding the vogue for satin-finished effects. Most of the taffetas taken have been of the softer finish, in deference to the demand for pliable fabrics.

Ottomans are one of the ultra novelties in weaves that have taken well, chiefly for outer garments, although they will be good also for millinery purposes. Cashmere designs on this and other ribbed weaves are among the successful novelties.

Pongee and rough weave silks have lately developed a strong call in a smoother finished fabric than those formerly shown suitable for not only dressy costumes, but tailored suits as well.

Wash Fabrics.

This season's wash fabrics are so beautiful that they place themselves in strong competition with the dress goods and silks. Woven fabrics have been making steady gain for some seasons, and are being brought into more prominence by the number of beautiful colors in which they have been brought out. Zephyrs, Madras cloth and ginghams are easily the leaders in the estimation of buyers generally.

Styles in the better grades of wash goods follow closely the designs brought out in silks, and like silks and dress goods, designs are unobtrusive and quiet. There are numerous high novelties, however, which show extreme patterns, introducing bar or cross-over effects on grounds of neat and conventional designs.

A cotton fabric similar to a pongee with a beautiful silk finish is much thought of and this fabric has been successfully produced in conjunction with lace or open stripes.

Shantung Anglaise is another very beautiful fabric simulating the silk of the same name, and this comes in plain weaves and with a rough stripe on the plain surface.

Mercerized poplins are favored, brought out in a very light weight fabric similar to a batiste, but with a light poplin cord.

Linen-finished fabrics in stripes and in beautiful bordered designs in rich colors on natural and colored grounds, promise to be one of the most popular materials of the season.

Big Embroidery Season.

A great amount of embroidery will be used this coming season. Even more than we saw during the Winter. Bordure effects also will be modish, embroidered by hand or machine. Among very fine lingerie materials, one will find bordure effects lavishly used. Exquisite embroidered patterns and double-width materials are shown in all white or delicate colorings with marvellous borders in self tones.

Much English open-work is employed, and with this are combined other embroideries. Drawn-work consorts with heavy cushion embroidery, as does inset lace. One filmy white batiste noted was embroidered all-over in little eyelets and had a very deep border of heavy embroidery in which lace motifs were set.

Embroidered bands of great beauty are to be had in all widths. some of them showing fine and delicate embroidery designs on plain batiste or mull, the material being left with rough edges and meant to be used in such fashion that the embroidery will have the air of having been executed for the frock.

Manufacturers of the better grade silk petticoats are showing some beautiful patterns of garments in messalines, in plain colors and brocades. These models are intended more for dressy purposes, however, and are elaborately trimmed.

Laymen Criticise Quaint Styles in the Easter Millinery

Development in Favor of the More Dignified Hat Which Flares at the Side and Does not Bury the Wearer—Huge Bows are Favored—The Rococo Rose in Many Colors—Flowers of Grandma's Time.

Staff Correspondence.

Office of the Dry Goods Review,
622-624 Tribune Building, New York, March 23.

ANYONE with a sense of humor must be amused at the way the layman takes the Easter millinery. To those who have watched the evolution of the present styles they are of course not so striking but to watch the expressions on the faces turned to greet a fashionably attired woman entering a car for instance, or to listen to the remarks a window display calls forth is very amusing.

The general public refuse to accept the precious creations of the Parisian modiste seriously. The inverted peach basket is the shape which has come in for the lion's share of criticism and yet this very extreme model is a strong seller, The public seem to be deriving some comfort from the fact that, after Easter, the styles will moderate. Changes in millinery occur with lightning rapidity and now we have a return to the more dignified hat, which flares at the side and does not completely bury one.

Straighter Brim Hats.

Along the Avenue—by which term "Fifth" is understood—at the small restaurants and wherever smartly dressed women congregate, the straighter brim hats with their side rever or roll are noted as well as turban with a coronet instead of mushroom brim. The newest importations show this tendency—which does not mean at all that the bowl, basket or pot shaped hat is passe for undoubtedly it is the hat of the masses. The position of the trimming seems to be a matter of individual choice, altogether, as far as ribbons are concerned, bows have a way of being toward if not directly at the back.

Huge bows are favored and as wide ribbons have the lead this means good times for the ribbon people. Moire and velvet ribbons lead, velvet having first place. It is rather unusual for velvet ribbon to be used in such wide weaves as is fashionable at present. The taffeta backed velvet is the one most called for ; indeed a tendency is noted toward the stiffer ribbons. Fully ten yards are used for any kind of a bow and often much more. There is a demand for fancy ribbons for trimming the Panama and summer outing hat be it felt or straw. Stiff, flat cravatte or dude's bows of the wide velvet ribbons are a feature. Ties are being worn on the dressy hat for garden party, driving or other dressier events for which occasions they are certainly most appropriate. The importance of ribbon in the present scheme of things millinery cannot be too forcibly impressed upon you.

Flowers of Grandma's Time.

Naturally, flowers are in great demand, particularly the variety that grew in grandma's garden. In the flowers, the poke, the shoulder scarf and the parted coiffure with its immense chignon, one is carried back pleasantly to the days when our mothers were girls. The flowers are charming and so quaintly arranged. The novelty of novelties is the stiff rosette-like silk rose known as the Marie Louise, or as the Rococo rose. This is, as its name would imply, a revival of ye olden days. The Rococo rose comes in many colors, all of the dull variety, bronze, sage, saffron, goblin and old rose, being combined on one hat, say of black, natural or indeed any color of straw. The Rococo rose has a glace or metallic surface, and very small velvet leaves, in the more expensive variety. The dark glossy leaf is substituted, but the real Rococo has the small seined leaf which is laid flat against the hat, primly as our grandmothers might have arranged it. Early in the season, one never saw the Rococo rose except in chain or festoon effect, or maybe in a cluster of three, each rose being a different color, but latterly they have been massed and may be found covering the entire top of a hat for which effect they are costly and not altogether pleasing. They appear to greater advantage when separated, for the colors, while harmonizing, must be treated skilfully or the effect will be lost.

White and Black Hats.

Mention has already been made of the fact that dark hats are smartest. At one Fifth Avenue establishment the writer was told that white hats were not considered in the best taste and that with the lingerie dress, would be worn either the all black hat, the black hat with Rococo shades, the pointed fox shades or the Leghorn massed with rich color. The newest thing to be worn with the light gown is the hat in pointed fox shades, this being more elegant even than black. Pointed fox was the fashionable fur of the winter and its soft colorings proved so becoming that the color has been adopted. It is much more brown than taupe, yet is faintly suggestive of this shade which, having served its purpose, is gradually disappearing. The colors in vogue are still the vague and half-tone shades so difficult to find a name for. Pointed fox is the newest shade in millinery. Last month mention was made of the green which is now called glace or water green.

Demand for Two-tone Straws

There is a decided demand for two tone straws. A coarse straw facing may appear on a fine hat of different color or at least shade. Crowns, still very large, are often huge banks of flowers, or ruches of ribbon or puffing of net or silk, the brim being of straw. There is really no decrease in size. The modish hat is still of enormous proportion, although its brim hugs the head rather than springing out from it. The new elongated or cavalier hat dips slightly at the back. Where the brim turns back or up at one side, it curves with the headline at the other side, toward the back. The low hat is the exception. Often the trimming does not extend above the crown, but the crown itself will be high.

Fruits, particularly berries, are having quite a run. Just here, let me tell you of a charming effect in window decoration recently noted on 23rd Street. A tuscan hat of the peach-basket variety was laid on its side and filled with luscious-looking peaches, grapes and cherries, which were spilling out over the floor of the window. The effect was charming.

While on the subject of display mention must be made of the idea of having a large round hat box or a



Marie Crozet Model of Black Yeddah, with Ribbon Crown in Grey and Blue, with Large Pink Rose.

square one, if you prefer, laying on the floor of the window, the cover leaning against its side, so uncovering the beautiful hat with it. One of our most exclusive establishments has used this idea with most artistic effect, sometimes a soft scarf trailing over one side of the box.

All of the retail stores are carrying neck or shoulder scarfs of crepe, chiffon or spangled net. These do not match the hats, but are to be worn with them. The idea of having one's hat match one's gown is not in vogue. The hat is usually darker than the costume. The purple violet has been enthusiastically taken up, but it is usually combined with other bloom or else with a contrasting and brighter ribbon.

In spite of the bulkiness of the Easter hat, it is lovely when properly worn, but the wearer must have her hair "just so" and be gowned in the flowing, if scant, skirt of the day and the long sleeved hipless coat, otherwise the effect is top-heavy and unlovely. So, in defense of the prevailing styles, it must be said that in themselves they are lovely and only unlovely when improperly worn by a woman who has no saving sense of the fitness of things.

The inverted peach basket, though a good seller is severely criticised in New York.

Moire and velvet lead in materials used for monster bows.

Flowers of the kind that grew in grandma's garden are in great demand.

There is a decided demand for two tone straws. Crowns are usually huge banks of flowers.

New York retailers are now carrying shoulder scarfs of crepe, chiffon or spangles.

Thinks It Will Do Them Good.

Naturally not only the United States, but Canada also, is greatly interested in the fortunes of the Selfridge enterprise, which opened its doors to the buying public on the 15th of last month in London, Eng.

According to Mr. Selfridge's own statement there is no intention on the part of the management to teach the British storekeeper how to do business, or to show the British public the advantage of American shopping methods. It is safe to say that, due to the American training of the head of the firm, and to his experience gained when in control of one of the leading stores on this side of the Atlantic, some Americanisms will creep in.

The staff of assistants are all British, and all the buyers of the hundred departments have been selected for their long experience of London trade.

In an interview given to a representative of the Advertising World, Mr. Selfridge said:

"Selfridge & Co. are not out to take away other men's trade. I not only do not think that our store will injure others, but, for the reasons I have given, I think it will do them good. If the area and population of London were limited, if its traders had so organized their businesses that they were doing all the business possible, then, of course, we should have to take some of their trade away to form our own; but the field is by no means covered, and we shall attract people to our store to spend money that they would not have spent elsewhere.

To Tempt Trade.

"In Chicago they figure out that people spend one-fifth of their income upon dry goods—that is, clothing, fancy ware and personal outfitting and equipment of every kind. Selfridge & Co. will supply both men and women with these things, and, by our advertising, by the attractiveness of our store, by the quality of our goods, by the best service that we can give the public in every department and detail of our business, we shall induce them, tempt them, to spend money with us.

"You know perfectly well that trade can be created; that people may be tempted to buy articles that they did not think they wanted. We shall make our store a place which women will like to visit for its own sake, whether they have any immediate intention of purchasing anything or not. They will be at liberty to wander through the house and inspect and examine everything, and, when we have got them there, we shall expect them to be tempted to buy, not merely because the goods are cheap, or novel, or of superior quality, but because they are attractive.

The Keen Shopper.

"One of the first inquiries I made when I came to London was as to the shopping skill of the English women. I was told that they were keen buyers, and I was pleased. The keener they are the better for us. We do not want the woman who cannot appreciate values. If she does not know whether Selfridge's goods and Selfridge's service suit her better than other people's, then we shall have to teach her. In Chicago, women were taught how to test the quality of various goods; they were told all the storekeepers themselves knew, and they could apply that knowledge not only to one firm's goods, but to all. We want them to make comparisons."

The Dead Beat Problem.

At the annual meeting of the Chatham branch of the Retail Merchants' Association a committee was appointed to consider a system of dealing with dead beats and collecting bad debts, similar to that in use in Guelph. At a subsequent meeting a proposition was made by W. M. Murdock to take charge of the collection work for the city at a salary approximating between 50c and 75c per member per month. The scheme, as roughly outlined was, as soon as any debtor had reached the "dead beat" stage to notify the members of the association, and to present all the accounts against him in a bunch. Mr. Murdock also proposed to look after general collections as well, presenting accounts against customers who were slow pay but nevertheless "good," in this way saving the merchant postage or the time of a clerk. This portion of the propostion did not meet with unanimous approval. One member urged that instead of leaving collections entirely in the hands of the collector, debtors should, if possible, be induced by that official to go direct to the merchant and make arrangements with him, thereby avoiding friction. The matter was referred to a committee—Peter Cunningham, T. W. Poile and H. G. Hodges.

There is said to be a strong underlying sentiment in favor of cutting loose from the central organization and setting up a purely local association.

The Chatham Association elected the following officers: President, A. D. Westman; first vice.-pres., Ald. John McCorvie; second vice.-pres., T. Walter Poile; secretary, J. W. Powers; treasurer, Joseph A. Poile.

Favor in Paris for Wider Skirts and Lower Waists

Costumers Show no Great Unanimity on any one Style — Divergent Tendencies Noted in Some Comparisons — Leading Millinery Shapes are Decidedly Directoire — The Latest Vogue in Dress Trimmings.

Office of The Dry Goods Review, 8 Place de la Bourse,
Paris, France, March 24.

THE LEADING Paris costumiers have now shown their Spring models, but all that they have achieved has certainly not added to the clarity of the fashion situation. Nor have they each elected to feature some one style, but, due allowance being made for natural bias and tendencies, they are all showing a number of distinct styles—Empire, Directoire, Venetian, Moyen Age and Greek, as well as the leading 18th century Louis styles.

Indeed, dresses are seen that combine two distinctly opposite style tendencies, as in the case of a dinner gown seen at one leading house which, while fashioned in the high-waisted Empire effect in front, was purely Louis XV. in outline at the back. There was a watteau pleat that started from the decolletage and lost itself in the train. To bring the bodice into conformity with the front of the gown, the bodice at the back is cut much lower than in the time of Louis XV. The Empire note on most gowns appears in the jeweled and embroidered trimmings at the bust and at either side of the front width. There is also a new form of the Marie Antoinette fichu. This is made in fine gold tulle and is outlined with pearl embroidery. With a fichu of this class the sleeves would be of the gold net almost tight to the arm and finished below the elbow with touches of pearl embroidery, while a wider band of the pearl and jeweled passementerie is dimly seen outlining the corsage through the folds of the fichu. Gold embroidered nets are the latest idea in blouses.



Showing how Pleats are introduced to give fullness to the lower part of the skirt.



Gown of Blue Net, gold embroidered, over soft gold colored satin. This is one of the new style types some of the Paris houses are showing.

The same artist who launched these blouses of gold net is showing a remarkable gown that has caused much comment, as many fashion authorities see in it the beginning of a change that promises a good development as the season advances. This gown illustrates the campaign that is going on in some quarters for more fulness in the skirts. Not only has the waist assumed a more normal p sition, but the skirt is frilled on to it. The dress is of soft, tawny, gold satin and the overdress is of steel-blue, embroidered in gold. There is a deep band of the em-embroidery edging the net skirt, which is shorter than that of the satin skirt, giving a tunic effect. There is much embroidery on the waist, but it is placed in an unusual position, namely, below the bust. The waist is gathered into a band at the decolletage, and this band is finished with a narrow line of embroidery. Above is a tucker of white net finished in the Dutch fashion. The sleeve is of the net only and from the manner in which it is embroidered, displays a goodly portion of the upper part of the arm. It is, as many of the new sleeves are, in three-quarter length. This gown is shown in one of the illustrations.



Tunic Dress in Foulard.



Gown of the Moyen Age Type

Wider Skirts, Lower Waists.

It must not be inferred that the day of the clinging high-waisted gown is over, for this is very far from the case, the fact being that the popular trade took up this type of gown so enthusiastically that the exclusive woman

The

Silk House

FOR

Spring Trade

1909

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TORONTO

is demanding a change. But even the clingers are feeling the influence of the growing idea in favor of wider skirts, and another change that is gradually being brought about is to the lowered waist line, such as in the so-called Merovingian styles. Here the tendency is to place the waistline abnormally low. An outcome of this style are the gowns with the long corslet below which the skirt is plisse—not always all the way round, but in various styles. Plisse skirts are revived for day wear, but evening skirts are all Empire or Greek.

From indications discernible, many fashion authorities predict that in the end the Greek styles will predominate.

The draping at the side is taken to point to a revival of the Louis panniers, from which, however, they are far removed, being more nearly allied to the over-skirt and tunic effects seen in Greek models.

A new feature is the tunic of tulle net, some veiling fabric over cloth or silk, or pallietted embroidery. Often, too, the tunic will be of quite a different color to the gown it veils. Thus a grey net was seen over rose, and a tunic of black tulle veiled a dress richly embroidered in jet.

It seems as though dressmakers had determined that the robe fourreau should be restricted to gowns of cloth of the class known as French tailor-mades. A typical gown of this class is a Princess in marine blue cashmere-laine. The long sleeves, and the upper part of the bodice are of tucked mousseline de soie. On the upper part of the sleeves was an arrangement of pompadour ribbon, and, at the bottom of the sleeves, motifs of the same. Around the decollette of the corsage was an edging of black passementerie. With this costume was worn a small stylish jacket of black satin.

Another fourreau model in moss green cloth had a trimming of satin bands simulating a tunic. Many of the new tailor-mades are in cote de cheval, a new zibeline cloth that is very bright and lustrous.

Crowns Getting Higher.

In millinery, the crowns seem to be getting both higher and larger. The leading shapes are decidedly Directoire and there are some decidedly pretty cloche models shown that turn up slightly at the sides. Two colors that predominate in the straws are bronze and mushroom. The big trimming features are flowers, berries and wide ribbon velvets. Large splash feathers are used with remarkable effect upon some of the new hats.

An interpretation of some names of fabrics or styles may not be out of place:

Robe fourreau, the sheath or one-piece gown; cashmere de soie, silk cashmere; cashmere de laine, wool cashmere; mousseline de soie, silk muslin; tablier, an apron or panel; en bias, slanting, on the slope; a plis, pleated, folded; a la Greque, in the Greek fashion; pannier, an overskirt draped up on each side; corslet, a fitting, long bodice; collant, tight, close; cloche, bell-shaped.

Enlivened Competition.

A despatch from London, Eng., states that the opening of the first of the American departmental stores in that city during the week beginning March 15 was a memorable event in the history of English retail business. By way of counter-attraction, other firms, it is stated, resorted to costly methods to attract the people from the opening of the American store, such as concerts, anniversary celebrations and other entertainments on a large scale, even employing grand opera singers, military bands and music hall performers to attract the crowd. All the newspapers have printed long accounts of the new enterprise and the personality of the chief movers.

THERE IS A REASON



behind our claim for superiority. When we tell Canadian Milliners that we can serve them better than any other millinery house they very naturally and properly ask "why?" The purpose of this advertisement is to answer that question and tell you, a milliner looking for the best service, just why the house of Smith-Runciman Company, Limited, is the one best qualified to handle your trade. The fact that we are securing a steadily increasing list of permanent customers is evidence that our service is a satisfactory one. The succeeding pages tell you some of the reasons for our success which are also reasons why you should be counted among our list of permanent customers.

OVER

The **Smith-Runciman Co.,** Ltd.

TORONTO



The PRINCIPLE
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STYLE, that indefinable necessity in all good millinery, is our first great consideration in seeking for which no effort or expense are spared. The markets of America, England, and Continental Europe are searched year in and year out for those things which will carry the atmosphere of Distinctive Style into our own warehouse and the stores of our customers.

INTRINSIC VALUE is our next effort and is secured principally in three ways: By continual discriminating comparison of values; by being ever on the alert for new markets; and by having as our London (England) representative a member of the firm in continual close touch with the English and Continental manufacturers, and always prepared to take prompt advantage of market fluctuations—by which our customers benefit.

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"To SERVE You Faithfully and Well."



SERVICE is our third reason. Careful filling of orders, prompt shipments, and painstaking attention to those various details which mean so much in the rapid and successful dispatch of affairs. We are in business to serve and please our trade and the pleasant relations existing between this house and its customers is an evidence of the cheerful and generous spirit of service actuating the entire organization.

These three — STYLE, VALUE and SERVICE — the watchwords of this house, — mean to our customers, DISTINCTION, PROFIT and COMFORT, and are the chief reasons for our phenomenal success. They are also good reasons why all progressive millinery merchants everywhere should be counted among our rapidly growing list of pleased and satisfied customers.

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All we ask of you is an opportunity to prove the correctness of foregoing statements. The sorting season is now here when goods will be required hurriedly and where delay would often mean considerable inconvenience. Send us your letter-orders and you will learn that our Letter-Order Department can render you service which is beyond criticism. This would be a beginning. We know that if we first secure your letter orders we shall later secure your permanent trade—AND THAT IS WHAT WE ARE AFTER.

THE SMITH-RUNCIMAN COMPANY, LTD.

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Why Not Sell Them Neckwear, As Well?



To develop this into a profitable department you must stock a line of neckwear which will appeal to women; show them the novelties **while they are novelties.** This is just where Sanderson's Neckwear stands out strongly. It embraces all the desirable new features; the features that stamp the goods with the distinguishing mark of style. The result is this—they sell quickly at a good profit and bring prestige to your store. This applies to one line of Neckwear more strongly than to any other. That one is Sanderson's. Order a sample selection. The experiment is well worth while. You will also be interested in our range of veilings and frillings for the same reason—they will bring you profitable trade.

Sanderson's, Limited

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THE insistent demand for prompt service during the busy weeks.

At no time are the requirements of the trade so exacting, and the foresight, judgment and organization of a Wholesale House so tested as during the height of the season.

By keeping in close touch with us you will have gone a long way towards providing for your requirements and insuring a supply of scarce and desirable lines when most needed.

THE JOHN D. IVEY COMPANY, LIMITED

WAREHOUSES:

TORONTO
MONTREAL
QUEBEC

BRANCHES:

WINNIPEG
OTTAWA

The Canadian Millinery Review

There is a Noticeable Tendency in Favor of Holding Openings Earlier in the Spring Season—Modifications are Taking Place in the New Styles — There is Good Demand for Material and Trimmings.

IT looks as though there was a settled tendency to begin the season earlier. Many stores hold their openings now on the same date that the openings in the importing houses are held or almost immediately after. Even those houses that delay until the middle of the month show millinery earlier.

The importing houses have been doing a big trade since the season opened, and it looks as though the figures of last season would easily be passed.



Selected from the Models shown by the D. McCall Company, Limited.

With the exception of the very extreme styles the trade has taken kindly to the new millinery. Already it is noted that modifications are taking place. For one thing straighter brims are showing and many have the becoming roll at the left side. In all shapes the crown is large and important and the large dome beehive and mob shapes are in high favor. The modified pot shapes are decidedly good and many pokes or cabriolets are selling, and while the tendency seems to be for large shapes, quite a number of small hats are selling.

The colors most in demand in straws are the burnt or melon shades, black, and white is also showing—that is, dead white. Two-tone braids are also good. The made hat is equally as popular as its rival, the pressed shape. The novelty is the new effects, but the list of favored straws is a long one Rustics, chips, Milans, Japs, Yedda Tuscans and Leghorns are all selling. Chip promises to be the popular braid for the larger shapes.

Fruit-trimmed Hats.

Fruits are in great favor, cherries taking the lead, indeed the cherry-trimmed hat is much seen. Cherry cabochons surrounded by leaves are used, cherry wreaths showing fruit. Boughs and leaves encircle many crowns, and dangling bunches of cherries are seen on some hats. There are black cherries, white hearts, red cherries, half-ripe and green, green cherries, also cherries in old blue, mauve, bright yellow and in other new shades. Berries are very much used, not only in red, but in all colors and also in jet. Grapes, apples both green and ripe, pears, peaches and even small oranges are used to trim the summer hats.

Velvet ribbons are in great demand, both in black and colors. Ribbons have made a big gain since the season opened and are now as important in the trimming field as even the manufacturer could wish. The ribbons used are wider, 5 in. being a popular width. Plain satins are a favored ribbon, but taffetas, peau de soie, failles and moires and ottomans are all used. Fancy ribbons are more seen than at the openings.

There are many contradictory features of the present modes and the matter of placing trimmings is one of them. Hats are trimmed at the side or at the front or back, the trimmings may be evenly or unevenly balanced at either side. In fact there seems to be no set fashion of the arrangement of trimmings.



One of the Models shown by the D. McCall Co., Limited.

Large Stocks Necessary.

Almost everything in the shape of materials and trimmings seems to be selling; the only complaint the millinery people are making is as to the large stocks that have to be carried because of this diversity.

Fine flowers and ribbon velvets are trimmings that have the most pronounced vogue. As is always the case roses are best liked. Medium sized half opened roses, roses in the bud and also globular tightly closed roses are very much used. While the popular trade favors roses in soft natural shades, the high class trade is taking these

THE NATURAL PREPARED

Rose Hatpin



Small Size, 11½" Long

The Hit of the Season.

Order Now.

This hat pin shows the roses in their natural beauty, in red, pink or yellow. They are guaranteed to retain their natural shape, color and beauty, impervious to rain or sun.

Small size (bud), $1.50 per doz., $15.00 per gross

Large size (full flower), $2.50 per doz., $18.00 per gross.

Make sure of your share.

Send your order to-day.

To introduce the Rose hat pin, we offer for 30 days only, one dozen small and one dozen large for $3.00.

Rose Hat Pin Co.

334 Notre Dame St. West, - - MONTREAL



No. 202
Boy's Form

Milliners

will appreciate a copy of our new 176 page catalogue, illustrating and describing everything necessary to an up-to-date millinery store.



No. 660
Waist Form

A copy is yours upon request. We make all kinds of fixtures for almost any kind of business.

DELFOSSE & CO.

Canada's Greatest Fixture Factory.
7 Hermine St., Montreal

$10 **Mr. Clerk**
Mr. Window Trimmer **$10**

Here's the best opportunity you ever had to multiply your earning powers. Write at once, enclosing $10, and we will send you a complete course in Card Writing, including instructions in Air Brush. Cost hundreds of dollars to publish. This valuable outfit consists of one book of instruction (size 5½x8 in.), hard bound and illustrated; 10 cardboard charts put up in a portfolio (size 10x13 in.)—these show new designs in actual color and half-tone; 3 of the best red sable riggers made especially for this work; 12 Sonnicken lettering pens with double holder; 6 tins show cardine colors, ready for use; 1 pair callipers, all neatly packed in a box.

WRITE TO-DAY

P. THOMPSON CO., *136 Victoria St., TORONTO*

globular roses in the dead art shades. These go by the name of Marie Louise or Rococo roses.

Flower crowns are strong, either composed of the one flower or of many varieties mixed. Lilacs are very much used for this purpose, so are wistaria, cowslips, pansies and many other flowers. It should be noted that flowers are all arranged stiffly on the smartest hats. Cabochons or saucers of all kinds of flowers set stiffly in the old fashioned "posey" style and edged with a stiff border or foliage are much used; stiff trails of leaves and set bunches of flowers are much seen; also the side of the crown will be banked with close set rows of flowers following the outline of the hat. Sometimes a large rose will be used as the center of a cluster of smaller flowers. The list of flowers comprises all the familiar field and garden flowers, such as mysotis, daisies, cowslips, bells, larkspur, lilac, clover, violets, pansies, butter-cups, cornflowers and many more. Ferns, grasses and foliage are also freely used.

Montreal Trade.

Already there seems to be a tendency to do away with the extremes in millinery that characterized the Spring openings, and it is certain that the Summer openings will see some marked changes in millinery styles, particularly in regard to shapes. Naturally Spring styles will still hold their own, but in more modified forms.

The large hat with quite a decided upward roll to the brim on the left side, and with a medium sized low round crown appears to be gaining ground. The large toque has lost much of its popularity.

The colors most in demand are black, burnt, navy, new rose, vieux bleu, and amethyst. Black and burnt in combination are used extensively.

Millinery houses have done a good Spring business in millinery trimmings. Large quantities of flowers, particularly small roses and other small flowers, are in strong demand. Fruit is a feature of this season's millinery, and it is large compared to the fruit used in previous seasons. Apples, large grapes, prunes, and other varieties are shown, and sell readily.

It is difficult to supply the demand for Mephisto quills or skeleton quills as these seem to meet with marked favor. Very long curved quills are extensively used.

Gold Cloth for Bows.

Lace and nets are freely used both for the brim and the crown of hats. Gold cloth is used for stiff bows set among other trimmings. Ornaments particularly of jet and pearls are used.

A feature of the larger hats is the under-brim trimmings, a large rose or a cluster of roses or bows of ribbon being used for this form of decoration in many of the large shapes. Ties are seen on dress hats, but are seldom used on those for street wear.

The old-fashioned dead rose shades, the rose fane, or faded tints, the mauve fane, and the old gold shades are strong in the new millinery. Tan and the leather shades are good, and taupe has not yet become passe in Canada Many soft clear blues are used. Odd shades talked about are gravelle, chewing gum, and pointed fox.

All kinds of fruits are entering into the trimming of the new hats. Berries are very much used.

Montreal millinery houses have done a good spring business. It is predicted that summer styles will reflect marked changes from those of spring.

It Has Been Demonstrated



beyond doubt that the way to a large and more profitable millinery trade is by buying the goods upon which to do this trade from The D. McCall Company.

¶ The service upon which we have helped our customers to build successfully in the past is at your command now. The aim of this house is to give value and to have the goods when they are in demand—when you can turn them over at a profit. In our offerings for the summer season these qualities are dominant. Our travelers are now on the road with full assortments of all the newest productions of the American and European markets, together with the most attractive Millinery novelties of decided style and price value. In the staple lines the strength of The D. McCall Company is recognized, and you can buy our goods with the assurance that you are being given the best possible value. Buying from us is no experiment. Our long and successful record is a striking evidence of our ability to serve progressive milliners.

For sorting needs and midsummer millinery requirements you should see the lines we offer.

The D. McCall Company, Limited

94-96-98 WELLINGTON STREET WEST TORONTO

BRANCHES AT

WINNIPEG MONTREAL OTTAWA QUEBEC

CANADIAN-MADE
LINOLEUMS

FIVE GRADES . A-B-C-D-E 8/4 and 16/4 wide
PLAIN AND PRINTED

The increasing demand for our Linoleums proves that their value is becoming widely known, and but confirms our statement that they are the best value on the market.

FLOOR OIL CLOTHS

Three Grades 1st, 2nd, 3rd 4/4, 5/4, 6/4, 8/4 and 10/4 wide

Our aim has always been to maintain a high standard of quality and designs, and this, combined with the prices charged, makes our Floor Oil Cloths extremely popular with dealer and consumer.

TABLE OIL CLOTHS

ONE GRADE 5/4 and 6/4 wide

This line is so well and favorably known to dealers the country over that it is unnecessary to point out their sterling worth to those who already handle them; for those who have not, we desire to say that we are showing a large collection of original and up-to-date patterns—one quality and that the best.

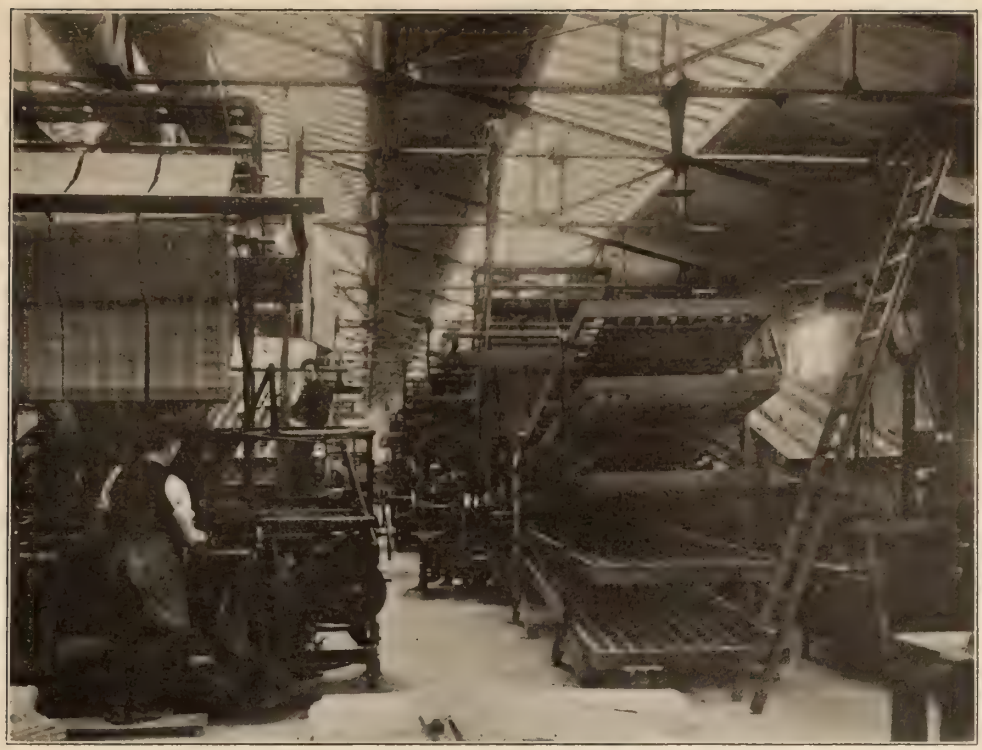
Handled by all Wholesale Dry Goods Houses

CORK CARPET ENAMELLED OIL CLOTH STAIR OIL CLOTH
SHELF OIL CLOTH CARRIAGE OIL CLOTH KEY BORDER LINOLEUM
PREPARED DECORATIVE BURLAPS

NOTE.—We have recently issued a catalogue showing a fair assortment of designs in Linoleums and Floor Oil Cloths in their actual colors, and this has been sent to all dealers in Canada whom we thought might be interested in these lines. If for any reason you have not received one of these catalogues and you are handling, or intend to handle, Linoleums and Oil Cloths, one will be sent on request.

MANUFACTURED BY

The Dominion Oil Cloth Co., Limited
MONTREAL



One of the Loom Rooms in Brinton Carpet Company's Factory.

Furnishings and Decorations for the Home

DURING the past two weeks a decided improvement in the demand for housefurnishings has been noted. The advent of Spring and the housecleaning season is regarded as largely accountable for that state of affairs. It must also be remembered that advance buying was conducted on a somewhat conservative scale, so that with the arrival of April and all that the month stands for to the housefurnisher, it became necessary for him to prepare for the demand which was sure to come. Sorting business is therefore developing good proportions, and there appears to be every reason to anticipate very satisfactory results from the season as a whole.

The great demand is still for squares, although there are those who predict that a revival of piece-goods will shortly develop. Reasons for this do not appear to be very definite, and chiefly rely upon that peculiarity of taste which manifests in recurring cycles. Be that as it may, the wholesale houses still maintain that squares have by far the greatest call, and that, so far as they have been able to discover, they are being used not only for the parlor, dining-room and den, but also for bedrooms.

There is likely to be little, if any, change in prices. As viewed from this side of the water, it is considered that Old Country manufacturers have about depleted their yarn stocks secured at former prices, and new goods, manufactured from material purchased at the advances which have featurized the wool sales, are expected to show some effect of the stiffening. That is the way some Canadian buyers are sizing up the situation.

The outlook for linoleums and oilcloths is improving. The great variety of choice patterns is giving these goods an entrance to a larger sphere than that to which they were formerly confined by the housekeeper.

Linoleum and cork carpets are meeting with a growing demand for office floors of all descriptions.

British Enterprise.

Remarking upon another phase of conditions in England, the head of a large wholesale department stated that quite a number of houses had eliminated the January trip of their representatives to the carpet market this year. That Old Country firms are paying greater attention to the field by personal representation was, he said, one explanation, but it was also thought inadvisable to visit the markets at a time when stocks, following the year of depression, were still heavy, and when such new features as were being introduced for Fall were satisfactorily presented through agents or representatives. The Kidderminster Shuttle reports that the carpet trade as a whole shows a distinctly better tone. In London and the South, business is somewhat sluggish and uncertain, but in the North and the Midlands there are marked evidences of improvement.

The enterprise of the British manufacturer is well illustrated by success which has attended his efforts in building up a profitable market in South America, under the eyes of his competitors in the United States. Latest statistics show that England's carpet exports to the Argentine Republic for the month of January, 1909, were 147,300 square yards as against 66,200 square yards for January of last year. In that period the total exports to all countries from Great Britain fell off 211,400 square yards, while the exports to the United States decreased from 18,000 to 9,500 square yards. The Argentine Trader, the first trade paper to be published in South America, is shortly to be issued by a British firm.

Linoleums and Oilcloths.

There is a good prospect for linoleums, oilcloths and mattings. Spring always gives an impetus to that end of the housefurnishing trade, and wholesalers are already remarking upon it. The multiplicity of carpet patterns in linoleums was never more striking than at the present time, and the artistic color effects obtained seem to be finding new uses for these floor coverings than the somewhat limited areas to which they were generally confined. For bedroom floors they are regarded as not only cheery, but sanitary, and it is stated that in many of the best residences and apartments their use, in conjuction with small mats or rugs, has been approved of for this purpose, and even for dens and dining-rooms. Of cork linoleum or carpet it may certainly be said that it is coming to its own. In concrete office buildings, it is necessary that the cold, hard floor be covered with a durable carpet which is resilient to the tread and non-conductive of heat. These qualities exist in cork carpet and the growing demand for these goods for that purpose, and, in fact, for office floors of all descriptions, is not to be wondered at.

According to reports from the United States manufacturers of automobiles are placing large orders for linoleum this season. When the price of rubber went up, automobile manufacturers naturally looked for a substitute and this was found in linoleum, which has proved to be an excellent covering for the floor and steps of motor cars. We learn that a maker of one line of cars used 5,000 yards in one season alone, and he was by no means the largest consumer. This is not surprising when the wearing qualities of linoleum are considered. Besides, the new art styles make it particularly attractive. Linoleum is impervious to water, resilient to the foot and never becomes slippery, and since it costs something like 50 per cent. less than rubber, it seems destined to displace it to a large extent.

Three Wallpaper Factories Affiliated.

Stauntons Limited, Toronto, has consummated arrangements with the Imperial Wall Paper Co., of Glens Falls, N.Y., and the Wm. Campbell Wall Paper Co. of Hackensack, N.J., whereby these three representative wallpaper factories are affiliated in a close community of interests. Stauntons Limited will manufacture in Toronto all the grades which can be economically printed here for their Canadian trade, while the grades which can most advantageously and with least cost be made in the United States, will be manufactured for Stauntons Limited in The Imperial and the Campbell plants. Stauntons Limited will be the sole distributors for Canada of all goods made in the two American factories.

Auspicious Retail Season.

In wallpaper, the retail season is reported to have had an auspicious opening and the sorting trade indicates that there is a very considerable volume of business yet to be credited to the season. Manufacturers remark upon an increasing interest on the part of retail merchants in wall paper as a profitable department, and that greater attention is being paid to the most approved arrangement of stocks and adoption of selling methods.

"The dealer who would be successful," writes A. C. Lewis in the Wall Paper News, "must lift his business above the plane of simple merchandising. The wallpaper business calls forth the artistic and aesthetic in your customer, as well as in yourself, and the salesman who would be successful must have some knowledge of art, color scheme and proper room treatment.

"A possible customer comes into your store. She wishes to look at papers for a parlor, for instance. If she had gone into a grocery store and asked the salesman for five pounds of fine granulated sugar, it would probably take about three minutes to complete the sale. Why? She wanted sugar; she knew just what she wanted. Not so when she selects a parlor paper.

"The average customer knows very little about what she wants. She simply wants a pretty paper. That is where a salesman—I mean an up-to-date wallpaper salesman—can and will, if he knows his business, skillfully guide her selection so that the room when completed will not only please its owner, but so that it will reflect credit on the establishment in which the paper was selected, and incidentally upon the salesman himself.

We have an arrangement whereby we show each pattern by the roll. Sample books are kept out of sight and only referred to as a last resort. Our wallpaper salesroom is about fifteen feet wide by thirty feet long. We have arranged along one side three spaces about seven by eight feet, divided by paneled partitions painted white. A row of small pictures framed in mahogany has been hung along the top row of the panels on either side of each partition. For seats we have settees upholstered in leather, made to fit the spaces.

"Before each space is placed a wallpaper display rack five feet high by three and one-half feet long, allowing two rolls to be shown side by side. Directly opposite, along the other side of the building, are our wallpaper sample racks. These we have classified somewhat as follows. One section, two-band blanks, one-band blanks, bedroom strips, florals, tapestries, self-toned papers, leathers, ingrains, fabric effects, tile papers, ceiling papers, etc. We have in these racks or shelves, which are about twenty-four inches long by four inches high, built in the form of a case, sample rolls of every paper in our stock, about eighteen hundred patterns. We have sampled the end of each roll and tagged the sample with cost, selling price, number of bin in stock-room where the paper is located, and border, if any, with the width. Many of our best crown papers and papers with cut-out borders we have mounted on screens three feet by five feet. Thus we have directly at hand a complete line of sample rolls of our stock so classified and tagged that when a sale is made it is a matter of but a few moments to locate the paper and tie up the packages. We handle all of our trade in this way."



Clearing Out Odd Ends.

"One of the best plans that wall paper dealers can use in regard to stocks that are left on their hands from a previous season is to have a regular opening sale," said a manufacturer to The Review recently. "The idea of this is to be able to put fair prices on what odd ends are left over and use them as advertising leaders to get people into their stores. Aa a matter of merchandizing, it is more profitable to sell remnants at no advance over cost, than it is to carry them over to another year. This is due to the fact that every season lessens the value of old papers. Furthermore, if a man's stock is kept free from these odd end lots, he can find room for the disposal of considerably more new papers.

"One of the most frequently noticed causes for under-buying is the fact that a couple of years' accumulation of remnants makes a dealer believe that he is pretty

The Moore Carpet Company

Sherbrooke, Quebec

Manufacturers of High-Grade Wilton and Brussels Carpets and Rugs

We respectfully wish to announce to the Trade that we have prepared an unusually attractive line **of Carpets and Rugs for the Fall Season.** In order to meet the constantly increasing **demand for Carpet Size Rugs,** we have brought out a large range of **Medallion Designs in the ever popular 9 x 12 size.**

All the effects most admired in Oriental Rugs, such as the

Kheva, Bokara, Sarabend, Kazak, Gorovan, Kermanshah

etc.

have been faithfully reproduced. We also have a line of conventional designs in small effects which can be had in all sizes.

Our popular "Windsor Brussels" will be again on the market and the line of patterns has been greatly strengthened by many new and original designs.

"Togo Bath Rugs" in a variety of designs and colorings.

Our travellers will be calling upon the trade in due season and we think it will be to your interest to inspect our new offerings in carpets and rugs before placing your Fall orders.

The Moore Carpet Company

Carpet Perfection

is Represented by Brinton's Carpets.

In the Old Land Brinton's goods have for years been recognized as the best of the Kidderminster products. In the Canadian-made goods the Kidderminster quality is retained and the carpets and rugs are made in the latest styles suitable for the Canadian trade. Men from the most highly specialized carpet centre in the world were brought out to make these Canadian carpets, and the accumulated knowledge of generations is represented in Brinton's goods. You want the best carpets and rugs on which to build a trade; then you should see our lines of Wiltons and Brussels and our Regina Axminster.

The

Brinton Carpet Co. of Canada, Limited

PETERBORO, ONTARIO

Sales Agent:

W. E. Whitehead, 28 Wellington St. W., Toronto.
Also Kildare Irish Hand Tufted Carpets.

well stocked up. He could better afford to burn up his old stuff than to have it carried along to upset profit-making plans.

The "Opening" Idea.

"In order to make a success of the opening idea, the dealer should take some of his remnants to the town printer and have him cut it up into pieces, about 6x6 ins., and on the back of the samples, he could print a regular circular ad. If he distributes enough of them he can attract the people and clear out his remnants in short order.

"If other terms than 'remnants' are adopted for these odd ends, they can sometimes be sold at a very respectable profit. To call six or eight rolls a remnant, is to make it far less desirable in the average shopper's eyes, than to call it a closet paper. As a matter of interest, it should be stated here, 'that all closets ought to be papered. The bare plaster rubs on dark clothes and there is always a certain amount of dampness in such a room. These defects may be easily overcome by the use of wall paper, and odd lots can almost invariably be moved out for such purposes.

"A great many dealers to whom the query has been put, 'How do you take care of your remnants?' answer that they never have any. One plan adopted in order to escape this trouble is to try to sell the few rolls, that might be left over after the last sale, to the purchaser of the room lot. If a sufficient price interest is attached to these few additional rolls, most women will fall to the bargain-hunting temptation and buy it either for a small room or other use, in a closet or elsewhere.

"A still better plan to avoid the remnant trouble is to sell paper by the room lot, rather than by the roll at a roll price. Some dealers will be astonished to know that others, and perhaps the most successful, in the country, first ascertain the size of the room from the prospective purchaser and quote prices accordingly, never mentioning the number of rolls. To follow this plan is to practically eliminate the remnant trouble, as such close buying will not be necessary and dealers will not be bothered with the return of a roll or two over and above the actual needs for the room lot, as would undoubtedly be the case where buying was on the basis of so many rolls at so many cents a roll.

"Dry goods merchants have excellent opportunities to make a success of wall paper. It is given to them to be able to treat wall paper from a millinery standpoint, rather than from a merchandizing point of view. Any drygoodsman of the most casual experience will realize the profit difference between selling millinery and selling hats. Just as great a difference exists between selling room decorations and wall paper. If the right sort of man is in charge of the department, the right sort of goods carried there to back up his efforts he can show as big a profit as other departments with twice or even three times the turnover.

Curtains and Draperies.

The improvement noted in the carpet department is also noticeable in the draperies section. There has been a steady revival in lace curtains, art sateens and denims. Madras muslins have also figured in the activity. March being regarded as somewhat of an off-month, and unfavorable weather having encroached upon that part of it which tradition allots to the lamb, that dullness which was reported in some quarters with reference to these goods, was easily diagnosed.



Just One Corner

of the large Canadian warehouse of the

Fife Linoleum Co.,
LIMITED

Whenever you feel that your trade requires something especially good in High-grade Linoleums and Cork Carpets you will find Fife Linoleums are the goods to fill the bill.

Your jobber can supply you. If not write us direct.

James B. Jamieson
Canadian Manager
64 Wellington Street West
TORONTO

The first roll of wall paper made in Canada was marked "Staunton." The best is still marked so.

The Harvey Quilting Co LIMITED
NO ODOR. NO DUST. NO QUILLS. SANITARY.
35,37 PEARL ST TORONTO.

Quality and Style

are the two outstanding features of the comforters and cushions made by the Harvey Quilting Company. The quality enables you to offer your customers good value and the style insures quick sales. Our range for Fall will please you. See our travelers' samples before you buy.

Muff Beds are our specialty.

The Harvey Quilting Company, Limited
33-37 Pearl Street
Toronto

We have a little booklet we would like to send you. It will be forwarded to you free if you will write for it. This

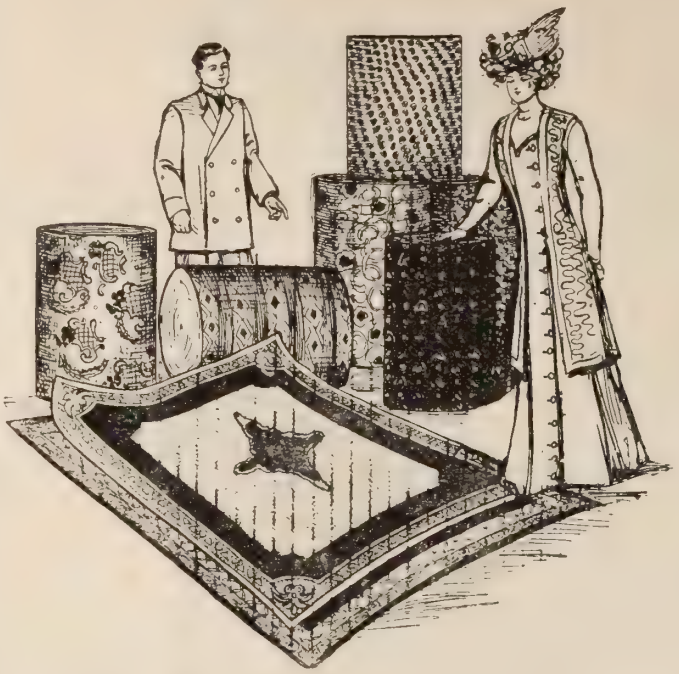
little book deals quite frankly with the question of wall paper as a stock to be carried in connection with dry goods. It tells of profits, costs, etc., etc. You cannot very well afford to be without the information it contains. Send for it, mentioning the Dry Goods Review and we will include a free copy of the interesting wall paper magazine, Gilt and Glimmer.

Stauntons - Limited
941 Yonge Street
TORONTO

The Staunton Diamond Trade Mark on wall paper corresponds with the Sterling mark on silver.

Please mention The Review to Advertisers and Their Travelers

Poles,
Pins,
Rings,
Shoulders,
Brass Rods,
Brass Fittings,
Wood Trimmings,
Stair Plates,
Cottage Rods.



In emphasizing the good qualities of Ingrain Carpets we don't want to give the impression that we confine ourselves to one line by any means. We have quite a trade in Wilton Art Squares, and are equal to all the business there is in

Oriental Styles in Smyrna Rugs
Yamaska Washable Bath Rugs
Alberta Rugs in High-Class Wiltons

with every carpet and every rug guaranteed precisely as represented. We make sure of your satisfaction by selling only such makes as we can thoroughly recommend. And all that we've been saying about the good quality of Ingrains applies to every Carpet in stock.

SORT UP YOUR HOUSE Furnishing DEPARTMENT

Hammocks { Canadian and American Made

WRITE FOR SAMPLE DOZEN ASSORTED.

We will send you—King Pin Values—
Don't neglect a department that will pay you such *attractive profits.*

John M. Garland, Son & Co.

Dry Goods, Carpets and Woollens OTTAWA

Some Seasonable Hints to Buyers

From information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

CANADIAN REPRESENTATIVE CHOSEN.

It will be of interest to the trade in many parts of Canada to learn that Bastin, Merryfield & Cracknell Ltd. of Great Portland Street, London, Eng., have recently appointed a Canadian representative in the person of Walter Caldecott, Empire Building, Toronto. The name of Caldecott has long been familiar to both wholesale and retail buyers, and Bastin, Merryfield & Co.'s new representative inherits no little prestige from his father, who was until lately Canadian partner of Debenhams, for which concern Walter Caldecott was on the road for a period of eight years, and in whose London house he had a year's valuable experience.

Bastin, Merryfield & Cracknell are best known for their high-class shirt waists and blouses, tulles, chiffons, laces, silks and Paris novelties. Besides their London house they have five continental offices, with which they are in constant inter-communication.

Mr. Caldecott has just returned with a complete line of samples, which he will be ready to show to the retail trade on or about April 15th. Meanwhile communications addressed to him at Empire Building, Wellington Street, Toronto, will be well taken care of.

SUNFLOWER SKIRT RACKS.

The Buckingham-Rea Co., of Chicago, manufacturers of the celebrated Sunflower Skirt Rack, have established a factory in Guelph, Canada, and in future all Canadian orders will be filled from their factory in this country. This step has been made necessary by the rapid increase in the number of the Buckingham racks which have been sold to Canadian firms during the past few years. This rack has so many points to commend itself that progressive dry goods men have not been slow to appreciate its value. That it actually sells skirts without the aid of a salesman is proven by hundreds of dry goods merchants who have placed this rack in stock. It displays skirts in an attractive way and to the best possible selling advantage. Canadian merchants will have no customs duty to pay on these racks, and the price $16.50 is F.O.B. Guelph, Ontario.

JOINED CRESCENT MFG. CO.

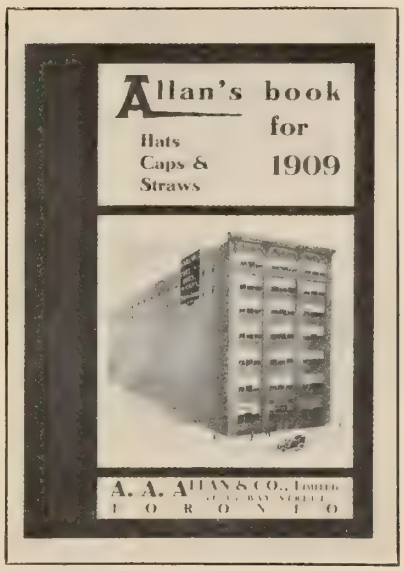
P. Lemaistre, known for many years in the waist trade, has joined the Crescent Mfg. Co., Ltd., Montreal, looking after their waist and whitewear departments. He will also represent them on the road. Mr. Lemaistre has been a member of the Salem Co., Ltd., Montreal, since its inception years ago. He has a splendid connection, and is known not only as an energetic salesman, but as a practical manufacturer. He commenced his new duties the first of the month.

BOUGHT LARGE BUTTON PLANT.

The Ontario Button Co. of Berlin, Ont., have bought the plant of a large button factory hitherto operated in Toronto, and this has been moved to Berlin where it has been added to the already extensive equipment of the Ontario Button Co. This firm will now make its own covered buttons and will sell its product direct to the trade, thus effecting a saving which retail merchants will be given advantage of.

ALLAN'S BOOK FOR 1909.

A. A. Allan & Co., of Toronto, have issued their catalogue for 1909. It is a comprehensive index to styles in men's, boys' and children's hats



and caps. Every type of block is illustrated and this feature has been so well developed that the book cannot fail to be of interest to the men's furnisher. The cover of the catalogue is worked up in two tones of olive, with a cut of the Allan building in the centre.

SHERBROOKE CARPET FACTORY STARTED.

The trade will welcome the news that the Moore Carpet Co. has started the carpet factory at Sherbrooke. The factory formerly run by the Moore Carpet Co., Ltd., was closed for about one year. The new company under the style of the Moore Carpet Co., commences under favorable conditions. They have plenty of capital, experienced men, an ideal factory and power.

John P. Black, Montreal, is very heavily interested in the new concern. He is one of the most widely known business men in dry goods lines in Canada. H. A. Moore, who has been associated with the carpet factory in Sherbrooke for a good many years, will, as formerly, supervise the manufacture of the various grades of goods. He has had a varied experience in the carpet trade, and brings to the concern a ripe experience. W. H. Eager, Montreal, who is also interested in the business, is the office manager, and looks after the various costs departments. He was formerly with the Montreal Cotton Co.

J. N. Greenwood, who formerly represented the Moore Carpet Co., Ltd., in Ontario, represents the new concern in that territory. Other representatives have been secured, and their lines will be shown from coast to coast.

Their Fall samples show a marked specialty of high grade Wilton rugs in carpet and smaller sizes. The line of Windsor brussels formerly manufactured by this concern, has been strengthened by many new and effective colorings.

A USEFUL BOOKLET.

The most ambitious and useful booklet on floor oilcloths and linoleums and kindred lines ever sent to the Canadian retail trade has been issued by the Dominion Oilcloth Co., Ltd., Montreal.

The booklet is in the form of a folder, 6x3½ inches, and illustrates in actual colors 32 designs of floor oilcloth, four designs of canvass and painted back stair oilcloth, two oilcloth mats or rugs and 28 designs of linoleum. The patterns in each case are reduced to one-sixth of the actual size, yet the three color process of engraving and printing is so satisfactory that it is difficult to trace variation of the pattern in the booklet from the original pattern. Furthermore the booklet contains useful suggestions for the care of linoleums and floor oilcloths, and full information regarding quality and widths of their lines. The cover design and back page are in attractive colors, and the wording is printed in French as well as English.

The patterns shown are the designs for 1909, and the booklet is not only a splendid aid to the wholesale trade who distribute Dominion Oilcloth lines, but is useful to retailers in making sales at retail. The distribution has been quite wide, but they will gladly send an extra copy to any retailer who will make use of it, or to any retailer who has not received a copy.

A USEFUL GIFT.

The Oriental Silk Co. have pleased a great many of their customers by their useful gift to them in the form of a weight, picturing their "Bulldog" trade mark. The bulldog rests upon a substantial base, and is finished in bronze. Tailors and others will make good use of it as a weight. The inscription on either side reads, "What we have we hold. Never loses its grip on a seam."

PALMENBERG'S SOUTHERN AGENCY.

J. R. Palmenberg's Sons are represented in the South by The Grosman Co. with headquarters at 366 Jackson Street, Dallas, Texas, where a full line of the Palmenberg display form and window fixtures will, at all times, be ready for inspection. The territory covered by this agency includes Texas, Arizona, Oklahoma, New Mexico, Kansas, Arkansas and Louisiana.

DEMAND FOR MACKINAW CLOTHING.

Wm. Carss & Co., manufacturers of mackinaw clothing, report a steady demand for the product of their factory in Orillia. For mine



workers, lumbermen, farmers, or those engaged in railway work, the material used in garments of this kind is of a particularly durable character, is absolutely waterproof and is serviceable for cold weather wear. Mackinaw cloth is made in different weights and the wooly, exterior finish gives to it the qualities referred to. Some years ago, while on a trip to the North shore, it occurred to Mr. Carss that garments of this material were just what the lumbermen wanted. He manufactured a line which at once took a distinct place, not only in the estimate of lumbermen, but also with miners and railroad builders. The Orillia factory last year produced between fifty and sixty thousand garments.

BUSY WITH FALL WAISTS.

Mrs. M. E. Curtis has severed her connection with the Rhys D. Fairbairn Co., Toronto, and is now with the McElroy Mfg. Co. She is at present busy with the new waist lines for the Fall season, and will have many practical novelties to show to the trade when McElroy's travelers start on the road for the Fall trip.

CATALOGUE FOR MILLINERS.

Delfosse & Co., manufacturers of all kinds of display fixtures, 7 Hermine St., Montreal, have issued a 176 page catalogue which contains a great deal of information for milliners, as it shows all the up to date fixtures for window and interior displays for the millinery store. Copy will be sent upon request. This firm is having a very busy season, and has more than doubled its staff to cope with the demand.

THE ROSE HATPIN CO.

The Rose Hatpin Co., 334 Notre Dame St., West, Montreal, have made a hit with their natural prepared rose hatpins. The roses are shown in buds or full blossom and come in yellow, pink or red. Neither sun nor rain will injure them, and they are very useful for present millinery styles.

HEWSON WOOLEN MILLS, LTD.

Hewson Woolen Mills Limited, Amherst, N.S., state that Canadian merchants appreciate their widespread continuous consumer advertising, which co-operates with retailers in selling their lines. Hewson heavy ribbed underwear is one of their latest successes.

HOLDING LINEN EXHIBITS.

The Spring is always a busy season in the linen department—many new homes are being fitted up. The bride of next June is buying her outfit, and her friends are looking out for something handsome and useful to give her for a wedding present. This is the class of profitable trade that so often escapes the local merchant and goes to the big city store.

One way to overcome this and to keep the business at home is to hold a linen exhibit. R. H. Cosbie of the Irish linen agency has been giving these exhibits in stores for the past few years, and the merchants who have tried them have, in the majority of cases, made them an annual event. Mr. Cosbie, who represents such firms as the "Old Bleach" Co., and the Gold Medal linens made by Wm. Liddell & Co., will bring a full range of his samples. These consist of high-class table linens and household linens, towels and individual towels, embroidered bed-spreads, sheets and pillow-covers, as well as fancy linens, runners, centrepieces, doileys, etc. Customers may make their selections and give orders, the goods of course being bought through the store making the exhibit. For a small extra charge each piece will be marked with a handsome hand embroidered monogram.

Merchants making these exhibits usually send an announcement card to those customers they wish to be present, and whom they think would be interested. Many of them serve afternoon tea in the store in connection with the event.

The Review recently was shown one wedding outfit of household linens that came to over $400 that was only one order taken at one of these exhibits. For dates and further particulars apply to R. H. Cosbie, The Irish Linen Agency.

AMERICAN PNEUMATIC SERVICE CO.

The Commissioner of Patents in Washington has just handed down a decision in favor of the Lamson Consolidated Store Service Co., the principal subsidiary company of the American Pneumatic Service Co., in a patent case between the Lamson Consolidated Store Service Co. and the Universal Pneumatic Transmission Co., of Chicago, involving broadly an invention on what is known as "Bell-mouth Pneumatic Power Saving Apparatus," this being the third decision in this case all of which have been in favor of the Lamson Co.

Condensed Advertisements

ADVERTISEMENTS under this heading 2c. per word first insertion, and 1c. per word for subsequent insertions.

Cash remittances to cover cost *must* accompany all advertisements. *In no case* can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come in *our* care to be forwarded, 5c. *must* be added to cost to cover postage, etc.

AGENCIES WANTED.

AGENCIES WANTED, for Western Canada, for different lines of men's wear. Excellent references. Box 6, DRY GOODS REVIEW, Winnipeg.

I CAN SELL $50.000 a year in Prince Edward Island for a good wholesale house. I cover only the Island, and do it thoroughly; have a good connection and know the trade. Does any house want me to represent it there? Confidential. "P. E. Island," care DRY GOODS REVIEW, Toronto.

AGENTS WANTED.

WANTED—By a large silk concern in Vienna, Austria, making all silks and cotton backs, an energetic agent for Canada. Good references required. Gentleman with knowledge of the German language preferred, although not absolutely necessary. Strictly confidential. Address Gustav Puller, 208 Fifth Ave., Paterson, N.J., U.S.A.

LITHOGRAPHY.

HIGH CLASS COLOR WORK.—Commercial stationery, posters. The Hough Lithographing Co., Limited. Office, No. 3 Jarvis St., Toronto. Telephone, Main 1576. Art, good workmanship, business methods.

MISCELLANEOUS.

AGENTS WANTED—Calling upon the retail trade to handle the productions of a high-class lace and novelty house. An interesting line for any agent with good connection amongst high-class retailers. Address, Laces, care DRY GOODS REVIEW, 88 Fleet Street, E.C., London, England.

A MARKET OF BUYERS, backed up by money to spend, is open to you in the Busy Man's Magazine. If you have something to sell, something you want to buy, a condensed advertisement in the Busy Man's Magazine will put you in touch with the classes you want to reach. Four cents per word will carry your message from Atlantic to Pacific. Send copy of your advertisement along with order to cover cost of insertion not later than 10th of month. Busy Man's Magazine, Montreal, Toronto, Winnipeg.

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513, No. 83 Craig St. W., Montreal, and 129 Bay Street, Toronto.

IF interested in a scheme of any description, in which you wish to give a prize, do not fail to take the second "think" and decide upon the famous "Acme" Talking Machine. We will sell this machine to any general store or wholesale house for scheme purposes in lots of from ten to one hundred. Special prices on application. Toronto Phonograph Company, Limited, Mail Order and Wholesale Department, 40 Melinda St., Toronto, Canada. P.S.—Dealers wanted for Columbia Graphophones and Records where we are not now properly represented.

IT PAYS FOR ITSELF. — The money you are now losing because you haven't a National Cash Register would pay for one in a short time. The National Cash Register Co, F. E. Mutton, Canadian Manager, cor. Yonge St. and Wilton Ave., Toronto.

NOTICE—Users of Pitner Gasoline Lamps are warned against being induced to purchase parts of other makes of lamps to be used on the Pitner. The most vital part of any lamp is its generator, and the Pitner Generator has been granted a patent in Canada, the United States, and other countries, on the principle of its improved method of generating gasoline vapour. Supplies and parts for the Pitner lamps can be received by return mail by applying to our representatives, or direct to THE PITNER LIGHTING CO., Limited, 36-38 Lombard St., Toronto, Ontario.

THE WALES VISIBLE ADDING AND LISTING MACHINE is superior to any other machine for these reasons, among others:—Visible Printing, Flexible Keyboard, Columns Space Bar, Automatic Clear Signal, Adjustment for Carbon Copies, Eliminating Keys, enabling the operator by the mere pressure of a key to add without listing or list without adding. 30 days free trial to responsible people. Write us for free illustrated catalogue. Adder Machine Company, Wilkesbarre, Pa.

WINDOW TRIMMER—Smart and active, desires a position in large dry goods store. Original ideas. Can furnish best of reference from present employer and others; also have copies of my work. Box Y, DRY GOODS REVIEW, Montreal.

TO LET.

NEW store to rent in Galt, Ont., opposite the Post Office. One of the best locations in town. It is now under construction, will be completed about the first of April, 1909. Size, 40 ft. front, 100 ft. deep. Fine basement under whole building. For particulars address J. C. Dietrich, Box 915, Galt, Ont.

Salesmen Wanted!

Be a high grade Traveling Salesman and earn from $1,000 to $10,000 a year and expenses. We will prepare you by mail in eight weeks to be one and assist you to secure a good position. Hundreds of our graduates now holding good positions we secured for them, with reliable firms. Many who had no former experience now earn $100 to $500 monthly and expenses. If you want to secure a good position and increase your earnings our Free Book, "A Knight of the Grip" will show you how. Send for it today. Address nearest office. Dept. 315, NATIONAL SALESMEN'S TRAINING ASSOCIATION, Chicago, New York, Kansas City, Minneapolis, San Francisco.

HOTEL DIRECTORY.

WINDSOR HOTEL
HAMILTON, BERMUDA

This house is pleasantly and conveniently located on the east side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNicol, Prop.

TOWER HOTEL
GEORGETOWN, DEMERARA
BRITISH GUIANA

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious dining and ladies' rooms. Billiard room. Electric light throughout.

VICTORIA LODGE
HAMILTON, BERMUDA
Mrs. J. F. SMITH, - - Proprietress

Opposite Victoria Park and Cedar Ave.
Private Board $12 to $14 per week.
Open November Closes in May

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QUEEN'S PARK HOTEL
Port-of-Spain, Trinidad, B.W.I.
JOHN McEWEN, - - - Manager
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TRINIDAD SHIPPING & TRADING CO.
29 Broadway, New York.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONT.
JAMES K. PAISLEY, - - Proprietor

HALIFAX HOTEL
HALIFAX, N.S.

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Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
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ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal; Chas. A. Duclos; Henry N. Chauvin.

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from tardy debtors may be no easy task to you. But we make a specialty of the business. Our work during the year we've been in business has been (and is now) entirely satisfactory to our clients.

Let us collect your overdue accounts. We can get your money for you.

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313 New York Life Building - MONTREAL

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Dry Goods
Commission Merchants
Manufacturer's Agents
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Toronto Office, 55 Yonge St.

Cable Address "MACKER," Winnipeg — Office 511 Ashdown Block
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Manufacturers' Agents and Wholesale Jobbers, WINNIPEG.
Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

J. SPROUL SMITH
Manchester Building - TORONTO

Representing: Paris Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Ltd., Carpets, etc., Rochdale, Eng.; Wm. Clark & Sons, Canvas, Hollands, etc., Upperlands, Ireland; Albert Godde Bedin & Cie, Chiffons, Laces, etc., Paris, France; Perret Gros & Million, Mahnes, Veilings, etc., Lyon, France; Melrose Knitting Co., Socks, etc., Glenwilliams, Ont.

Dieckerhoff Raffloer & Co.
OF CANADA LIMITED
DRY GOODS COMMISSION MERCHANTS AND MANUFACTURERS' AGENTS
Montreal 40 St. Antoine St.; Winnipeg 400 Hammond Block; Toronto—154-160 Wellington Street West, cor Simcoe Street. Head Office
Importers of Buttons, Smallwares, Laces, Tailors' Trimmings, Linings, Velvets, Felts.
Stock carried in Montreal and Toronto.

Cable Address, "Kingsons Toronto." Phone Main 6158
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The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
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Manufacturers of high-class Store Service, Cash Carriers, Package Carriers, Cash Lifts, Package Lifts. Fully guaranteed for a year. Send for catalogue.

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John Gordon & Son

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Canadian Converters Co., Ltd.
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- Overalls
- Whitewear
- Blouses
- Underskirts, etc., etc.

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- Underwear
- Socks
- Hosiery
- Sweaters
- Flannels
- Blankets, etc.

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- Tweeds
- Worsteds
- Beavers and Meltons
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Boot and Shoe Laces of all kinds
in stock in Montreal and Toronto

To the Trade *April, 1909*

During This Month

We are going to make the wheels of commerce whirl with a velocity unprecedented in Wholesale Dry Goods, Men's Furnishings, Carpet and House Furnishings Trade.

The motive-power producing such an effect is the superior value of new, fashionable goods greatly in demand passing through our warehouses from the manufacturer to the retailer.

We anticipate your esteemed orders.

Filling Letter Orders a Specialty

John Macdonald & Co., Limited
Toronto

DRY GOODS REVIEW



May, 1909
Vol. XX. No. 5

Single Copy Twenty-Five Cents
Per Year - - Two Dollars

MacLean Publishing Company, Limited
Publication Office, Toronto, Canada
Montreal Winnipeg New Yor
Chicago London, England

Dyeing for Canada's Merchants and Milliners

It is over thirty years since we commenced dyeing and finishing for the dry goods and millinery trades of Canada.

The years have shown a wonderful expansion in business, and as a result in the size and completeness of these works.

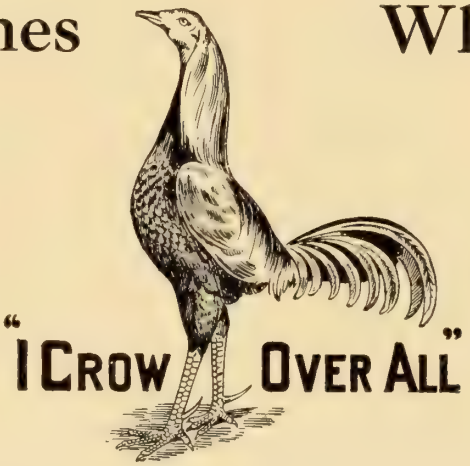
One will travel far at home or abroad before they'll find a more modernly equipped plant—none in Canada so large—not many elsewhere larger.

We are prepared to meet all calls of the trade dye and finish most any fabric—dye, clean and curl fine plumes and feathers.

R. Parker & Co., Toronto, Canada

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Riding Breeches
Outing Trousers
Norfolk Coats
Shooting Coats
Prospectors' Suits
Surveyors' Shirts
Miners' Shirts
Lumbermen's Shirts
Outing Shirts
Overalls
Auto Coats
Shop Coats
Boys' Bloomers
Boys' Norfolk Coats
Brownie Overalls



White Goods

Duck Trousers
Duck Riding Breeches
Duck Coats
Waiters' Coats
Cooks' Coats
Cooks' Caps
Aprons
Porters' Coats
Barbers' Coats
Bar Coats
Bar Vests
Butchers' Coats
Dentists' Coats
Surgeons' Coats
Yachting Jumpers
Gym Knickers
Boys' Bloomers

Flannel and Cream Serge Outing Trousers, Fancy Vests, Fancy Outing Shirts
with Stock Collars and Ties to match, and "Ascot" Gilt Pins.

Dress Trousers, Working Pants, Overalls and Jackets

Boys' Wash Suits, Boys' Knickers.

Robert C. Wilkins, - Montreal

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On May 31st we take stock. Before that date our immense warehouse must be cleared of Spring lines. The values offered in our various departments make it worth your while to make a

VISIT TO OUR WAREHOUSE

You will find many

TRADE STIMULATORS

Let us help your May sales.

Greenshields Limited
MONTREAL



The Vogue of Satin Finished Materials Reaches its Height in

Priestleys'

Austrian Satin

Shown for the Fall of 1909

Because Austrian Satin is an even perfect weave with the Stylish Satin sheen.

It is of lasting quality and splendid draping propensities and sells at popular prices.

The color range conforms with fashion's demands.

Look at the new soft shades and pastel tints.

Other new PRIESTLEY Materials for Fall 1909.

Wool Satin Traverse, Soleils in Self Colors and Stripes

Sole Agents for Canada

Greenshields Limited, Montreal

Dress Goods Problem

Good Judgment is a Prime Essential in Selecting a Stock of Dress Goods

We have given years of close and careful scrutiny, aiming at a high ideal of perfection in this branch of our business.

After a lengthened search amongst the best British and Foreign Dress Goods Manufacturers, we are enabled to assure our friends that the collection we are showing contains the choicest assortment of desirable lines required by live Merchants anxious to offset competition, and to stimulate and increase business.

Never did we specialize with more desire to meet the Retail Merchants' needs. Desirable Styles, Colorings and Qualities, exclusive Patterns and Designs, together with the best intrinsic values, which have made our selections distinguished throughout the trade for their excellence, are fully maintained for Fall, 1909. : : : : : : :

STRIPES IN SELF AND SUB-DUED TONES IN EVERY CONCEIVABLE FORM WILL PREDOMINATE : : :

SATINS AND BRIGHT FACED PLAIN CLOTHS WILL BE VERY STRONG, owing to their serviceable nature, and fashionable draping qualities : : : :

While Venetians, Broadcloths and Fine Faced Box Cloths will be in demand in Black and the deeper tones of the present fashionable shades. : : : :

The Color Movement

for Spring has been largely along the novelty lines. There is every indication that this will continue for Fall. The Popular New Colors are well described as dark "Pastels," (entirely different from what were formerly known as Pastel Shades), as they have a marked depth of tone, adding richness and warmth to the appearance. : : : : : :

Merchants wishing to add a spice of novelty to their Dress Goods Department will find our selections well adapted to that purpose. Many lines cannot be obtained elsewhere, and it is such exclusive novelties which add distinction to a retail stock. : : : : : : :

Our Samples for the coming season are now in the hands of our Travellers, who will in due course submit them for inspection on their respective routes. Should you miss seeing our Samples through one of our representatives, write us direct stating what class of goods you are in want of, and we will forward you samples by return mail. : : : : : : : : :

The "Specials" we receive daily for Dress Goods by Mail are most gratifying, and our great desire is to develop and increase our business through that medium, and we will spare no effort to accommodate and satisfy our friends.

Brophy, Parsons & Rodden, Ltd.

"The Specialty House" **25 Victoria Square, Montreal**

PHILIPS' SPECIALITIES

in

Superior Cotton Goods

All Dry Goods Importers Should Have Them

"Eider" Lambskin (Regd.)

An entirely new fabric of beautiful appearance and exquisite touch, that will be in universal demand for ladies' and children's underwear. Suitable for shirts, for petticoats, and, above all, for dressing gowns. It will supersede the inferior continental makes.

"Arpekas" Flannelette

New suede finish, close pile, warm, healthy and pure. Made in white, cream, coral, flesh-pink and fancy colors.

"Own Make" Window Holland

Made in the best **Whitepark** Irish Linen Finish, and sold to large importers at 20% off usual list. This is really the best cloth in the trade. It runs sweetly on the roller, throws a delicate shade and gives unlimited wear. White, cream, ecru, buff, green, &c.

The "NEU" Moire (Regd.)

This lovely fabric is specially adapted for the new skirts and fashionable linings for Directoire and other clinging dresses. The design will **not** wash off.

"Opaline" and "Opalette"

The only satisfactory silk substitutes. Spun and woven in the unique humid Lancashire climate. Warranted pure Egyptian cotton, Mercerized and Schreinerized. Made in all fashionable shades.

We only supply large importers and quick payers, but our prices are surprisingly keen and our goods are reliable

J. & N. Philips & Co.

Manchester, England

Mills—Tean and Cheadle **Branch—20 Cheapside, London, E.C.**

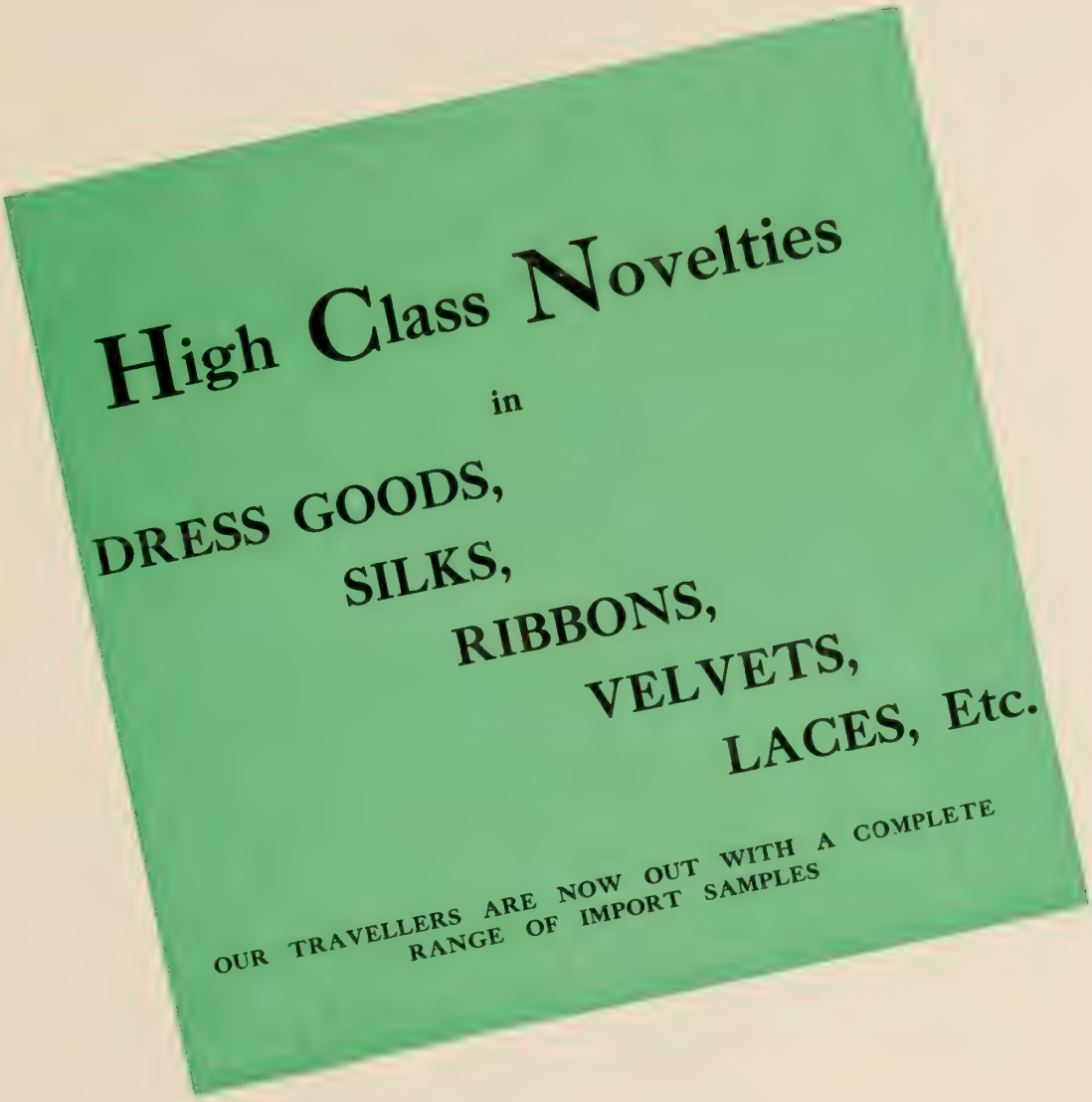
OFFICES

211 Lindsay Building,
St. Catherine Street West,
Montreal

611 Empire Building,
Wellington Street West,
Toronto

Debenham & Company

LONDON, ENG.



DEBENHAMS (Canada) LIMITED

TORONTO
BAY AND WELLINGTON STS.

MONTREAL
18 ST. HELEN STREET

THE GAULT BROTHERS CO., LIMITED

Montreal

Dress Goods and Ladies' Suitings Department

Ask to see our Fall range for 1909.

Stocks well assorted in
Prints and Anderson's Zephyrs.

Costume and Mantle Cloths Department

Fall lines now on the road.

Satin finished Cloths in stripes and Bayadere effects will be good property for the Fall.

Our range of Soleils in good weights will please you. Solid grounds with black stripes is one of the novelties.

Fine Twill Serges in dark tones are also recommended.

Broadcloths and Venetians. The range is complete.

Darker tones of the late Spring shades will form a leading feature.

Curtains and House Furnishings

OUR BUSIEST DEPARTMENT DURING THE MONTH OF MAY, AND WHY?

We are carrying the largest stock in the trade, and from the $2.00 a dozen pairs Nottingham lace curtains to the $25.00 pair fine Swiss nets, we are "Leaders" on all lines.

A special clearing lot just opened from the mill, of 1700 pairs of fine lace goods, 3½ yards, consisting of 12 different designs, worth $2.25 to $3.25 per pair. Clearing them out to be retailed at $2.98. Order a sample lot at once, then you can repeat.

Another big feature of this sale is a shipment of curtain muslins in coin spots, shadow stripes and Madras effects, both plain and frilled. There are some 500 odd patterns, which the manufacturer cleared out to us. At the price we have marked them, they can be of use in a big 10c retail sale. Order a sample lot to the value of $25.00, and be in the game.

In White Quilts we have, among others, two numbers selling all over Canada.

D20—Our Full Size 11/4 White Satin Quilt to sell at - - $2 00

D10—Our Full Size 11/4 White Crochet Quilt to sell at - - 0.99

Get sample dozens for your furnishings sale.

All samples in travellers' hands, and all goods actually in stock. No delays.

The Gault Brothers Co., Limited

Montreal

Carpet Department

You will appreciate the advantages of our well-assorted stocks of all desirable lines of Carpets, Linoleums and Oil Cloths.

Tapestry Squares

3 x 2¼ to **4 x 5**
in popular colorings, from
$3.75 to **$20.00.**

The assortment is complete of
Hemp, Tapestry, Brussels and **Axminster Stair Carpets.**
2/4 to **4/4** from **7½c.** to **$3.00.**

Printed 16/4 Linoleum (Imported).
All standard qualities.

Parquet Surrounds.
From **22c. to $1.25.**
In Floor Cloth, Linoleum and Inlaid.

Brussels Squares

3 x 2¼ to **5 x 3¾.**
from **$8.10** to **$30.00.**

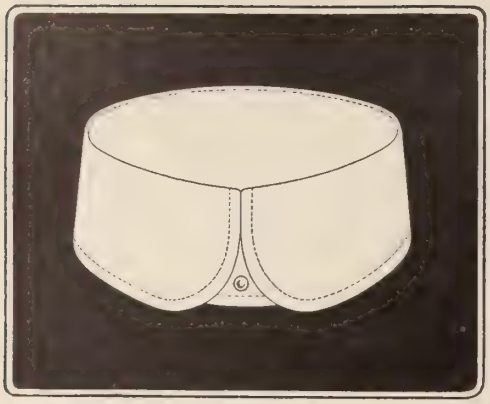
Body Tapestry and Brussels Carpets.
A comprehensive range to choose from. Our sales are good in spite of the demand for squares. The new greens and tans and oriental designs are here.

C Inlaid Linoleums.
About fifty patterns to choose from. All in stock. Samples and quotations upon request.

Mats and Rugs.
Complete assortment. Every useful size and make.

The Gault Brothers Co., Limited

Montreal

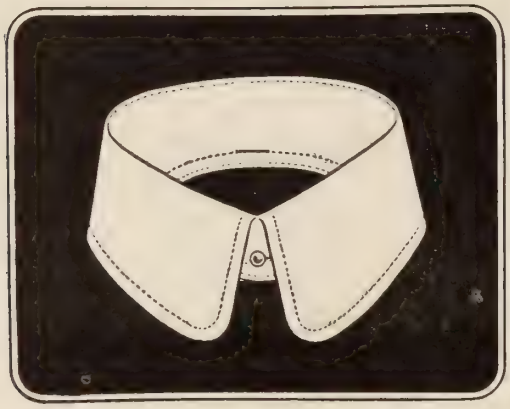


OLYMPIC—2 in.-2¼ in.

"Big Sellers for Summer"

IN

SUCCESS BRAND

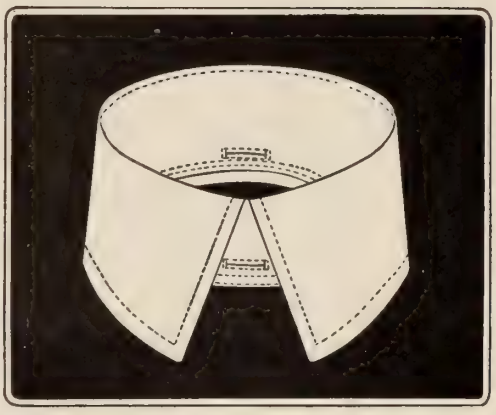


MARCONI

Any wholesaler can supply you

Success Collars at $1 per dozen

A stock of the three shapes shown here will get the Summer trade : : :



CONNAUGHT

MANUFACTURED and STOCKED BY

The Canadian

"Militia" Extra Heavy Military Cloth

In Two Styles



No. 1

Large Size

D Cut

Full Fashioned

Double Stitched

Gusseted and Tacked

Boxed in ½ dozens

No. 2

Extra Large Size

E Cut

Full Fashioned
Double Stitched

Full Yoke and Pocket

Gusseted and Tacked

Boxed in ½ dozens

Any Wholesaler Can Supply It

This Shirt is made with extra wide seams to prevent any possibility of ripping; but the **"selling feature"** is the special heavy military cloth from which it is manufactured, which is being made for and confined to

Converters' Co. Limited.
Montreal

Established 1791



The Test of Time !

HORROCKSES'

Longcloths, Nainsooks, Cambrics, India Longcloths, etc.
See Horrockses' Name on Selvedge.

Sheetings, Ready-Made Sheets (Plain and Hemstitched)
See Horrockses' Name on Each Sheet.

Flannelettes of the Highest Quality.
See Horrockses' Name on Selvedge

Horrockses, Crewdson & Co.

Limited

Cotton Spinners and Manufacturers,

PRESTON. MANCHESTER. LONDON, ENGLAND



Corticelli



The Dressmaker is a Power in the Land

Harness the Dressmaker's Influence to YOUR Store

Did it ever occur to you that POWER and INFLUENCE are not confined to the seats of the mighty—and that GREAT RESULTS can be obtained by CONCERTED ACTION of individuals who, alone, are weak, but banded together have irresistible force?

Take the dressmakers for instance; ONE dressmaker can influence only hundreds of women, but THOUSANDS of dressmakers can influence MILLIONS of women when all have the same idea and the same purpose in view.

To HELP OTHERS is a GREAT THOUGHT. To transform the thought into action is the HIGHEST USEFULNESS.

Isn't it something to be proud of to make CORTICELLI, THE BEST SPOOL SILK IN THE WORLD, and then to promote its sale by a clever, helpful, useful service for dressmakers?

We are proud of CORTICELLI Spool Silk because of its SUPERIORITY. We are proud of CORTICELLI EUROPEAN FASHION SERVICE for DRESSMAKERS because of ITS SUPERIORITY.

THINK OF IT! Thousands of dressmakers everywhere throughout this country using and recommending CORTICELLI because they have been convinced of its superiority.

Do you realize what this means in the sale of OTHER goods in stores where CORTICELLI is sold? If you don't—well, THINK AGAIN and ACT.

This is the offer for the European Fashion Service.

We give free to Dressmakers who use Corticelli Silk, provided they will agree to return, within one year, at least five hundred empty Corticelli fifty-yard spools

A Fashion Service (regular price $25.00 per year). This Fashion Service, issued four times a year) Feb. 1st, Apr. 15th, Sept. 25th, Nov. 15th, is handsomely printed in four colors, gives, in simple but attractive form, every fashion point and change in style that is important to know.

It is an exclusive and high-grade service of a character never before offered in Canada. A copy of this handsome publication, 15 x 10 inches, will be sent to any merchant on request.

Will YOU take advantage of our help?

Corticelli Silk Company, Limited,

Head Office: ST. JOHNS, Que.

Address nearest office.

Sales Rooms—22 St. Helen St. Montreal. 399 Cordova St. Vancouver. 56 Albert St., Winnipeg.
24 and 26 Wellington St. West, Toronto. 91a York St., Sydney, N.S.W.

LOOK OUT FOR THIS SHIELD AND TRADE MARK.

THE RETAIL TRADE IS URGED TO ASK FOR THESE CLOTHS.



THE RETAIL TRADE IS URGED TO ASK FOR THESE CLOTHS.

Goods to be obtained from the high-class Novelty Dress Goods House, STOBART SONS & CO., Ltd., WINNIPEG



B. D. A. Mohairs and Siciliennes

Feature both lines prominently in your Openings of Spring Dress Goods and you'll be rewarded with admiration, plus sales, for the profit of displaying known merchandise is self-evident.

Women may "admire" the "no name" goods, but they "buy" the materials that have recognized, tried and proved quality, plus exceeding style and beauty.

The quality of B. D. A. ENGLISH MOHAIR is always the same, but each successive season new beauty of colorings and patterns are evolved.

BRADFORD DYERS' ASSOCIATION

of BRADFORD, ENGLAND



Established 1832 Cable Code: Law—Bradford

FALL 1909

"Lawrus" Fabrics.

REGISTERED

These goods are rolled on special boards and stamped every **five yards "Lawrus"**

Mr. Haley will be at the Windsor Hotel, Montreal, and the King Edward Hotel, Toronto, during April and May with a complete collection of these fabrics.

SPECIALTIES

Mayfair Suitings

in our Combination finish

(Pirle and Suedena)

Showerproof Goods

in the latest styles

Mohair Linings

Law, Russell & Co., Limited

Converters of Bradford Fabrics

BRADFORD and LONDON

Hitchcock, Williams & Co.

WAREHOUSES: 69 to 74 St. Paul's Churchyard, 43 to 50 Paternoster Row, 1 to 8 London House Yard.
MANUFACTORIES: Warwick Lane and Paternoster Bldgs.



Mantle, Costume and Millinery Manufacturers

ST. PAUL'S CHURCHYARD

LONDON, ENGLAND

Telegrams—"CHURCHYARD, LONDON,"—A.B.C. Code. Telephone—No. 162 G.P.O. Central.

¶ Represented by Mr. A. W. Cliffe, Central Quarters, Windsor Hotel, Montreal, from *March 31st* to *June 20th* and from *Oct. 1st* to *Dec. 10th.* Our representative carries samples of *Ribbons*, *Laces*, *Nets*, *Chiffons*, *British and Foreign Dress Goods*, *Printed Cotton Dresses*, *Silks*, *Velvets*, *etc.* in the latest novelties.

¶ CANADIANS, WHEN VISITING LONDON, are invited to call and inspect the above departments and our Showrooms for *Mantles*, *Costumes*, *Ladies' and Children's Millinery*, *Felt Hats*, *Flowers*, *Feathers*, *Maids' and Children's Costumes*, *Underclothing*, *Curtains*, *etc.*

Bradbury, Greatorex & Co.

(Colonial) Limited

ALDERMANBURY, LONDON, ENGLAND

Canadian Headquarters :—

Rooms 204, 205 St. Nicholas Building, near Board of Trade, Montreal, P.Q.
Mr. C. J. W. Davies, Agent. (Telephone Main 780).

Branches :—VICTORIA, B.C., Mr. R. H. McMillen. TORONTO, ONT., Mr. W. Mackenzie

BRIGHT FALL OUTLOOK

Special preparations have been made for the Canadian trade, as we believe the coming Fall will witness a return to bright and prosperous conditions.

FALL SAMPLES IN OUR AGENTS' HANDS reflect this belief. We show you a larger variety suitable for the Canadian trade than in any previous season.

DRESS GOODS (British and Foreign)

Fall samples are now complete, and comprise the very latest ideas in weave and COLOR. An inspection will be an education in what is really desirable.

Your attention is also drawn to the following departments:

SILKS and VELVETS	RIBBONS
VELVETEENS and CORDS	HOSIERY
FLANNELS and FLANNELETTES	LINENS and DAMASKS

OXFORDS, HARVARDS and LININGS

To Buyers Visiting England and the Continent

We invite you to visit our warehouses. To large users we can often offer lots of merchandise at prices that are attractive. Further, there are always novelties worthy of your inspection.

WHITE HEATHER



REGISTERED TRADE MARK

BEEHIVE
TRADE MARK



BALDWIN'S "BEEHIVE"

Baldwin's 2nd Quality AND Baldwin's Best

"WHITE HEATHER"

ARE THE BRANDS FOR

KNITTING-WOOL SPECIALISTS

THEY ENSURE A READY SALE

Through leading Wholesale Houses. Samples, free on application, from:—

J. & J. BALDWIN & PARTNERS, LTD.
ESTABLISHED 1785
HALIFAX, ENG.

AGENT—
Duncan Bell & Co.
MONTREAL & TORONTO

Kleinert's



Dress Shield



Has the largest sale in the world.
Every pair guaranteed.
Sold by all the leading jobbers.

I. B. KLEINERT RUBBER COMPANY - Toronto







BURNLEY'S WOOLS

Samples and prices will substantiate our claim to your business. Ask our

Canadian Agents

D. M. Chorlton & Bro.

43 St. Sacrament St., MONTREAL

Thos. Burnley & Sons, Limited

GOMERSAL MILLS, near Leeds, ENGLAND

Mfr's. of Knitting Yarns for over 150 Years

OUR AGENTS have LARGE STOCKS ON HAND of these 3 BRANDS

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow, D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - - - - - -	$1,400,000.00
ASSETS - - - - - - - - - -	2,162,753.85
LOSSES PAID SINCE ORGANIZATION,	29,833,820.96



Patented Oct. 25, 1892

Improved Defiance Button Machine

Make Your Own

COVERED BUTTONS

Makes all sizes covered buttons from 12 to 60. Flat, Half Ball or Ivory Rim.

PRICE $7.50

Including any 3 of the following sizes: 16, 18, 20, 24, 30, 36.

Additional Dies and Cutter from 12 to 36, $2.00 per set. 38 to 60, $3.00 per set.

Set includes Die and Cutter.

Send for Catalogue.

DEFIANCE BUTTON MACHINE CO.

53 EAST 8th ST., NEW YORK

SOUTHALLS'

SANITARY TOWELS

FOR LADIES—The ORIGINAL and BEST.

SOUTHALLS' ACCOUCHEMENT SETS

Containing All Requisities, in Three Sizes.

SOUTHALLS' SHEETS FOR ACCOUCHEMENT

and Other Sanitary Specialties.

SOUTHALL BROS. & BARCLAY LIMITED

BIRMINGHAM, ENG.

Representative in Canada—J. M. SCHEAK

CARLAW BUILDINGS, Wellington Street West, TORONTO

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchants

181-183 McGill Street, MONTREAL

James Stanbury & Co., Toronto

The BELDING Silk Sewed Seam



Will Stand a Bull Dog Strain

SPOOL SILK

Smooth, Lustrous, Free from Knots.

Full Length Absolutely Guaranteed.

The supplementary Fashion Shade Card (90 colors) of Spool Silks is just completed. A copy for you upon request.

Belding, Paul & Co., Limited

Silk Manufacturers **MONTREAL**

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

1906.

	Canada	Other Countries	Total
Cosies, Cushions, etc.	£ 495	£ 154,047	£ 154,542
Curtains	190	87,675	87,865
Fancy Goods	313	279,452	279,765
Piece Goods, Cotton and Linen	11,894	3,297,724	3,309,618
Flannelettes	1,688	251,965	253,653
Boots and Shoes	4,951	114,003	118,954
Rubber Sand Shoes	2,319	47,998	50,317

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway. We will also supply specimen copies on application.

Publishing Offices

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 112 Wood St., E.C.
New York, 29 Broadway

The New Address of the Montreal Office of The

Dry Goods Review

IS

E. T. Bank Building

Corner Victoria Square and St. James St.
(diagonally opposite our old office)

RETAILERS and the TRADE GENERALLY ARE INVITED TO CALL WHEN IN MONTREAL.

Members of the staff are in the office from 9 to 10 a.m. and 5 to 6 p.m.

You Can Depend on Brisk Linen Business

only when you can show your customers the best linens. And it certainly pays you better, both in immediate profits and enhanced prestige, to sell linens of high quality rather than the inferior kind. : : :

You know that Irish Linens are the best; and we can prove to you that

Old Bleach Linens

are the best of all Irish Linens. They are entirely sun-bleached and have a lustre and appearance unknown to other linens. Recommend them for Linen Suitings—they are soft and entirely free from chemical dressing or sticky matter and they drape perfectly : : :

Recommend them for embroidery or drawn work—the warp and woof is of the same yarn.

Our free booklet describes the Old Bleach method of linen weaving and bleaching. Write us for a copy. : : : : :

R. H. COSBIE

Irish Linen Agency *Toronto, Ont.*

Paton's Scotch Boot and Shoe Laces

Cotton Thread, Wool, Silk, Leather and Porpoise Hide, give your customers satisfaction.

Paton's Name on every box

If you have not stocked this line it is worth while to get samples and prices.

Paton's Linen Threads

Lack a Quality Rival.

Church Brand —Needles—

They are indispensable to your store.
Your wholesaler has them.

Ward's Coronet Hardash, Red and Blue Label.

Unequalled in quality and price.

Sole Agents for Canada :

Geo. D. Ross & Co.

72 Bay St., TORONTO

142 Craig St. West, - - MONTREAL



Swiss Edge. For dainty use with muslin gowns, to retail **5, 8, 10, 12½, 15, 20, 25, 35** and **50c.** These are all good values and smartly made designs. Orders by mail will receive our best attention.

For Immediate Sorting we have placed into stock new range of Silk Brussels Net Ruchings, all popular-priced lines; the very goods you need for the season at hand.

Swiss Embroideries. Reinforce your stock of these goods, as the demand will be greater than the supply. A white season is assured.

Trimmings

Basket Coven Buttons in the proper sizes: New Green, Grey, Taupes, Amethyst, Browns, Wines, Blues, Blacks and Creams.

Placing Orders for Leather Goods

A special representative of the firm is now out with the greatest range of Leather Goods that we have ever shown. Look them over. He will quote you very close prices.

John M. Garland, Son & Co.

OTTAWA

Facts of Interest—Mainly About Ourselves

Review's New Montreal Offices.

THE Montreal offices of The Dry Goods Review, which for several years have been at 232 McGill Street, have during the past week been removed to the handsome office structure erected by the Eastern Townships Bank. The new building is one of the finest in Montreal, standing ten storeys high. It occupies a commanding position at the corner of Victoria Square and St. James St. It has been especially designed for commercial purposes and is one of the most costly and capacious in the Canadian metropolis, is of absolute fireproof construction and is built of granite and Ohio sandstone.



Eastern Townships Bank Building in which the new Montreal Offices of the Dry Goods Review are located.

The corridors throughout the building are finished with Mosaic floors and marble wainscotting. The offices are finished in mahogany and possess an abundance of light. From every quarter the outlook is a delightful one and from the suite of apartments for business and editorial purposes, which have been leased for a term of years by the MacLean Publishing Company, a fine view of the harbor and the new piers is obtained, while from the front the beautiful green sward, splendid trees, statues and fountains of Victoria Square are in full view.

The new offices of the MacLean Publishing Company have been specially fitted up for their convenience with every degree of comfort and facility for the transaction of business. The ceilings are high while there is an abundance of floor space for the members of the large staff, the business and editorial rooms being separate yet within easy reach of each other. There is a special elevator accommodation, three high speed traction elevators being installed. This is the only instalation of its kind in Montreal, a feature of which is the rapidity and ease with which they can be operated. The cars can be reversed at top speed without any noticeable discomfort to the passengers. Each floor of the building has its owu vaults. There are mail chutes, electric light, telephones, electric bells and other modern features on every floor which make the new premises of this paper, which are within a few yards of the late offices, ideal and central from every standpoint.

In its removal to brighter and more modern premises the Montreal office of the MacLean Publishing Company is only keeping step with the constant developments and expansion, which have been characteristic of what is now the largest publishing house in Canada since its inception.

The members of the editorial and business staffs will be pleased to meet in their new quarters all their old friends or any visitors who may be in Montreal on business or pleasure. Business men going to Montreal may have their letters and telegrams addressed in the care of the MacLean Company.

From Other Side of the World.

T. A. PAULDEN, sales and advertising manager of the Waverley Woolen Mills, of Launceston, Tasmania, writes The Review as follows: "The first number of my year's subscription to The Dry Goods Review is just to hand, and I want to say that it has far exceeded my expectations. I'll readily admit I had expected to see a good magazine come to hand, but, as I have said, this is GOOD. The bright particular star about the journal that first attracted my attention was the manner in which the reading matter is interleaved with the advertising matter; to my way of thinking this is the very essence of advertising, so that the advertisement will be sure of at least being seen by each and every reader. We know that there are —sad to say for the advertiser— a number of readers that do not bother to read the advertisements, but your manner of mixing up absolutely makes these people see whether they want to or not, and then it depends on the ad.-writer as to whether he has made his own page striking or, shall I say, new enough to catch and hold the reader's eye. Do you know the first thing I did when the journal arrived was to open and look at the advertisements. That's how I was so taken because I had to look at both—simply could not help doing so, and to my way of thinking this should be a powerful lever to use on the man who should advertise in trade papers.

It occurred to me that you may be interested as to what we on the other side of the world think about The Review, and as one who is very much interested in trade matters, I have not hesitated to let you have my opinion at least. I have not yet had time to finish all the reading matter, but I wanted you to know what I thought about the advertising features at least."

Interest in Card-writing.

WITH this number the Dry Goods Review begins a new series of articles on card-writing. The interest created by the former series was such that arrangements were made whereby the subject will be treated in greater detail than ever before. The articles will be prepared by P. Thompson, an experienced card writer, and will be so illustrated that every phase of his subject may be thoroughly understood by the beginner. He will also discuss materials, color blending, novelty cards, and air-brush work. The Review would have readers feel that they are at liberty to ask questions on any point or suggest subjects. These will be submitted to Mr. Thompson and dealt with in the succeeding issue. Not a few card writers have asked for further treatment of this very interesting and profitable branch of work and the Review is pleased to be able to announce that it has completed arrangements whereby those requests may be complied with.

How McCall Patterns Sell

¶ We give below the sales of McCall Patterns in several towns of varying population during the year 1908—a year marked by general trade depression. The cases cited are not *exceptions* but the *rule*, and the figures are *dollars and cents*, not *percentages*. Names and addresses will be gladly furnished on request, together with any number of other McCall dealers, whose business is equally good.

A Virginia	**Town of**	**1,000**	**Population,**	**Sales of McCall Patterns, 1908,**				**$ 350**
An Oklahoma	"	**2,000**	"	"	"	"	"	**600**
A Texas	"	**3,500**	"	"	"	"	"	**800**
A Pennsylvania	"	**5,000**	"	"	"	"	"	**1,050**
A California	"	**7,500**	"	"	"	"	"	**1,200**
An Indiana	"	**10,000**	"	"	"	"	"	**1,600**
A New York	"	**15,000**	"	"	"	"	"	**2,100**
A Massachusetts	"	**20,000**	"	"	"	"	"	**2,500**
A Kentucky	"	**25,000**	"	"	"	"	"	**3,000**
A West Virginia	"	**50,000**	"	"	"	"	"	**4,200**
A Connecticut	"	**75,000**	"	"	"	"	"	**4,500**
A Tennessee	"	**100,000**	"	"	"	"	"	**5,300**

ABOVE FIGURES ARE FOR PATTERNS ONLY; PUBLICATIONS ARE NOT INCLUDED

¶ Just figure out how many women these sales bring to the store during the year. Take the 10,000 town for instance. At least 11,424 women visited this store during the year to buy McCall Patterns. What else did they buy in the way of accessories? Figure what it would have cost in newspaper advertising to get these women to the store.

¶ As stated, the above are not exceptional cases. There *are* exceptional cases, of course, but we have not cited them because they *are* unusual. For instance, in a Colorado town of 3,500 population the annual business done in McCall Patterns is $1,500.

¶ Compare these figures with those in *your* Pattern Department, Mr. Merchant, and you will realize why hardly a day passes that some merchant does not substitute McCall Patterns for some other make.

¶ McCall Patterns and Fashion Publications are those the majority of women want, and therefore they are to be found in the majority of progressive, up-to-date dry goods and general stores.

¶ Let us tell you more about it whether you have or have not a Pattern Department. You will incur no obligation.

The McCall Company

THE LEADING PAPER PATTERN HOUSE OF AMERICA

236 to 246 West 37th Street, New York

CHICAGO SAN FRANCISCO TORONTO, CANADA

Not In The Trust **No Connection With Any Other House**

The W. R. Brock Company. (Limited) Toronto

HOUSE FURNISHING DEPARTMENT

The demand that has lately sprung up for

CARPETS, SQUARES, LINOLEUMS, CURTAINS, Etc.

indicates that the house-cleaning season is now on and every merchant should have his stock well assorted to meet the refurnishing requirements of his customers. We invite attention to the following:—

ENGLISH VELVET CARPETS, with 5/8 borders to match, to retail at $1.15, worth regular $1.35.

ENGLISH BRUSSELS CARPETS, with 5/8 borders to match, to retail at 90 cents, regular $1.00, $1.10, $1.20.

SQUARES. A complete range of Tapestry, Brussels, Velvet and Axminster in all sizes and colors.

LINOLEUMS, 8/4 to retail at 40, 45 and 50 cents square yard.
16/4 " " 50, 60 " 70 " " "
16/4 Special, 5 patterns, to retail at 60c., reg. 70c.
8/4 " 12 patterns, inlaid, " 85c., " $1.00

CURTAINS, - 3 patterns Lace Curtains, to retail at $1.50, regular $2.00.
1 pattern Lace Curtains, to retail at $1.35, reg. $1.60.
1 " " " " " 1.25, " 1.45.

CRETONNE, 27 inch Domestic finish, to retail at 10c.; 30/31 inch Crepe and Domestic finish, to retail at 12½c; 30/31 inch Duplex, to retail at 12½c.; 36 inch Duplex, to retail at 18½c.



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ADVERTISING RATES—12 MONTHS

One page	$300
" half page	180
" quarter page	100
" eighth page	60
" inch	30

Worse Monoply Than Ever.

THE local retail merchant must, ere this, have become impressed with the gravity of the fact that, in securing from the Ontario Government the contract for supplying the province with public school readers, the T. Eaton Co. have pulled off a coup which practically gives them a monopoly of the school book business in Ontario. Further than that, they have obtained control of a means whereby they may push their interests in opposition to the local store far more effectively than has heretofore been possible. As the contract stands at present, the Eaton Co. may place their imprint on every reader they send out. In that way they have their name continually before the young people who use the books they produce. The dangerous influence that the local merchant will see in this is that it reinforces through the children, any opinions that the older people may have been induced to form. It thus paves the way towards first impressions. In fact, it may safely be assumed that the proposition, as it stands, is one that further promotes the inclination to shop away from home. The advertising value of the "bargain" that the T. Eaton Co. have given the Government has, therefore, enabled them to quote a ridiculously low price—about 25 per cent. below the next highest tenderer—in competition with men who are exclusively in the publishing business, who could not possibly figure on that basis and keep a reasonable profit in view, and who in no way encroach upon the territory of the local retailer.

Furthermore, the T. Eaton Co. may enclose publicity literature along with the books which they distribute, and what is still more significant, they have acquired a position of advantage from which they may push the interests of all school supplies, dry goods, hardware or other lines. Obviously, the man who buys his readers at Eaton's is going to purchase his other textbooks there as well. The contract calls for the sale of books to anyone at 20 per cent, discount. The retailer is, therefore, on precisely the same footing as the public, and it is easy to see where the department store octopus, with their huge sales organization concentrated in close competition with the local merchant, is enabled to corner the distribution of these books.

Having broken up the so-called school book ring, it would appear that the Government have unwittingly created a worse monopoly than ever. The circumstances of the affair apparently spell the one word, "bargain."

Prominent officials at the Parliament Buildings were somewhat astounded when the above phases of the mat-

ter were pointed out to them, and their subsequent comment thereon would indicate that the Government were inspired solely by the consideration of cheap textbooks, overlooking any results that the granting of such a contract might have on the business of the local merchant by reason of the advantage granted the great departmental store.

It must also be borne in mind that the plates from which the readers are printed cost from $25,000 to $30,000. The people pay for them. The local merchant has to dig down into his trousers for his share. The plates go to the T. Eaton Co. without cost, to use in printing the readers. The contract is renewable and the work is of such proportions that the Eaton printshop will be kept busy the year round.

What is the local merchant going to do about it? He certainly should take the matter up with his local representative and urge him to exert his influence. There is a clause in the contract which provides that the Government may be given a price for books, and it would appear reasonable, in view of the situation which may be created, that the Government be asked to require the Eaton Co. to supply them with books to the end that the Education Department be made the base of distribution, that its imprint and not that of the department store be placed on the readers, thus preventing them being used as a publicity medium in the interests of the T. Eaton Co.

It is a matter which should receive the serious consideration of local trade associations, through whom steps should also be taken towards memorializing the Government to have objectionable terms in the "bargain" eliminated.

Fashion Fete Allowed to Lapse.

THE dry goods merchants of Toronto regard it as a great pity that there is to be no horse show in that city this Spring. Heretofore it has been an event which gave considerable prestige to Toronto as a fashion centre. The promoters of the affair declare that a suitable building was not available. The lapse means considerably more than monetary loss. Naturally, merchants are anxious to see their city occupy a high position as a distributing point, and it is therefore important that there be behind it that style reputation which will give it proper significance. New York is developing this fashion prestige in every manner possible, and much of the supremacy of that city as a dry goods market is due to that fact. It is because they may there see for themselves the advance fashions, and have facilities for gauging the trend of styles and confirming their opinions on fashion, that merchants flock to that city in large numbers from one end of the United States to the other.

Montreal seems to understand more clearly than Toronto, the great value attached to horse shows and kindred events. These fetes of fashion are popularized and merchants and citizens give them general support. Undoubtedly the prizes given for horse show windows, which are keenly competed, explain why this is so, to a certain extent.

Toronto merchants express the hope that before another year rolls around, a satisfactory solution of the building problem will have been reached.

Improved Prospects for Fall.

REPORTS as to the volume of holiday business are regarded as decidedly indicative of the fact that the trade of the country is rapidly assuming normal conditions. This should be good news to the travelers who are starting out with Fall lines, as they will likely find retailers in a receptive mood. Stocks are light and, in many lines, desirable goods are only obtained with difficulty. This is due, not so much to the amount of trade done, as to the fact that the merchant was particularly cautious when placing orders for the Spring trade.

Many merchants waited until the signs of returning prosperity became more than unmistakable. Another factor that retarded orders was an unusually marked state of uncertainty and unrest as to the trend of styles. As there had been a long period of clearing-out of slow selling goods in many stores, buyers waited for the trend of the mode to become more clearly defined. This led to a marked reduction in the size of the placing business.

Now that the retail season has fully opened up, there are signs on all sides that there is a shortage on certain lines. This shortage promises to be felt acutely in some quarters. Due to the late placing of orders, and also, somewhat, to the narrow groove in which fashion is now running, deliveries on wanted lines are slow. The French dress goods manufacturers, in particular, are said to be behind on orders, and the delay in this case is further aggravated by the slowness with which the dyers are turning out the goods. The dyers are congested with work from the same cause as that which affects the manufacturer, and a further cause of delay is the multiplicity of fancy shades that are called for.

Stores in the large centres, particularly, are more than satisfied with returns during the holiday weeks and also with the manner in which subsequent trade has kept up. The millinery and the ready-to-wear departments have been taxed to their utmost, and stocks in these sections have been well cleared. In the fancy goods department and in the veiling, neckwear and glove sections, business has been very large.

As before stated this large holiday business makes an excellent preparation for the beginning of the Fall selling. If buyers will only take to heart the lessons taught by the past few seasons, that is, to place a reasonable amount of placing orders for the more staple goods, leaving a good margin for the assorting novelties that are sure to make their appearance later, the Fall of the present year should see well assorted stocks and an excellent business.

The Book That Saved The Pattern Business

DO YOU remember the old days of the pattern trade? When patterns were only a bundle of tissue-paper, a couple of pins, and a slip of brown paper stuck on the front?

And the publications—remember those "sheets"? Pink as circus lemonade, full of crude woodcuts of drawings as inartistic and stiff as the wife of the original Wooden Indian.

These pink handbills—out of which the old companies used to squeeze their job printer's profit—and a stereotype "Counter Book" were, mind you, the only things put out to sell an article which depends more than anything you can name on attractive advertising!

Into this barren field came The Quarterly Style Book—a pattern catalog based on modern publishing principles. Printed on good paper, with attractive drawings by real artists reproduced in excellent halftones, it held its head up with the best women's magazines.

Naturally enough, it created a sensation!

From the very beginning The Quarterly was a success. Starting with an experimental circulation of a few thousand, it quickly sprang to a quarter of a million copies and more.

And its effect on the pattern market was instantaneous; The Ladies' Home Journal Patterns came to the front with a rush; the pattern field, as a whole, became suddenly stimulated with a desire for more modern methods and more attractive "advertising literature."

The Quarterly Style Book has now five children—one after another the pattern manufacturers swallowed their pride and copied it, pattern certificate and all.

You remember, probably, that The Quarterly came out at a time when the retail pattern business was pretty dull. Likewise that the various "just-as-goods" made their respective debuts on what might fairly be termed a "falling market."

Then do you remember how, five or six months ago, pattern company after pattern company burst forth into page after page of advertising to show that the sale of their several patterns had actually *increased* 4%, 8%, 11%, 27%, even 40%? Not only did these advertisements suddenly become the most cheerful literature imaginable, but the whole pattern sky seemed suddenly to become rosy once more.

The moral is plain enough: *Any* Quarterly will increase pattern sales. That's been proved again and again.

But The Quarterly Style Book and The Ladies' Home Journal Patterns are what you must have if you want a thoroughly and consistently modern pattern service—if you want to get the new ideas while they are *new*.

THE HOME PATTERN COMPANY

"The House They Imitate"

NEW YORK——CHICAGO——SAN FRANCISCO——TORONTO

Steps Necessary in Departmentizing a General Store

Forms of Books Required to Facilitate Division and to Accurately Record the Results in Each Department — Sales and Purchases.

Written for the Dry Goods Review by Howard R. Wellington.

FREQUENTLY we have had requests for information as to the best system to be adopted in connection with the division of a general store into departments so as to show, at the end of the year, the results of trading in each department, whether profit or loss. No fixed rule can be given as to the arrangement of goods into departments as it depends largely upon the floor space available and also upon the number of divisions which the merchant considers advisable to give him the desired information as to the value of handling certain lines.

Stock-taking.

Where a merchant has been running a business without regard to the trading results of each department, a good time to make a division and a rearrangement of the goods in the store, would be at the time of stock-taking when the stock could be entered under the following headings and the goods moved so as to divide the departments as much as possible.

A.	Groceries, present stock	$4,000.00
B.	Dry Goods and Staples, stock	6,000.00
C.	Ready-to-wear—ladies' wear, stock	3,000.00
D.	Ready-to-wear—men's wear, stock	3,000.00
E.	Boots and Shoes, stock	2,000.00
F.	Millinery, stock	1,000.00
G.	House Furnishings, stock	2,500.00
	Total stock per inventory lists	$21,500.00

We now have the stock taken, the books closed for the past year, and the stock rearranged in the store ready for business.

Expense Accounts.

There are certain accounts open on our books for expense items such as stationery, prepaid insurance or rent, coal on hand, etc., and these amounts should now be apportioned over the various departments by a journal entry, having in mind the floor space occupied and the position in the store as well. The entry would be something like this :—

Dept. A.—	Proportion of rent prepaid	$40.00
Dept. B.—	Proportion of rent prepaid	30.00
	Credit rent account	70.00

Or under the item of insurance the entry would be as follows :—

Insurance. Dr.——— $50.00.

Dept. A.—	Proportion of insurance due. Cr.	$20.00
Dept. B.—	Proportion of insurance due. Cr.	30.00

The regular rent and insurance accounts will then be balanced and the total will show up in the various department accounts. Sales will now commence to come from the various departments and this probably is the most important feature of the change.

Sales Records.

By means of duplicate cash and charge sale books for each department, lettered "A" "B," "C" etc., the original going with the purchase and the copy to the office, the sales can be recapitulated under the various department heads, either daily, weekly or monthly. Each salesman also has a recapitulation sheet with each book and the total, entered on same by him, must tally with the total of the duplicate sheets handed in at the office. In case it is desirable to know what each salesman in each department has sold, at the end of the day, sheets may be ruled, giving salesman's number, department, amount of cash sales and credit sales, and total sales of each department.

These totals may be compared with previous records and comparisons made each month. By the use of columnar books records may be kept year by year for comparison. Should it be desirable to ascertain the gross profit on goods sold each week or month, the costs could be marked on the goods in cipher and recapitulated in the same manner as the sales, under the same headings.

Recording Purchases.

When purchase invoices are received, handed to the various departments and checked off, passed by an official, ready to be put through the books, the most satisfactory method is to hold till the end of each month, sort under the various creditors and enter in a purchase journal having the following headings for the various departments, viz : name, folio, amount (total), dept. "A," dept. "B," etc.

The totals of all the departments should equal the total column. The various purchase totals are posted to the different department accounts already opened on the books.

Expenses.

Probably the most difficult item to contend with is the expense of doing business. In apportioning expenses not chargeable direct to the individual department, we should bear in mind, first, the value of the department to the general business of the store ; second, the location of the department in the store ; third, the space occupied as compared with other departments.

Fixed Charges.

Certain fixed expenses such as salaries may be charged direct to the department, but other overhead expenses such as light, heat, rent, insurance, manager's salary, office expenses, delivery, etc., must be apportioned, keeping in mind the items mentioned above.

A proportion of these expenses should be charged monthly to each department interested or the total expense accounts apportioned at the end of the year.

No rule can be given, a merchant must use his own good judgment in deciding the amount.

The Columnar Book.

For the purpose of recording sales and purchases for statistical purposes a columnar book with as many as twenty-five columns can be obtained already ruled and will prove invaluable for keeping permanent records for comparison.

We shall be pleased to go further into the details of suggestions outlined above, and give forms of books desirable.

Mail Your Sorting Orders

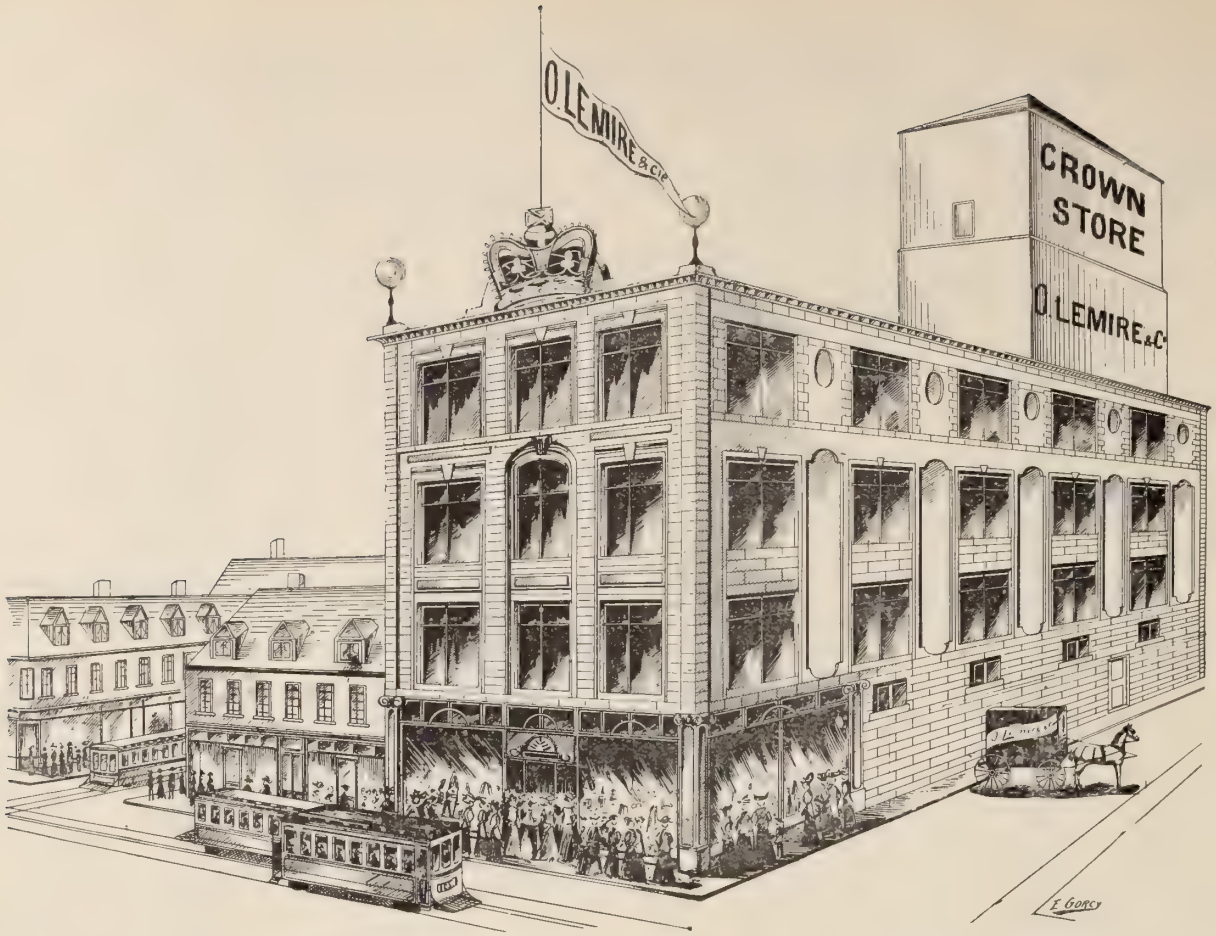


SEND SAMPLES
QUOTE PRICES
GIVE SIZES

IF THE GOODS ARE TO BE HAD IN MONTREAL YOU WILL GET THEM BY RETURN.

SEND US A SAMPLE ORDER AND SATISFY YOURSELF.

The W. R. Brock Company, (Limited)
MONTREAL



The New Departmental Store of O. Lemire & Cie., Montreal, which was opened April 12. (See description on page 31)

Canadian Drygoodsmen and their Methods

How a Barrie Merchant Makes his Name Stand for Standard of Quality — Developing the Tourist and Camping Trade in Summer Resort Districts — New Store of O. Lemire & Cie., Montreal.

Keeping Customers Informed.

IN ORDER to keep customers informed on store matters, Geo. Vickers, of Barrie, has adopted a plan which, he states, has worked out very satisfactorily. In the first place, he has built up a special mailing list by keeping in touch with country officials who know where everybody lives, and by supplementing the register frequently through acquaintances formed in the store. Once a month he writes letters to the farmers. These mediums of merchandizing intelligence are not arranged in the form of circulars. Mr. Vickers has his typewriter prepare them, and they, therefore, preserve more of the character of a personal talk than would be possible by means of cold type. In a town such as Barrie, surrounded by a particularly good farming country, the importance of such a plan as this will at once be apparent to the dry goods merchant. These letters may be made to serve in the gap where other mediums of publicity fail and they carry with them a special emphasis. The farmer may not have had an opportunity to read up the latest news of Vickers' shopping specials. Along comes a letter, a week or so in advance, which places him immediately in line. Again, there may be certain department of his stock upon which the farmer should be posted—new arrivals they may be. He sends out letters describing the goods for the benefit of the shoppers of the rural community. Should he hear of a newcomer in the locality, he immediately forwards to him a personal letter of welcome, and in a tactful way adds a word or two about Vickers' store. The plan is a valuable aid in following up other mediums, through which the country is kept in touch. It is not surprising, therefore, to find that the store has a very good mail order business.

In the same manner, only less frequently, former residents of the locality who have moved to distant sections of the country are also informed. This explains how it is that Vickers has quite a few good customers in the Northwest. They have not forgotten this former place of business, and a letter at the beginning of a season, telling about new goods, very often brings a reply in the shape of an order.

George Vickers believes in advertising and his opinion is that a good live newspaper is the best means that can be employed in reaching the people. There is, he declares, a distinct mission for the ad. with a special emphasis. He tried it recently. His ad. was what might be called a "repeater," and it read something like this: "Vickers' for corsets. Vickers' for corsets. Vickers' for corsets." There was nothing more to it, only large type was used and the slogan was repeated several times.

The ad. was something of an experiment and it proved a successful one.

Some people may consider that no great significance attaches to a name, but Mr. Vickers is not one of them. His idea is to make "Vickers" stand for everything that means satisfaction to the shopper. One wrinkle he has adopted is to have the name worked in certain lines of hosiery in such a way that it will denote a distinct standard of quality. Thus, there are hose known as "Vickers' Value," "Vickers' Special," and so on. These are goods which have a known advertising value, because of their wearing merits.

The Vickers store is particularly well arranged. It is in two sections—one for men's furnishings, and the other, the larger, for dry goods. On the second floor the millinery and dressmaking departments are located. The dividing wall separating the two sections of the main floor does not extend the entire depth, and the cross-section at the rear is used for staples. The men's furnishings department has a separate entrance. A modern equipment includes one of the latest types of dust-proof cabinets for ready-to-wear clothing.

Improving their Store.

Sargeant & King, of Barrie, are considering plans to remodel their triple section store in such a way that dividing walls which heretofore have proved somewhat of a handicap in effective arrangement will be removed and the main floor converted into one large sales area. At the present time the centre store has no entrance, but is fronted by a display window of good depth. The firm's plan is to so unite the two dry goods sections that there will be a display window on each side of the main entrance, the men's furnishings department still being kept separate.

The firm name, which was formerly Sargeant & Smith, was recently changed to Sargeant & King, the new member being Byron King, who formerly conducted a men's furnishing store. The firm was recently granted a charter to carry on business as a retail and wholesale concern.

Boiling Down the Credit.

"We have tried them all," remarked W. Kirk, of Bracebridge, when asked what, in his opinion, had proved the best sales plan he had ever adopted while in business in that town. His reply indicated that he preferred the old paths.

"One of the most successful sales we ever had," said he, "was put on at a time when everybody else in town appeared to be out with a 'special,' and we immediately decided to attempt something better. We announced that we would give twenty per cent. off all purchases, and by making the reduction on the counter slips after the people had completed their purchases, they knew it was genuine. We have not, however, developed the special sale habit. The locality is not adapted to it. The people are hard to reach, particularly in Winter time, and the town is a little too far north for extensive merchandizing along these lines."

Mr. Kirk has been thirty-five years in the dry goods business. He had five years' experience in the Old Country, but, on coming to Canada, interested himself in agriculture for a few years before taking up the activities of a merchant. He states that while he has not adopted the cash system he has been very careful in granting credit. As a result, in sixteen years, the annual accumulation on his books has not been more than $100, and he expects to collect every cent of it. He is in a position to speak from experience in this connection. A few years ago, on closing a branch store in Magnetawan, he found that the accounts outstanding amounted to about $5,000. To-day he is able to say that he received every dollar of it. In a country where a collection system would seem to be a somewhat difficult proposition this record is remarkable.

"We cannot say that we adopt any particular system in looking after our accounts," said Mr. Kirk. "We know our people, and we endeavor to do the right thing by them. In a town where conditions are such that the cash system is hardly feasible, particularly in connection with a dry goods store, the best plan is to know your people and govern yourself accordingly."

New Departmental Store Opened,

The opening of the "Crown" store, St. Denis St., Montreal, by the new firm of O. Lemire & Cie., took place on April 10th. The store was effectively decorated for the formal opening and a good orchestra was in attendance, and the store was a centre of interest for large crowds throughout the day.



A. J. DUGAL
Who has recently become a member of the firm of O. Lemire & Cie., Montreal.

The store is situated in one of the best parts of the city for a departmental store, being, as it is, at the corner of St. Denis and St. Catherine Streets, where the trolley service is so complete that the store is easily reached from any part of the city.

The new firm is composed of O. Lemire and A. J. Dugal, both of whom have had wide experience in the dry goods trade. O. Lemire was the founder of the original Crown store, established in 1889 on St. James Street. A. J. Dugal, prior to becoming a member of the firm of O. Lemire & Cie., was local and foreign buyer for W. H. Scroggie, Ltd., and previous to his connection with that firm, had had considerable experience in the dry goods trade.

The new store is a model retail emporium, and a credit to the organization. The dimensions are 50 feet frontage and 100 feet depth, and is four storeys in height, with a basement. Large show windows on either side of the entrance afford a good opportunity for the display of goods, and for effective window arrangements. Electric elevators give good service to customers, and a cable cash system is in operation all over the store.

The natural lighting system is remarkably good. There are three large windows at the front of the store in the three upper storeys, and five at the side. The ground floor is lighted by smaller windows above the wall fixtures. The basement is also partially lighted by small windows.

Artificial light is supplied by electricity and the system employed is remarkably good, producing a subdued yet clear light, by the use of large electroliers and wall brackets.

The woodwork of the store throughout is of dark oak and on the ground floor the counters and fixtures are of the same wood. The office and cash desk is situated on a balcony half way between the ceiling and the ground floor, the railing of which is of oak.

This floor is devoted to men's furnishings, dress goods, silks, staple cottons, fancy goods, ribbons, embroidery, stationery, leather goods, etc.

The centre of this floor is occupied by a long fixture for smallwares and fancy goods. This is surrounded on both sides and the ends by counters of the silent salesmen type. Later these counters are to be further fitted up for the better display of smallwares, etc.

At the right of the entrance is the dress goods department, and on the left is the men's furnishing department, while the silks and cotton goods are at the back of the store. Aisle tables give further opportunity for the display of goods. The counters, which are on four sides of the store, are of the most modern approved type. They are 26 ins. wide and 32 ins. high. The wall fixtures for stock are seven feet in height, extending along the sides of the store. These are divided into compartments 31 ins. long, 12 ins. high and 30 ins. deep. This gives plenty of space for stock, and forms a ledge on which different lines of goods are displayed.



O. LEMIRE

Of the Firm of O. Lemire & Cie., Montreal.

The second floor is perhaps the most attractive. It is devoted to millinery, costumes, blouses, whitewear, ladies' knitted goods, corsets, umbrellas and the pattern department. Workrooms and a fitting room, as well as a comfortable rest room are also on this floor.

The millinery department is carpeted in green, and the counters and fittings are of mahogany. Trimmings are displayed in large "silent salesmen," and these are also used for the display of the more elaborate hats. These show cases are 8 feet long, 26 inches wide and 42 inches high, with three sides and top of glass and mirror backs.

One large glass case, suitable for displaying costumes, forms a partition between the millinery and mantle departments. This is 9 feet high, 8 feet long, and 45 inches wide. Large plate glass mirrors, fancy chairs, etc., make the department very attractive.

The costume department is fitted up with revolving display racks for costumes, coats and skirts. Blouses and whitewear are displayed on aisle tables, 72 inches long, 30 inches high, and 36 inches wide, with a shelf about six inches from the floor, for holding stock.

At the side of the store opposite the millinery department is a mahogany counter, running the length of the floor. Fixtures at this side provide space for corsets, whitewear, etc. These fixtures are about six feet in height, and are divided into compartments 30 inches long, 11 inches high and 30 inches deep.

The third floor is given up to beds, bedding, blankets, curtains, draperies, rugs, carpets, trunks, bags, etc. Plenty of space is allowed for showing large goods, such as carpets. In this department there is also a long counter at one side, and a glass show case contains brass curtain fittings and other small articles. Roll top cases contain blankets, protecting them from dust. It is the intention of the company to further improve this department, which is not complete as yet, making it the finest housefurnishings and trunk department in that part of the city, The dressmaking department is also on the third floor.

The fourth floor as yet is not open for business, but is used for reserve stock. It is the intention of the firm to transfer kitchen utensils, crockery, glassware, toys, and package groceries in the near future. These goods are now in the basement, where a very complete oilcloth department is also situated. When the transfer of goods is made from the basement to the fourth floor, the oilcloth departmen will remain in the basement, which will then be devoted to wash goods, linens and cottons. The ground floor at present does not give adequate space to this department.

In the oilcloth department, the four-yard goods are shown on rollers held in a horizontal position by upright fixtures. The rollers move easily, and make the showing of these goods a simple matter. Ample space is reserved for the showing of the narrow goods.

Concerning Long-distance Shoppers.

J. B. Humphries, of Bracebridge, leaned back at his desk and thought a while, when asked what the merchants of that town were doing to combat outside influence on home trade. His is a general store. He has been in business in Bracebridge for thirty-four years, and, to use the words of a competitor, has "built up a neat little business of his own." He has his boxed-in desk in the centre of the main floor. On his left are boots and shoes and groceries, on his right dry goods, and in front of him is a bargain table.

"Well," said Mr. Humphries, "there has been a fire sale in town recently and that has undoubtedly nailed home business for some weeks to come.

"We try to give the people as good as they can get elsewhere. Many have awakened to that possibility, but there will always be people who have the idea that they can do better by shopping at long distance. Some of them do not hesitate to attempt to exchange goods at home when their purchases are unsatisfactory. That is a good time to impress a lesson, but even then it doesn't pay sometimes. Not long ago, people whom I knew very well asked me for a small loan. I gave it to them, and shortly afterwards, while in the post office, I noticed the same party obtaining an order for that amount in favor of the T. Eaton Co., and I never got my money back for three months. This just shows what some people will do.

"The merchant must be very careful. If he is observant, he will see occasions in which he may effectively demonstrate the capabilities of his stock. My store is not large, chiefly staples, but I seldom lose an opportunity to introduce new goods to the customer in the store or through the display windows."



Your Careful Customer Buys

GUARANTEED HOSIERY

This plan appeals not only to her sense of economy but to the fact that she can banish darning by simply purchasing a box of six pairs fully guaranteed not to come into holes for six months. This is the secret of the success of

NEVERDARN

Holeproof Hosiery

FOR MEN AND WOMEN

Each box contains a hard and fast Guarantee. Here is the form:

> **Should any or all of this six pair of Hose require darning within six months of the day you bought them, we will replace at our expense with new pair each darned pair returned.**

Neverdarn H.P. Hosiery are of the quality that make good the Guarantee. They are made of the finest quality long fibre Sea Island and Lisle yarns, specially prepared, which renders them extremely tough and durable, yet soft and easy on the feet. Reinforced at the hardest points of wear. They will permanently retain original good shape. They are dyed by new process sanitary dye which leaves the fabric absolutely fast and clean. Made in leather shade tan and black.

ORDER FROM YOUR JOBBER

Chipman-Holton Knitting Co. Limited

HAMILTON, CANADA

E. H. WALSH & CO., Sole Selling Agents, **Toronto and Montreal**



It's the name behind a guarantee that makes it good.

Working Towards Cash.

In districts such as Muskoka and Parry Sound, where the annual sojourn of tourists and campers gives considerable impetus to Summer trade, it is important that the merchant take steps to so cover his field that he will get some share of benefit from the influx,

Fenn, Anderson & Co., general merchants, of Bracebridge, keep in touch by means of branch stores, of which they have two—one at Baysville, and another at Rosseau. While the Summer trade is made a subject of special concentration, the two stores are open all the year round, It is not to be expected, of course, that dry goods constitute the big item with these holiday visitors. The majority bring their season's wardrobe and accessories along with them, and the branch store is chiefly regarded as the base of camp supplies and provisions.

"Would a plan whereby merchants might assist each other in disposing of surplus goods be feasible in a town situated as Bracebridge is?" was the question asked of Mr. Anderson.

"I hardly think so," was his reply. "Where competition is keen, merchants prefer to be mixed up solely with their own business, and they are generally independent enough to feel that they can dispose of goods to as much advantage as the other fellow. It is all a matter of letting the people know. Where the press does not fully answer we have to adopt special means. If a man has a line which is not moving very rapidly, it is up to him to give it the benefit of publicity. A merchant should see in every section of his stock some good reason why people should come to his store. That being the case, he is not likely to relinquish any part of his stock to another merchant, though he may have a large supply of it, so long as it retains its salable qualities. The merchants here have endeavored to work together to reduce the credit evil to a more satisfactory level. Account lists have been exchanged so that all would know who the chief offenders were, but the plan did not work out well. In a town such as Bracebridge infinite care is required in attempting to introduce anything like a cash system. We are working in that direction now, but there is here no large and wealthy community. It is the only way to do business, but what is the merchant going to do with people who, in selecting a pair of shoes or anything else and having it wrapped up, tell you pleasantly that they will come in shortly when they have the money. He knows that these people are good for it, and that, in a few days they will be in a position to pay. In a district where money is not any too plentiful, it would seem that the only feasible plan would be to have the merchants organize for that purpose.

"Bracebridge is quite a manufacturing centre, and we hope to see it come into greater prominence as the result of development in the north country. We have the Bird Woolen Mills, the Dominion Linen Mfg. Co., which recently resumed operations, and the Muskoka Leather Co., to say nothing of saw mills, and the activities of lumber companies. The town should benefit from any advantage that exists in its location as one of the centres between the north and south sections of the province."

Business Ethics in Barrie.

J. C. Irwin, who, after several years' business in Barrie, sold out recently to J. Sutcliffe & Sons, states that he knows of few towns in which the merchants take a more broad-minded or considerate view of each other's business privileges, and ambitions.

"I have failed to observe," said he, "any existence of that spirit which causes a man to take advantage of another's initiative or originality. If one merchant displays a certain line of goods at a reduced price, he may be sure of it that his opposition across the street is not immediately going to pull off something of the same kind at a little lower figure. If I had a piece of goods in the window at a price, and on walking down to dinner I saw the same thing in another merchant's window, I would immediately remove that part of my display. That seems to be the spirit of merchandizing here. Business ethics are pretty well adhered to.

"During the time I have been in business here, I have done considerable advertising through the local papers, but I find that very good results are also possible by using a regular bulletin at the beginning of a season or whenever new goods arrive. That is a plan which is largely adopted by Barrie merchants. They are surrounded by a good country and the farmers are easily reached."

"What plan do you consider advisable in the development of your younger clerks?" Mr. Irwin was asked.

"I think they should be given every encouragement to become self-reliant. Every merchant should be careful to see that his clerks know how to shoulder responsibility. A salesman thus reaches the highest point of his value and should be appreciated accordingly. I certainly would not hesitate to place a good man in charge of a department, making him responsible for its development, once I became convinced that he knew his business."



The Stores of Jas. Vair & Co., Barrie, Showing Thoroughly Modern Arrangement of the Front.

Taking Larger Premises.

J. W. Patte, who has conducted a dry goods and millinery business for the past seven years on Market St., Brantford, has leased larger premieses on Colborne St., the store formerly occupied by the Whitaker Shoe Co. It has been thoroughly renovated.

Business Changes Hands.

H. J. Hollinrake & Co., who, for thirteen years, carried on successfully a dry goods business at Ingersoll, and sold out about a year and a half ago, have again embarked in the same line. They have purchased the dry goods and millinery business of R. C. Burns, of Brantford. The purchase was made on a cash basis and Mr. Hollinrake states that his intentions are to develop the business materially. He is a firm believer in advertising and is doing a cash business. No other plan, he states, has suggested itself as promising more satisfactory results.

Proved Plans for Saving that Have Brought Dividends

Stopping the Leaks—The Little Schemes that Increase the Profits by Cutting Out Unnecessary Expenses and the Wastes of Time and Material

By Kendal Banning in System.

WHEN a well regulated and responsible business house, whose directors do not allow its officers to absorb its surplus in the form of salaries, declares an annual dividend of five per cent., it means that a nickel has been made on every dollar that has been invested and that the dollar, or its equivalent in material value, is still there.

A nickel a year is a good wholesome profit—better than the average returns on a safe investment. Sometimes this surplus is made out of the savings that are effected all along the line—little economies here and there that chop off a few cents of expenditure, or a few minutes of time or eliminate a process or a machine or an employe, until that point is reached when the minimum money and time is made to produce the maximum result. The saving of a cent or a minute may spell the difference between a loss and a profit—between a deficit and a dividend. The saving of a mere one hundredth part of the running expenses of a business house may increase the dividends from five to six per cent. The same increase in value may be secured by adding to the production of that house a corresponding amount.

It is safe to claim that in the majority of well-systematized plants dividends are squeezed out of the little economies, economies so small as to seem inconsequential; but the difference in market value of stock that is yielding ten per cent. and the stock that is yielding five per cent, is just exactly double. It is this fact, as well as the annual need of the cash dividends, that is bringing into vogue the better systems and the better methods of organization that are distinguishing this age of industrial and commercial achievement.

A large proportion of the leaks that deflect the dividends are leaks of time. They are difficult both to discover and stop.

A small haberdasher's shop, located in a business district of New York, for several months made barely enough money to pay its bills. It discharged a couple of clerks, but the resultant inefficiency of service lost trade. It decreased the amount of stock on hand, but this move drove away more than enough customers to pay the difference. Finally it hit upon the simple and obvious expedient of keeping open an hour longer in the evening and thus catching the trade from the men whose office duties kept them downtown late. From that time the store paid. It is not improbable that the profits of the majority of similar shops are made during the last hour of its business day.

In a small office in New York were employed four salesmen and two stenographers. It had a telephone contract that provided for the minimum number of calls, at the rate of five cents a call, and had one telephone trunk wire. One or more of these employes stopped their work to answer every call and to connect the party desired. The work of the office increased, or rather the efficiency of that office decreased, until it became necessary to employ another stenographer. A telephone girl was engaged at $5 a week and two trunk line wires were installed on a contract (based on the number of calls the year preceding) giving a minimum rate of three cents.

The change effected a saving that not only paid for the telephone operator, but eliminated the extra stenographer and increased the efficiency of the office twenty per cent. representing an economy that almost equalled the annual floor rental.

An importing house whose executive offices are in the front of the building and whose stock rooms are in the rear installed an electric bell for summoning the stock clerks when samples of goods were wanted. By actual count this bell was rung 130 times in one week. It took an average of three minutes for a clerk to make the trip and return, or a total of six and a half hours a week, representing a value in wages of $2.34 a week, or $121.68 a year. The leak was stopped by the simple expedient of instaling a short inside telephone wire that saved both journeys.

For like economy, the factory of the Herring-Hall-Marven Safe Company has taken out its inter-departmental telephones on the grounds that they waste time by facilitating intercourse. Further, by making communications more difficult the foremen are less inclined to rely upon their chiefs for instructions and are more inclined to cultivate their own initiative on the simple theory that when it is hard to waste time it is easy to save it.

One of the most troublesome wastes of time occurs in the transportation of goods by trucks between the docks or railroad freight yards and the consignee. It has been estimated that in New York City, for instance, where the traffic is much congested in many of the over-crowded streets and where the docking facilities have for years been inadequate, about three-quarters of the time and money spent in trucking have been wasted in long and in many cases needless delays, due partly to lack of clerk service at the shipping offices and partly to the unorganized and unsystematic routing of drivers.

A manufacturing concern in Baltimore recently hired a man whose sole business it was to keep tab on its trucks. Every driver was obliged to sign a time card showing when he left the starting point and when he returned. Routes were laid out and the trucks were so loaded that the various deliveries could be made in regular order and with the least labor. By this arrangement the efficiency of the trucking was increased about fifty per cent., representing a cash saving many times greater than the wages paid to the timing and routing clerk. Similar systems are being gradually installed by other firms, but this form of leak has sometimes persevered for years before it is discovered; yet it is the easiest waste to prevent when a concern knows that it exists. Sewing a button on a coat is the labor of a moment, but the deficiency may exist for days before it is noticed and remedied as it can be very easily.

The commonest time-leak of all is in correspondence. A business letter that covers the point in thirty words in the hands of an inexperienced correspondent may overflow into one or two hundred. Time is wasted in dictating, translating, typewriting and reading. Busy men write and want to read short business letters that say their say and stop short. The inexperienced dictator is almost invariably verbose.

A form of leak that is usually recognized, if not par-

ticipated in, by everyone, but which is seldom efficiently stopped, is tardiness. A few moments' delay in arriving at the office or the shop is not a fault that will in itself necessarily impair the efficiency of the plant—not directly. But it does impair it eventually. A crack in the driving wheel may not immediately wreck the engine, but the laxity that permits the crack to go undiscovered or unrepaired will in time result in disaster. The office that permits tardiness will also permit carelessness in other things—in billing, in shipping, in accounting. Delay in beginning the day's work, also is invariably associated with a slackening of effort at the closing hour.

One of the biggest industrial companies three or four years ago charted the daily consumption of power used for running its plants and by this means discovered that the maximum load was not assumed for over an hour after the day's work began in the morning and in the afternoon, and that it decreased an hour before closing at noon and in the evening. The causes were obvious—the machines were not in use because the men were not at work. A few foremen were discharged, a few men were promoted, a few were removed, and the resultant increase in efficiency, as indicated by the increased product, netted a saving of nearly $90,000 a year.

This leak threatens every manufacturing plant where power is required, and may often be discovered only by reports of the power consumed, as the time tickets of the men show merely the time of arrivals and departures and not the time of beginning and ending work.

Wastes of material can more easily be discovered and eliminated than wastes of time, and their value may be more easily estimated. It is not unusual for the big restaurants to receive several thousand dollars a year revenue yearly from the sale of products which a few years ago was considered merely refuse and thrown away. The fat wastes are sold to one manufacturer; the grease to another; the remainder to another to be converted into fertilizers. Scores of hotels and restaurants get upwards of $2,000 a year from this source alone, and a few get more.

It is the exceptional office that does not waste wrapping paper, string and cardboard. Even though paper and string may not always be advantageously used twice, cardboard may be used repeatedly for packing purposes, and the board on incoming bundles offers easy opportunity for saving.

Two offices whose exchange of packages with each other was about equal paid respectively $10 and $45 last year for cardboard; which means that the former reused that which the latter bought and was thus practically using the working funds of the other. A manufacturer in Massachusetts, who spent several thousand dollars a year for lumber to be made into packing boxes for shipping his products, now buys second-hand cases and board at a saving of a little less than half.

Sweepings from the jewelry department in the R. H. Macy & Company store, New York, are collected in special barrels and delivered to an assayer, who, by different processes, precipitates the gold, silver and platinum dust valued from $50 to $150 a barrel. The workers are required to wash their hands in a special sink connected by a drain pipe to another sink just below, from which another drain pipe, near the top, carries off the overflow. The metal collected and saved by this means many dollars a year. Similarly, the particles of silver dust that circulate in the silver polishing department are drawn into eight-inch air pipes and deposited into a collector, which yields a similar amount. In this way several hundred dollars are saved a year in one department—and Macy has eighty-five departments.

When one of the big insurance companies began a campaign of retrenchment a few years ago it discovered and stopped some leaks that had been eating big holes in the profits. For instance, the record of each policy holder was filed in a ledger weighing fifteen pounds, containing 1,600 histories.

Whenever a notice of a change in policy came in—and five thousand such came in a day—each record had to be copied in full from one of the ledgers, meantime tying up 1,599 of the other records in the same book. The resultant waste of time to the waiting clerks cost the company thousands of dollars a year. The system was adequate for a small company, but entirely unsuited for a large one.

A new system for handling such records was devised. The 1 500,000 records in condensed form were transferred on transparent cards; a special machine made 36 blueprints from them at a time within five minutes; pneumatic tubes were installed to carry these records to the blueprint department. The result: a large department of clerks wiped out at a saving of several thousaands of dollars a year.

Another leak was stopped by changing the wording of the policy, so that only one form need be used instead of the many used previously—saving over $2,000 a month. If formerly cost fourteen cents to write out a policy. In 1905 the cost was reduced to four cents, and the company saved $15,000, although it wrote out three times as many policies as before the change was made.

A similar simplification of records has been made by many business concerns, large and small, to the material improvement of their business method. For it is probable that the majority of offices carry records or forms that could be condensed to advantage.

When the National Cloak Company installed a chute by which it sent emptied packing cases from the stock room to the basement it cut off the delay and expense of sending them down on the elevators. But when an executive accidentally discovered a couple of perfectly good suits in the waste paper at the bottom of an "empty" box he found a leak that he promptly stopped by hiring a man to inspect each case as it comes down the chute. He saves enough to pay his salary twice over.

The head of a house in Chicago which conducts an extensive business through its agencies one day opened a large envelope containing several sealed letters that had come to one of the branch offices, but which were intended for the home office. The envelope bore five two-cent stamps. Every one of the enclosures would have reached the home office by merely correcting the address and remailing. Several such envelopes were received a day—perhaps five or six, representing half a dollar or more of waste. Rubber stamps bearing athe words "Forward to" followed by the Chicago address, were sent to every branch. The leak was small, amounting to $150 a year or so, but that is enough to pay the costs of an office boy who could attend to the forwarding of letters merely as an incident to his other work.

An office manager picked a half used pencil from the scrap basket of one of the clerks. He found partly used erasers, paste-tubes and blotters in other baskets during the week. He issued an order to the stock room to issue no more supplies except on a written order signed by him. For every new eraser or pencil or ink blotter issued hereafter, the old one had to be returned and a record was kept of every requisition. At the end of the week not only had the leaks in the office and supply department been effectually stopped but a decreased demand was made on the stationery—due to the previous

use of the company's stationery for personal correspondence by employes.

Mechanical devices are providing effective leak stoppers—cash registers, computing machines, time clocks, check protectors, and a host of other "Yankee notions." They not only locate and prevent wastes, but are factors in placing business organizations and methods on a more systematic basis. Among such should be mentioned a device for perforating postage stamps with a small hole or holes of a distinctive shape selected by the office. This scheme has stopped the use of the company's stamps on personal letters of employes, whose "liberties" with the firm's property thus become self-evident.

A source of unnecessary waste in retail houses is caused by the mutilation of goods in cutting off pieces for samples. Many sheets of paper, rolls of cloth, and boxes of goods are spoiled in this way unless precautions are taken to lay aside sheets or rolls or boxes for use as samples exclusively.

Even a small shop can avoid waste by this means. A paper house in New York recently built a cabinet divided into sections, each of which was reserved for the exclusive use of sheets of the various grades, cut into samples. The device is saving several dollars' worth of stock a month that theretofore was lost, as either an entire sheet was given away or the mutilated portion was destroyed.

Stock-taking is usually a mechanical process that offers small opportunity for saving. Yet a short cut used in the Steinway piano warerooms chops off several hours a week. An account of the goods on hand is taken at frequent intervals, necessitated by the constant moving of the goods. Each piano is recorded by its number, which is engraved inside the case. It was formally a tedious job for a couple of clerks to go through the sales and stock rooms, lift the piano lids and write down the numerals. A clerk suggested that each number be written in large letters on a card and attached to the piano in a conspicuous position. This has been done and inventory that fomerly took many hours is now taken in as many minutes by merely glancing down the aisles and jotting down the numbers.

These methods of stopping leaks are more than mere clever schemes. They have a material and measurable value aside from the moral effect upon the office or shop employes. They cut off expenses of time and money. Lower expenses mean lower costs of production and correspondingly greater facilities for meeting competition. The factory that sells a desk at cost in order to meet its rival's price will be driven out of the market by the rival who can sell it at the same or lower price and still make a profit. The contest for the market resolves itself into a struggle to keep the costs down and the quality and the prices up.

The business that wastes the least and stops the most leaks has won a big half of the battle for success.

Issues Weekly Bulletin.

A particularly good example of a well departmentized general store is that of James Vair & Co., Barrie. The grocery section occupies, probably, the more desirable location, with canopied entrance, on a corner, but the entire front is so well arranged with large and up-to-date display windows that it is difficult to see which has the advantage, if any. The dry goods department has a frontage of about sixty feet.

Though believing in advertising, this firm employs very little newspaper publicity. A weekly bulletin is issued the year round, and it contains the latest news of every department. Groceries occupy the back page. The manager, S. W. Moore, states that the bulletin has become a fixture to the extent that people look for it weekly. He admits that the weekly newspaper has an advertising value, but is equally of opinion that the bulletin, as a regular store medium, has made a place for itself.

It is interesting to note that Mr. Vair is not a drygoodsman himself, but a grocer, and that he originally started as such. Upon adding a dry goods section he immediately saw the necessity of placing it in charge of expeienced men. This explains how it is that the grocery and dry goods departments—the latter including millinery and dressmaking—have been exceptionally well developed. The arrangement is such that the two main divisions are separate, save for a connecting passage in the rear.

Considering Debt-collecting Schemes.

The debt-collecting scheme, recently proposed by the Chatham branch of the Retail Merchants' Association, has been the theme of earnest discussion by a special committee appointed at the March meeting.

At this month's meeting the committee reported that they had interviewed a number of professional collectors, but that none of the latter had been in a position to take up the work at the present moment, though one or two intimated that they might handle it later on. The collectors seemed to take the stand that the Retail Merchants should draft a definite proposition, specifying the amount of work and the remuneration, instead of looking for a collector to make a specific proposition.

With a view to securing information, the association, after hearing the committee's report, decided to invite Mr. Scroggie, the official collector for the Guelph association, to visit Chatham and address the merchants here with reference to the system in vogue in his own city. In the event of his being unable to come, Mr, Scroggie will be asked to furnish information regarding the system.

The work done by the association in this direction has had the effect of stimulating interest among the merchants. The need of a system for dealing with bad debts and dead-beats is generally felt, since there are few, if any, merchants doing a strictly cash business, and a "delinquent list" system, in vogue for some time, has proven unequal to the task of coping with the slow pay people.

Linen Mill Resumes Operations.

The Dominion Linen Co., of Bracebridge resumed operations on the 22nd of March. The manager, Thos. M. Morrow, returned recently from the Old Country, where he arranged for an up-to-date bleaching plant. This has now been installed, and will prove a valuable addition to the equipment of the Bracebridge concern, as it will be thereby enabled to finish its product at home. Mr. Morrow has also engaged experienced men to operate the plant. The mills were partially shut down recently, and during that time the machines were changed to finer goods and new designs. It is expected that a complete line of new samples will be ready for June 1st.

James E. Knox, of the sales department of the Dominion Textile Co., Toronto, has gone to Winnipeg to take charge of the office there. Prior to his departure from Toronto, he was tendered a banquet by his friends in that city.

THE DANCYGER'S SAFETY PIN TICKET CO.

Main Office and Factory:
CLEVELAND, OHIO, U. S. A.

MANUFACTURERS

Branch Factory and Office:
TORONTO, ONT., CANADA.
77 YORK STREET

We solicit your correspondence, and will forward samples on application.

NO DANGER IN USING THE DANCYGER'S SAFETY PIN TICKETS.

SAFETY PIN TICKETS

Gem Pat
W L
GEM TAGS
2 X C

No 1 No 2 No 2½ No 3 No 4

Safety Pin Tickets and "Gems" are the best.

Gem Patent
GEM TAGS
No 8

Gem Pat
No 6

Gem Pat
No 4

Gem Pat
No 3

Gem Pat
No 2

Gem Pat
No 1

W. L.
CAPITOL
No 00

HOSIERY TAGS,

LOOP TAGS
No 11

19
String Tags.

15
PUSH TAGS.

"Capitol" "Excel" "Buckeye"

Excel Pat

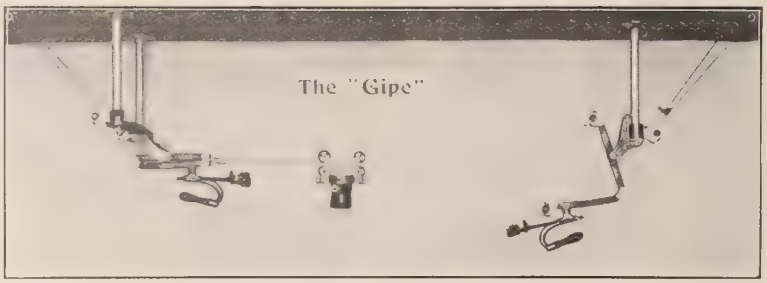
A A No 1

Please mention The Review to Advertisers and Their Travelers

20 Years' Experience Inventing and Building

Cash and Package Carriers

"GIPE" CARRIERS are the LATEST, SWIFTEST, STRONGEST, SIMPLEST and MOST EFFECTIVE on the Market To-day.





Reprinted from "THE CHICAGO DRY GOODS REPORTER," *of Nov. 12, 1898.*—

A NEW CARRIER

E. C. GIPE, the veteran inventor of cash and package carriers, has again demonstrated his ability in this line by bringing out a new carrier with special and meritorious features different from any other carrier. The new carrier is called the "Air-Line," and is described and illustrated in the ad. of the Air Line Carrier Company elsewhere in this issue.

The carrier is so constructed that it is impossible for the basket to drop from the wire under any circumstances. Another feature is that the basket, because of its manner of construction, comes much nearer the wrapper at the bundle counter station than any other ever invented.

The new company is outside the combination, a fact which will interest all merchants who contemplate putting in a carrier service, but object to paying combination prices.

Reprinted from "THE DRAPERS' RECORD," *London, Dec. 12, 1908:*—

THE GIPE CARRIER COMPANY, LIMITED

The "GIPE" cash and package carriers are very well known in America, where a great number are in use at the present time. In Canada, too, they have earned a well-deserved reputation, and it is largely with the idea of developing British trade in the carriers that Mr. E. C. GIPE, the inventor, is now in London. Mr. GIPE has had over 19 years of practical experience in building and making carriers, and he is in consequence in the best of positions for appreciating the needs of up-to-date firms who wish to facilitate the transmission of cash and parcels from one department to another. Already a large number of Mr. GIPE'S carriers have been installed in some of the largest and best known English retail firms, and we are informed that as the merits of the system become known the demand for the devices increases in proportion. To enumerate the many advantages of the carriers would require a great deal of space, but particular attention may be directed to the carriers operated upon what is known as the "spread-wire" system. Many advantages are offered in this connection. The carrier is transmitted with speed and despatch. The company are manufacturers of carriers for almost any conceivable purpose.

Many progressive merchants in Canada have already adopted "Gipe" Carriers, and such well-known houses in London, Eng., as Harrod's Stores, D. H. Evans & Co., John Barker & Co., Gamages', J. R. Roberts Stores Co., and many others are now using them; the latter DISCARDING Pneumatic Tubes.

We build LEVEL and GRADE PACKAGE CARRIERS, LEVEL, GRADE, CURVE and PERPENDICULAR CASH and MESSAGE CARRIERS.

CATALOGUE for the asking, or better still, call at our office and let us demonstrate the merits of the "Gipe."

Our Machines are built in Canada, which means a saving to you.

LONDON, ENGLAND
118 Holborn, E.C.

THE GIPE CARRIER CO., 99 Ontario St., TORONTO, CAN.

Excessive Lighting Bills Eat up Profits

The above line expresses a fact that has been painfully apparent to many a Canadian merchant. On a dull day you may have to keep artificial lights going all day long. On even the brightest day you may be compelled to light up parts of your store while outside the sun is still brightly shining.

Don't do it—instal

LUXFER PRISMS

A Luxfer Prism Fanlight placed above your show window will have an immediate effect in reducing your artificial lighting expense. No magic—merely a common-sense application of a well-known science to your requirements. Luxfer Prisms catch the slanting rays of daylight and refract them horizontally. Result, a brighter, better store and greatly decreased lighting bills. Ask any architect!

LUXFER PRISM COMPANY, LIMITED

TORONTO and MONTREAL



This window, depicting the result of the "first spank," was trimmed for the Housefurnishing Department of the Paquet Co., Quebec. It is described as being 18 feet long and 12 feet deep. The walls were painted a light green, with rug to match. On the second day the entire outfit was sold. The window attracted a great deal of attention.

Valuable Hints on Art of Displaying Goods

Whitewear Displays for May—Helpful Pointers for the Opening Window—The Season for Housefurnishing Trims—Wash Goods will Claim Early Attention—Some Opportune Pointers for Window Dressing.

Seasonable Trims.

THOUGH very many trimmers put in a background that is made to do duty all through the season—and this practise has much to commend it on the score of convenience—handsome windows, displaying new goods as they arrive, will be the rule for some weeks yet. The two opening windows shown this month, one put in by W. H. Mills for the Northway Co., Tillsonburg, and the other by E. McIlroy for A. L. Garland, of St. Thomas, contain many features that will be of use to trimmers who are planning to show seasonable goods. The platform used in the St. Thomas window is particularly effective in directing attention to an unusually striking dress pattern.



June Whitewear.

A good whitewear window is sure to be one of the events of late May or early June. This is to call attention to the June sales in whitewear.

Many keen women buyers prefer to replenish their stock of lingerie garments at the June sales, as they know that there is more of the real bargain element then than in January. June selling, as a rule, is the round-up of all broken lines, and of the high-class garments that have become soiled by long handling during the early months.

The publicity department must get busy if the June sale is to be any great success. Good stocky window displays are needed to attract buyers, and though considerable time and care will have to be expended upon the arrangement of goods, much elaboration of background is not necessary.

Curtains in olive or Empire green falling in plain straight folds are as good as anything that can be used. These should be supplemented by some arrangement of flowers. As most underwear is trimmed with colored ribbons it would form a good display if all the garments were run with pink ribbons and the flowers used were pink June roses.

The window shown gives an arrangement of daisies that is effective, and the arrangement of the stock is particularly good.

During the last month one of the large city stores has been showing handsome white skirts draped over brass stands so as to show the beautiful lace and embroidery trimmed deep flounces that is a feature of the fashionable skirt.

Wash Goods Display.

Wash goods displays will be one of the features of the near future, and they demand a good deal of extra care on the part of the trimmer if he does not wish to have trouble with the buyers of that department. Wash goods soil and crush easily and it is a somewhat difficult matter to arrange effective drapes that will admit of the goods being returned in good condition back to stock.

The first care of the trimmer who is going to put in a wash goods window, should be to see that the stands to be used and the window itself are perfectly free from dust. There should always be a covering to the floor of the window, as the goods contract less soil from being drawn over a cloth surface, than they would do if a hardwood floor was used.

Drapes should be planned so that as few pin holes are made in the material as possible. Also, the question of fading must be considered and doubtful colors and shades must be arranged at the back and as far out of the sun as possible.

It is a good plan for the trimmer to wear socks over his boots when putting in a wash goods window. When a display is taken out each piece should be carefully folded as removed.



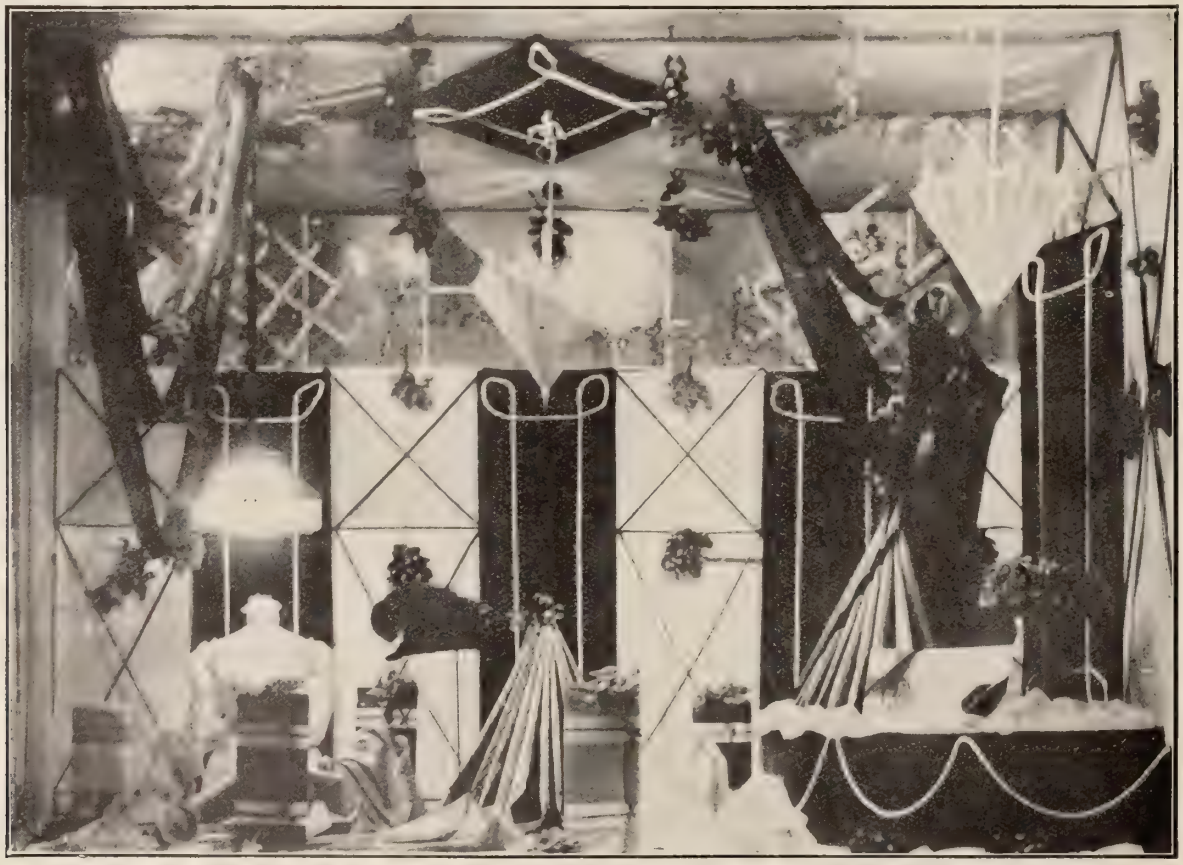
A Well Arranged Whitewear Window—Dressed by Napoleon Simard for Gimbel Bros., Milwaukee, now with Carsley & Co., Winnipeg.

House Furnishing Windows.

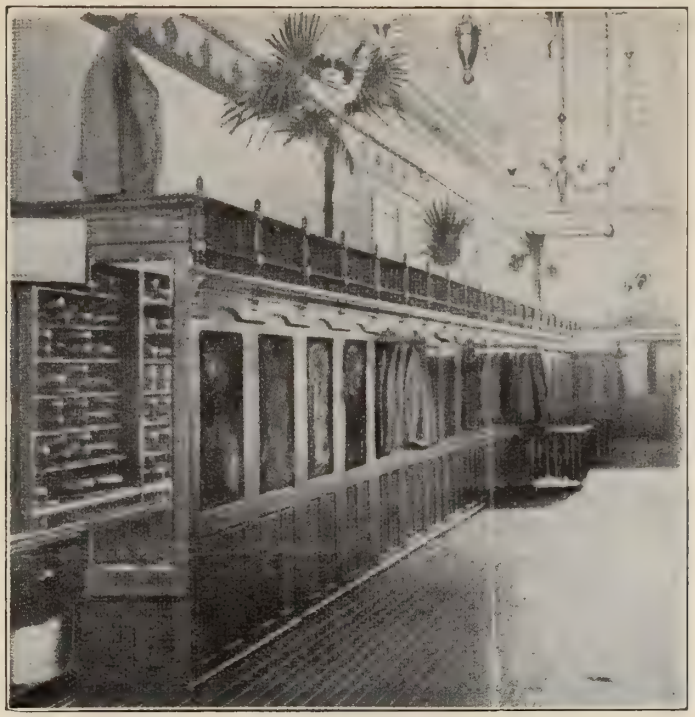
Now that Easter is over and the Spring hat and gown are bought, the housekeeper's thoughts turn towards the replenishing and refurnishing needs in the home. Therefore, windows dealing with suggestions for the same are timely now.

Curtain displays are opprtune. They should deal with high priced and bargain goods. Many make a feature of sample curtains now, and by this means draw customers into the department, trusting to the display there and the cleverness of the selling force to make added sales of the better goods.

The new patterns in Spring carpets have also to be shown, and the trimmer will have to be prepared to



Fine Opening Window, showing Effective Background and a Well Arranged Display of Summer Goods —Put in by E. McIlroy for A. L. Garland & Co., St. Thomas.



SECTION OF MODERN STORE
EQUIPPED WITH OUR SYSTEM

THE LIQUIDATION

of this business means that cut prices are being offered on all store fittings, including the well-known

Weir Wardrobe System

(Patented)

Sectional Wardrobes—each complete in itself.

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style and size.

Capacity—

High Boys—in 30-in. frontage—50 Suits.
Low Boys—25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides.

Centre Section - - $30.00
End Section - - $33 75

(Metal Slides $5.00 extra)

Prices of Fitting Rooms, Dummy Fronts and Stairways REDUCED IN PROPORTION.

CUT PRICES being offered on SHOW-CASES and SILENT SALESMEN.

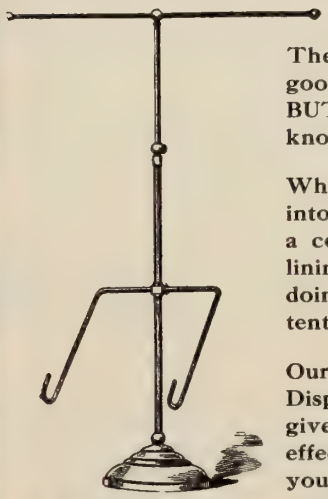
Write for Illustrated Circular.

Weir Wardrobe Co. of Canada, Limited

(IN LIQUIDATION)

MOUNT FOREST - ONTARIO

Strong Display Is Half The Battle



No. 29. Tie and Shirt Stand.

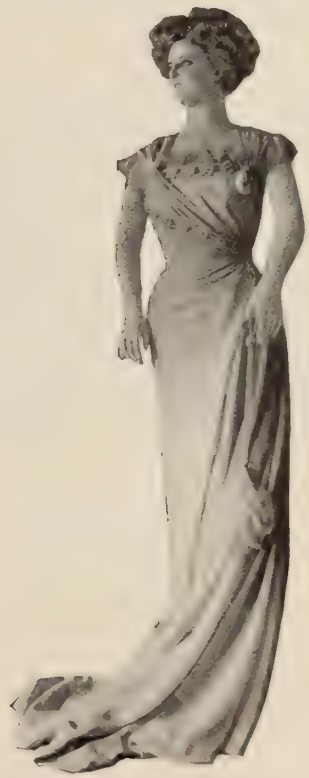
There are some fine goods in your stock, BUT do the people know it ?

When a woman comes into your store to buy a couple of yards of lining, what are you doing to direct her attention to other lines ?

Our free Catalogue of Display Fixtures will give you more ideas on effective display than you can procure from any other source.

The proof is in the Catalogue—so write us to-day, and we'll send you a copy to-morrow.

Toronto Brass Manufacturing Co., Limited
17-21 Temperance Street
Toronto, - - - Ontario



One of our many wax figures draped

J. R. PALMENBERG'S SONS
Est. 1852
FORMS FIGURES FIXTURES
710 Broadway, New York
Write for Catalogue
Factory, 89 and 91 W. 3rd Street



Spring Opening Window Dressed by W. H Mills for the Northway Co., Tillsonburg.

put in several carpet displays. The endeavor of the trimmer is to show how the carpet will look when made up. Therefore, he matches up three or four lengths according to the size of his window, and surrounds it with a border. The carpet is suspended from high in the background and hangs naturally to the floor—the border and some portion of the carpet lying on the floor of the window. Other patterns are shown in the roll at the side of the window. Sometimes drapery is displayed with expensive carpets.

The window shown adds a human touch that drew the crowd and was most effective. Not only was the arrangement of the room splendidly done, but no one will be better able than readers who are trimmers, to appreciate the care and thought that has been given to the posing of the three figures.

LAMSON



Lamson Cable Cash Carrier System in Store of Acme Co., Edmonton.

LAMSON CARRIERS

Stop The Leaks due to unequal distribution of labor in Stores, Offices and Workrooms. They fetch and carry Cash, Messages or Merchandise in over eighty per cent. of the representative retail stores of America and Great Britain.

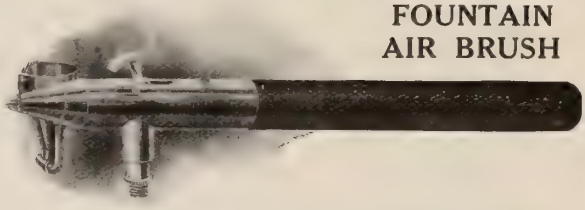
Ask any user!

Systems Leased or Sold
Send for Bulletin M.

LAMSON CONSOLIDATED STORE SERVICE COMPANY
126 Wellington St. W., Toronto, Ont.

SERVICE

THE MOST ATTRACTIVE SHOW CARDS
are made with the
FOUNTAIN AIR BRUSH



It is also used by up-to-date Window Trimmers for tinting Artificial Flowers, Lamp Shades, Draperies, etc.

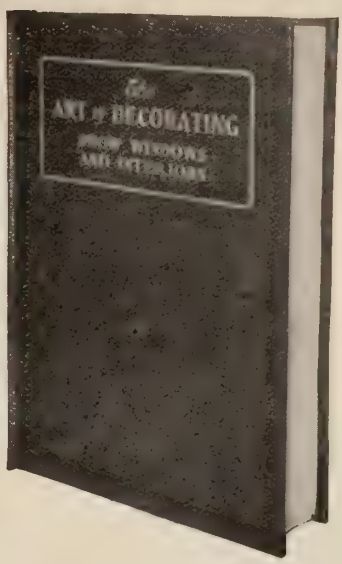
WRITE FOR CATALOG R-63

THAYER & CHANDLER, 160-164 W. JACKSON BOULEVARD CHICAGO

LETTER YOUR CARDS WITH
SHOW-CARDINE
BEAUTIFUL GLOSS BLACK BRILLIANT COLORS

Use THOMPSON'S WATERPROOF INKS
FOR THE AIR BRUSH
The equal of India inks at a fraction the cost.

CARD-WRITERS' SUPPLIES of all kinds
P. THOMPSON CO.
136 Victoria Street, TORONTO



Invaluable to Merchants and Window Trimmers

" Attractive Windows Increase Trade "

This up-to-date work of *hundreds of experts* offers a complete education in Window Dressing and Interior Store Decoration. Every illustration and working description is simple and practical. Special attention is paid to Backgrounds, Harmony of Colors, Displaying Different Kinds of Goods, Seasonable Decorations for Christmas, Etc.

410 Pages 618 Illustrations
$3.50, Postpaid

MACLEAN PUBLISHING CO.
Technical Book Dept.
10 Front St. East, Toronto

The Milbradt Ladders

CANNOT BE ANYTHING BUT

Highly Satisfactory

There is nothing about them to give or wear out or get out of order, and after they are once installed require no further attention, with the exception of a few drops of oil now and then.

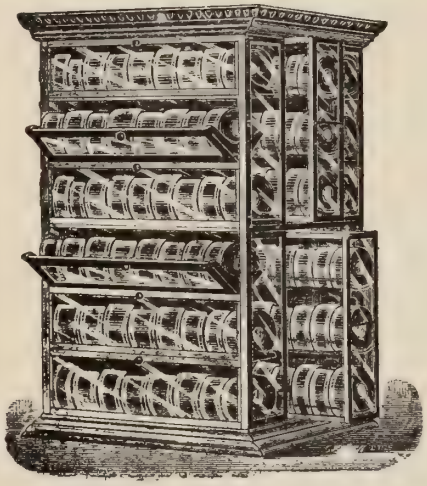
They are made of the very best material that can be obtained. We ship them subject to approval, hence they must be satisfactory.

Write for Catalogue and Prices

MILBRADT MFG. COMPANY

1438 N. 8th Street, ST. LOUIS, MO.

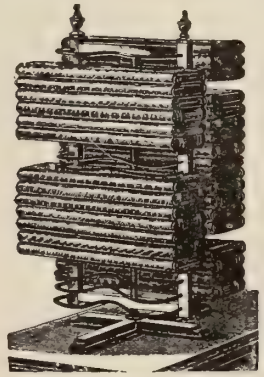
PROPER DISPLAY! INCREASE TRADE!



PRACTICAL RIBBON CABINETS
Made in eight sizes. Holding from 50 to 700 bolts of ribbon.



PRACTICAL COUNTER NOTION CABINETS. Made in five lengths.



PRACTICAL FIXTURES TO DISPLAY GINGHAMS AND PRINTS. Hold 40 pieces. Made for counter and floor.



PRACTICAL HOSIERY RACKS. Two sizes, holding 72 or 120 pair Hose.



PRACTICAL GLOVE CABINETS
For Men's and Women's Kid Gloves. Several sizes.



PRACTICAL UMBRELLA CABINETS. Two sizes. Hold 60 or 80 Umbrellas.



PRACTICAL CLOAK RACKS
Three sizes

FOR SALE BY THE WHOLESALE DRY GOODS AND NOTION HOUSES. SEND FOR CATALOGUE DESCRIBING THE FIXTURES ILLUSTRATED AND A VARIETY OF OTHER FIXTURES.

A. N. RUSSELL & SONS CO., Manufacturers, ILION, N.Y.

First-Step Essentials in Effective Show-Card Writing

Information for the Beginner — Exercises that are Best Adapted to Development — Helpful Pointers About Brushes and Layouts.

Written for the Review by P. Thompson.



P. THOMPSON
Card-Writing Expert.

In this series of articles on "Show card Writing" it is well to emphasize, first of all, that there are certain principles which must be observed in order to produce effective and profitable work. Each article will contain valuable information for both the amateur and skilled writer, while individual questions will be cheerfully answered in turn, through the columns of the Review. For a beginner the time for accomplishment depends entirely on his own ability, that is to say, if he has an aptitude for drawing and has exercised this to any extent, the more trained his eye will be and the easier will come the work.

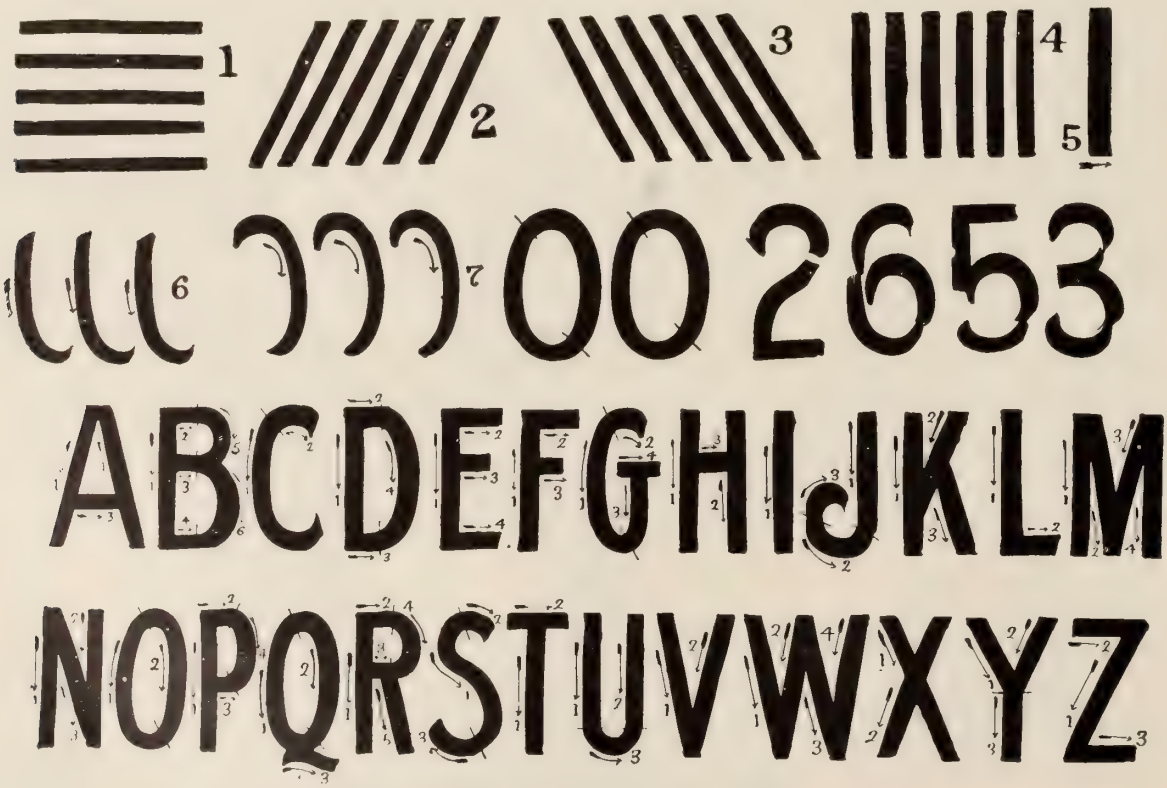
In the accompanying illustration will be shown exercises best adapted to the initiative, and it is most important that these be strictly adhered to until thoroughly mastered.

The first seven exercises provide all the strokes and curves used in the formation of any letter or numeral This is why it is advisable to emphazise the importance of dwelling on this exercise. It trains the eye and creates confidence. Take a sheet of manilla wrapping paper—or any kind with smooth surface will answer—and fasten this to a board or table with thumb tacks. Cover the entire surface with guide lines ruled in pairs and about two inches apart. Beginning between these lines in the upper left hand corner proceed to copy these strokes and curves. Hold the brush in position shown in illustration. Make your strokes as regular as possible, commencing on the top line and finishing on the lower. Leave regular intervals between each stroke.

When about to make a stroke, do not ponder and wonder if it will be straight and bold as you want it. Your brain controls your hand in this as in all other movements and so long as you are doubtful as to whether or not you will have a bold line, you may depend that doubt will be portrayed in your work, in the form of a shaky and uncertain line.



Illustrating Correct Hand Position.



Arrows Indicate Direction of Brush Stroke in Formation of Letters.

Begin with certainty and forget all about doubt. Just so soon as you can master this problem you can be absolutely sure of rapid results. Try this repeatedly,

and see for yourself the wonders it works. Should the hand perspire a little talcum powder should be applied to allow an even glide over the paper. The stump alphabet following these exercises are brush strokes. Draw your brush in the direction indicated by the arrows and make each stroke consecutively according to numbers.

A Word About Brushes.

The best brushes for card-work where water colors are employed are chisel-edge red sable riggers. These are very durable. Owing to the increased demand and the scarcity of sable their market value has increased 33 1-3 p.c.

Where Japan colors are employed the brushes most used are camel-hair fitches, which are made of bristles. They are used for cotton work, while ox-hair gives better results if the cotton is starched or sized.

Red sable brushes should be wet before using, and drawn to a wide, even edge between the fingers. This done, hold to the light and with a pair of sharp shears trim the furry edge. Much care must be exercised as it is very easy to damage the entire brush by cutting too deeply. The amount taken off should be scarcely noticeable. Then it is very important that the brush be used the one way. A small nick inserted in the handle will best determine this without loss of time. The reason for this is that the hair in the centre of brush is now shorter, and if these were to be worked on to the outer sides, they would produce round corners. The long hair would thus be in the centre. Many a brush has been spoiled in this way. The manipulator not knowing where the trouble really is, continues to straighten the edges.

Water brushes should be kept well cleaned and occasionally thoroughly washed with soap. Never allow paint to harden near the stump or ferrule. Oil brushes, or those used in Japan, should be thoroughly washed in benzine and a little lard or vaseline rubbed in to keep from hardening. It is very important to have good tools, and best results depend on this. No workman in any craft can win success if he is without proper facilities.

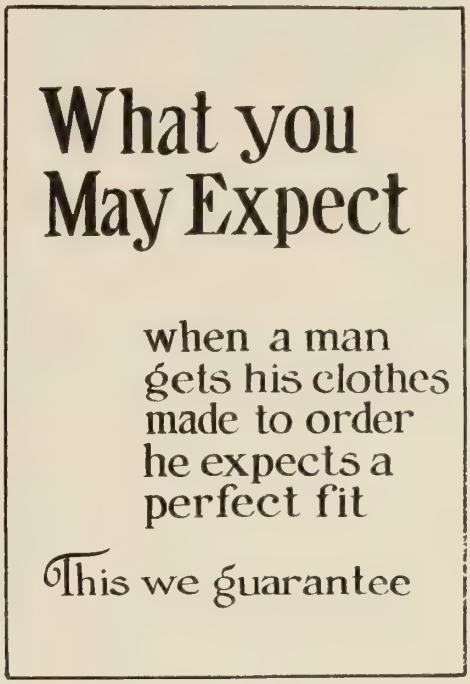
A brush, to be of value, must be well proportioned. Some have a tendency to split at the edge. This is due to the ferrule being too tight. The centre of the brush being the thickest, causes the hair to spread if gripped too snugly at the end. On the contrary, if the ferrule does not grip sufficiently, it will be a difficult matter to keep a width to the brush, the tendency being to adhere to a point.

The hair must not be too short or too long for the proportion of the brush, and there are few makers who determine this wisely for the class of work intended. From this it will be seen that care must be exercised in selecting the brush.

A slow brush has long hair, while the fast brush is comparatively short. The latter is termed fast from the fact that it instantaneously follows the movement of the hand, while the long hair swings around a course of its own outside the line of the hand. For this reason it is slower to manipulate.

Avoid quill ferrules. These are not strong, and soften in water, consequently the edges frequently become uneven.

Do not loan your brush even though the borrower be an expert. When a brush is broken to a certain nand



The Caption of this Card is Purposely Intended to Arouse Curiosity.



The Caption of this Card "Talks" Direct.



Are made in all Human Hair Shades to tone with the hair of the wearer, the Net being quite invisible whilst keeping the Coiffure in place without flattening.

5 Sizes R 20 Medium · R 22 Large · R 23 Extra Large · R 24 Allover · R 26 Superfine

ROSENWALD BROS. Sole Manufacturers & Patentees
LONDON, PARIS, VIENNA

Makers also of every kind of Hair Nets, Hair Frames, Hair Rolls, etc.

Sole Agents for Canada: DIECKERHOFF, RAFFLOER & Co., Ltd.
Cor. Simcoe & Wellington Sts., Toronto, and 40 St. Antoine St. Montreal.

How Trade Paper Advertising Pays

C. R. LIPPMAN, Advertising Manager of the Genuine Bangor Slate Co., in a recent address on Trade Paper advertising, said :

"We can utilize our trade paper advertising to influence the mind of our customers and prospects in our favor, preparatory to the salesman's visit, saving him considerable time in closing deals."

"No one will deny that a standing advertisement seen by customers or prospects whenever they look through the paper, has decidedly a cumulative good-will value."

it becomes all the more valuable to that person, while a half hour's wear from someone else might mean days to restore it to its former shape.

How to Lay Out a Card.

There are three important factors in the making of an attractive show card. These comprise the layout, the lettering and the color scheme.

The layout is probably more important than perfect lettering. Expert lettering will have no pulling power if spread all over the card similar to that of an alphabet, while on the other hand cards are often poorly lettered but made attractive by their plan.

The simplest and surest way to avoid errors is to first rule a light pencil border around the card. This assures a clean margin and enough white space to mat or relieve the centre. For the average half-sheet card, from two to three and a half inches are sufficient. Artistic and very effective cards are made by leaving exceptionally wide borders with neat pen lettering in the centre.

Avoid punctuation marks wherever possible. There is no reason why this cannot be carried out almost entirely. Job printers are eliminating these to a very great extent and card-writers have still greater possibilities. In the place of these marks, which only mar the card, group the phrases, keep the lines and spaces in each group sufficiently condensed, so as to form a neutral or greyish tint when looked at with the eye half closed. No white channels should be made running through these groups; all of the white space should run around them.

The word "caption" is a term which is much used and takes an important place in the card-writer's vocabulary. This means the display line or that line which is to be made bold. It may be a top caption or a centre caption. In either of these we have two kinds, namely, the one that talks direct and the one that arouses curiosity. Either one of these possesses good pulling powers, providing the matter is effective and makes good sense and discrimination is used in placing the right card with the right kind of goods. For instance, the card shown here with a top caption, "Summer Oxfords" hits direct. If Oxfords appeal to the passer-by, he will likely stop to inspect and find out more about them. Here is where the smaller reading matter is supposed to do its work, by telling the good points as tersely as possible. Do not make the explanation too lengthy. The onlooker's time is likely to be limited, and even though they have time, they are not sufficiently interested in goods to stand and read a whole card of explanation that might be told in few words. Take the card intended to arouse curiosity. The one with a top caption reading, "What you may expect" will serve very well to illustrate this.

There is a class of buyers, who are particular about wearing apparel. They possess certain fads and ideals that must be observed. These people are constantly on the alert to have their wants gratified. They are the ones to whom such a phrase would be likely to appeal. The importance then of a layout might be summed up from these examples. Observe each rule and when applied, it will be found that the work becomes easier and results more effective.

June is not too early to show verandah and summer cottage furniture, camp furniture, etc. When these goods are shown early, people know that the merchant has stocked the goods, and the proclaiming of this fact keeps many a sale at home.

Ups and Downs of Business

Ontario.

H. S. Foster, Newboro, tailor, assigned.

Murray Shoe Co., London, loss by fire.

J. B. Townsend, Toronto, tailor ; assigned.

Wm. Murray, Markstay, general store ; assigned.

A. M. Hart, Blind River, men's furnishings, assigned.

A. Bousby, Ottawa, dry goods, removed to Hull, Que.

Michael Maloney, Monckland, general store ; assigned.

Empire Wall Paper Co., Toronto and Winnipeg, assigned.

James F. Doyle, Hamilton, merchant tailor ; assigned.

The Textile Trimmings Co., Toronto, obtained charter.

W. A. Barons, Mapleton, general store, sold to D. Ostrosser.

Mackinnon Cloak Co., Toronto ; assigned to E. R. C. Clarkson.

W. H. House, Sault Ste. Marie, general merchant ; assigned.

E. A. Stinson, Moorefield, general store ; sold to H. McKay.

H. McElroy & Sons, Carp, general store, destroyed by fire, insured.

Brown & Bolton, Toronto, tailors ; succeeded by Chas. S. Brown & Co.

McNab & Co., Beaverton, groceries and dry goods ; retiring from business.

S. Liberty & Co., Hamilton, house furnishings, closed out by landlord.

D. J. Charlebois, Penetanguishene, general store ; removed to Haileybury.

W. C. Holmes & Co., Selkirk, general store ; succeeded by E. R. Holmes.

D. Kenzie & Co., Southwold Station, stock sold to D. A. Cattanach of Fingal.

Armstrong Mfg. Co., Toronto, women's neckwear, loss by fire partially insured.

C. R. Langstaff & Son, Emo, general store, succeeded by R. C. Langstaff & Co.

People's Outfitting Co., Elgar & Thomas, London, dissolved, each continuing separately.

W. E. Evans, Whitebread Station, general store ; sold to Armstrong & Co., Wallaceburg.

Est. of J. A. Diebel, Windsor, dry goods, business now carried on by A. G. & N. E. Bellinger.

Rhys. D. Fairbairn, Toronto, mfrs. fancy goods ; corporate name now R. D. Fairbairn, Limited.

Quebec

L. Scheffer, Montreal, dry goods ; assets sold.

Hector Cote, Cavegnac, general store ; assigned.

Mrs. J. A. Trudel, Montreal ; burnt out, insured.

J. B. Turgeon, St. Isidore, general store ; assigned.

L. Dallaire & Fils, La Tuque, general store ; assigned.

J. Lecker, Montreal, dry goods, damaged by fire ; insured.

J. D. E. Lafond & Co., Frelighsburg, general store ; registered.

The Imperial Costume Co., Montreal, Mrs. A. Cohen; registered.

Simeon Renaun, St. Tite des Caps, general store ; assigned.

Liddell, Lesperance & Co., wholesale dry goods ; Mrs. R. M. Liddell, registered.

Mulcair Bros., Montreal, merchant tailors ; dissolved. Jno. Mulcair, registered.

Jette & Lemieux, Montreal, dry goods ; dissolved, Edmond Jette continues.

Bondy & Beaulac, Three Rivers, men's furnisher ; damaged by fire, insured.

McDonald & McLachlan, Dalhousie Station, general store ; Neil McDonald registered.

The West

Berge & Youngquist, Rama, general store ; dissolved.

W. H. Campbell, Goodlands, general store ; assigned.

Smith Bros., Arnold, Man., general store ; stock sold.

L. A. Tompte, Buchanan, Sask., general store ; assigned.

Grand Clothing Co., Winnipeg, Hannah Goldstein ; registered.

W. A. Clarke, Bladworth, Sask., general store ; stock sold.

Christopher McDonald, Lardo, B.C., general store ; discontinued.

W. M. P. Starr, Indian Head, general store ; sold to A. Cameron.

Joseph Lesk, Winnipeg, general store, succeeded by I. Chadisker.

Choderkir, Balmoral, Man., general store, succeeded by Kleman & Cates.

S. Ruttenburg, Garland, Man., general store ; sold to Frank Hoffman.

J. A. Gavin, Montmartre, Sask., general store ; succeeded by J. L. Dube.

D. L. Mitton, Venn, Sask., general store ; succeeded by W. J. Scarfe & Son.

Est. of Duncan Bros. & Butters, Edmonton, general store ; sold to Purves Co.

J. A. Mitchell, Justice, Man., general store ; succeeded by Mitchell & Jones.

Cole & Son, Estevan, Sask., tailor and men's furnishings ; succeeded by McCready & Holden.

Long Terms of Credit.

(Staff Correspondence.)

Winnipeg, April 29.—Local wholesalers seem to be all agreed that longer terms of credit must be given to retailers in many sections of the West, than the retailers of Eastern Canada are warranted in asking. It is recognized that this is a very young country and there are many poor people among the rural population as well as the small towns scattered over the country. The fact that long periods of credit are given, however, does not necessarily prove that finances are in a precarious condition. The whole country is dependent upon the great wheat crop which it is capable of producing, and the enormous amount of money that is returned for this product is sufficiently large to cover the credit that is extended from crop to crop.

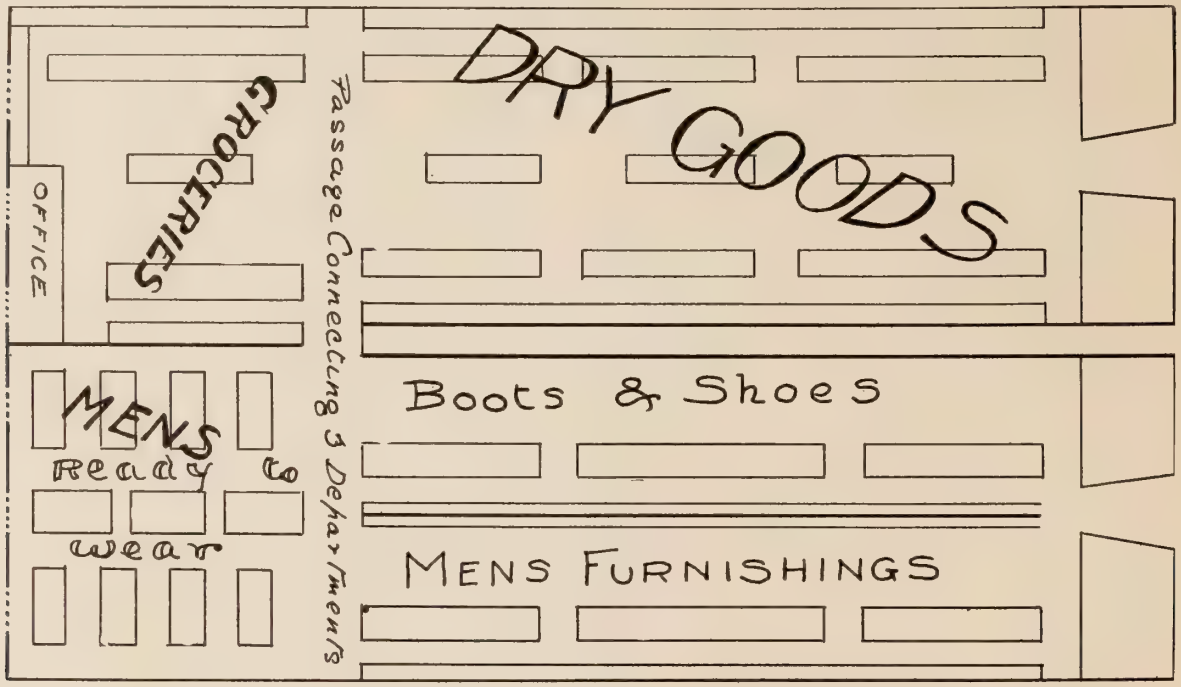
The country is becoming richer year by year and the periods of credit are gradually becoming shorter, but it will be many years before the same conditions will prevail in the West that now obtain in the East, the reason being that the East is strong in its manufacturing industries.

Working Out Ideas in General Store Arrangement

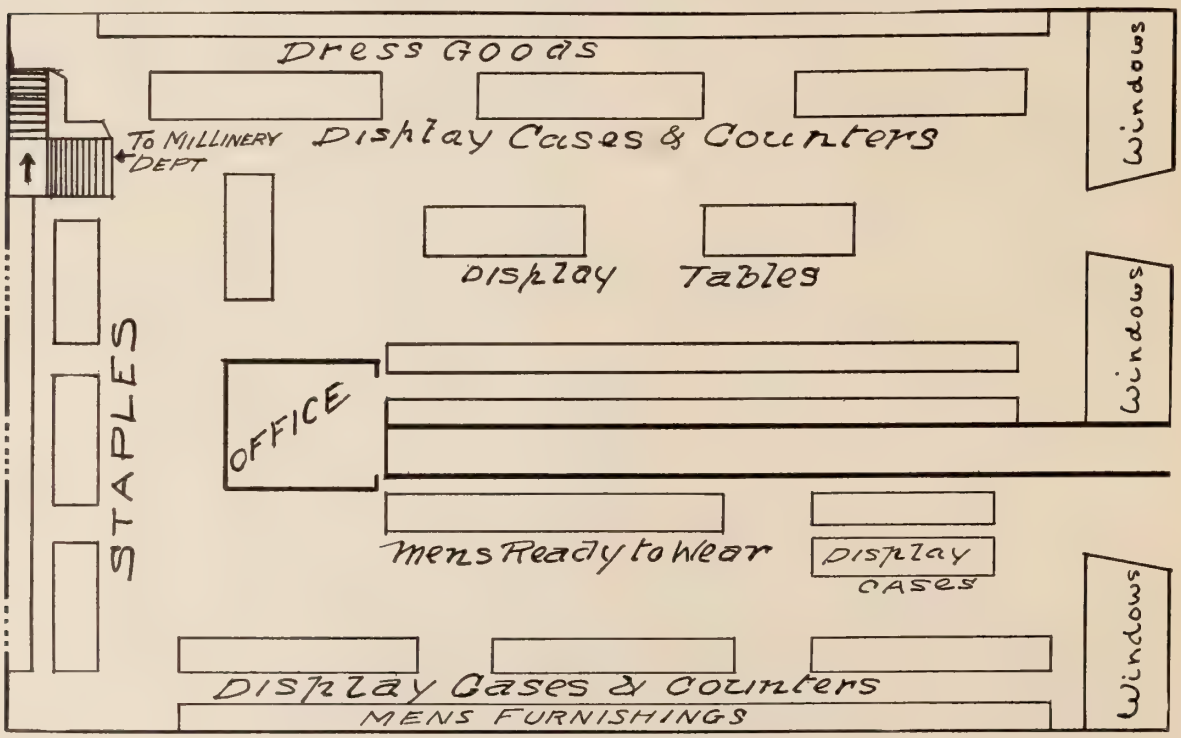
What Merchants are Doing to Get Best Results from Their Floor Space – Plans that Illustrate Good, Workable Layouts in Towns of 7,000.

THE objects uppermost in a merchant's mind when he sets out to arrange his store are, first, to secure the best possible service from his space; second, to facilitate not only his, but the purposes of his customers as well, and third, to place his departments so that those which require it most will not suffer for want of light.

The plans here given illustrate arrangements which are not uncommon in centres of from 6,000 to 12,000 population. That of the Vickers store is reproduced as suggesting a plan that might be adopted in converting a three-section store into one. The Review was recently asked for a suggestion on this topic, and, in addition to what has been said in reply, the plan of the Vickers' store is worthy of consideration.



How Departments are Laid Out in the Store of Thos. Mulcahy, Orillia.



Plan Showing Arrangement of the Store of Geo. Vickers, Orillia.

It will be noticed that the dry goods departments

Let Me Take Your Orders for "Peerless"



Getting good results out of your underwear department is largely a matter of securing goods of a quality that will satisfy your customers.

Peerless REGISTERED

High-grade Underwear

will do this. It is soft in texture, bleached a snow white by our New Bleach Process, well finished, perfect fitting and neatly trimmed.

Ask any of our
REPRESENTATIVES

ONTARIO
C. & A. G. Clarke, Empire Building
Wellington St. W., Toronto

BRITISH COLUMBIA
Geo. A. Campbell, P.O. Box 1026
Vancouver, B.C.

QUEBEC
Goulding & Co., 30 Wellington St. East.
Toronto

MARITIME PROVINCES
G. A. Woodill, 70 Granville St.,
Halifax, N.S.

MANITOBA
Frank Clark, Winnipeg and N.W. Territories

The
Peerless Underwear Co.
Hamilton Ontario Canada

occupy one entire section with staples at the rear. The location of the latter seems to be particularly suitable. It is served with light by windows at the rear of the store, there is plenty of floor room for customers and the width of the building is sufficient to admit of adequate shelving and counters. The area of floor in front of the counter is such that examples of ladies' ready-to-wear costumes may there be displayed.

The men's furnishing department has, of course, a separate entrance. The fixtures do not encroach upon the staple department, possibly, to as great an extent as indicated in the sketch. It is only at the rear that the two sections of the store are united and in having a separate entrance and exclusive service the great requirements of a men's wear store is obtained.

The office occupies a particularly good position. It practically commands a view of the entire situation. It will be noticed that one side of the store is devoted almost solely to dress goods. Mr. Vickers states that he has there developed an especially strong department, and has so located it that it receives the greatest amount of light available from both front and rear. On the opposite side of the floor although not marked in the plan the accessories, fancy goods, and knitted goods counters are situated.

The millinery and dressmaking departments are on the second floor, approached by a staircase as indicated. The two heavy lines in the centre outline the passageway from the street to the upper apartments.

A Triple Section Store.

The other plan is that of a triple section store and it must be said that considering peculiarities of construction which by some might be regarded as unwieldy, the layout is certainly a good one for a general store. It will be noticed that the boot and shoe and men's furnishing departments are separated by a partition, though both are united in front and rear. Each of these sections has an exclusive display window. The men's ready-to-wear department could not have been better placed. It is lighted by windows from the rear.

The dry goods department was with the passageway dividing the three sections of the store, and there is thus a fairly large area devoted to groceries. While it would appear that the plan of this large general store is particularly well adapted to merchandising in a town such as Orillia, surrounded by a fine farming country, it is the intention of Mr. Mulcahy to connect it, as far as possible into one floor, removing such of the existing partitions as may now be serving no good purpose. It is felt that such a change would effect an improvement in light, and by having departments more closely identified with each other would promote the merchandizing possibilities of the whole.

Seigel Picks Selfridge to Win.

It is the opinion of Henry Seigel, the New York merchant, that Selfridge will eventually succeed with his mammoth American store in London.

"I think he has two years of mighty rough traveling in front of him," said Mr. Seigel to the New York World. "This means many difficulties that only a talented business expert like the plucky Chicagoan can successfully overcome.

"I examined the whole place thoroughly yesterday and came to the conclusion that the business is being conducted on mixed English and American methods. This, of course, is a concession to the English people, who never do business until they have had a long talk and a long think over things. A store of this kind could not succeed in New York. It would be entirely too slow.

"Selfridge seems to think that the store will be a success in its first year, but I am not inclined to agree with him. In the first place, it will take London longer than a year to grasp a new thing, and in the second place, a perfect organization cannot be established in that time. Another thing, it is going to be a hard job for Selfridge to get the best buyers to come to his store, because the big shops that I have already seen here sell as cheap as he does and they have the advantage of being well established and organized.

"Selfridge rather woke the Englishmen up when he spent a hundred thousand dollars in his first two weeks' advertising.

"There is no question that this big store is going to cut the trade of other big stores, but it is up to London merchants to wake up and get busy. I don't blame them for being uneasy.

"I think the wages paid to women in London shops are niggardly. It seems that few employers here have learned the value of treating workers well. I employ 12,000 assistants in my shops, and if I treated them as I have seen employees treated here I shouldn't deserve success."

Britain's Advantage.

A British manufacturer, who recently visited Canada, while discussing the tariff problem with The Review, pointed out that, in his opinion, free trade England made possible its world-wide connections. If a tax were put on foodstuffs entering England the cost of production of manufactured articles would make it impossible to do an export trade. The increased cost of bread to the English workman would be felt in the cost of manufactured articles. This would mean that Canadian manufacturers would be able to compete successfully on certain staple lines that they do not do to-day, and the English manufacturer would only sell novelties.

Presentation to A. J. Dugal.

On Saturday evening, April 17, A. J. Dugal, formerly general dress goods and linen manager with the W. H. Scroggie Co., Limited, and now a partner in O. Lemire & Co., Montreal, was presented with a handsome gold watch by the managers of the W. H. Scroggie Co., Limited, and the clerks formerly under his supervision, as a token of the esteem in which he was held by all of them. The presentation was made by Mr. Marshall, ready-to-wear department, who spoke of Mr. Dugal's popularity in the store, and of how much he would be missed from the managers' meetings, where he had filled the position of chairman so creditably.

Mr. Dugal, in expressing his thanks for the gift, and the good wishes of the donors, stated that he could scarcely realize that his connection with the firm of W. H. Scroggie, Limited, was severed. Speaking of the chairmanship of the managers' meetings, Mr. Dugal said: "I could not, perhaps have filled the position so well even as I did, if it were not for the unswerving loyalty and support of those associated with me. In the department, also, whatever credit I gained as manager and buyer must be shared with the assistants who so faithfully and ably seconded all my efforts."

All arrangements connected with the presentation were made by Mr. Policain.

"Men Who Sell Things"

Poor Credits Betray Themselves—Helping the Customer—The Credit Man's Ideal—Judging a Credit Customer—The Store a Good Index.

By Walter D. Moody Serial rights for Canada purchased by the MacLean Publishing Co. from the publishers, A. McClurg & Co., Chicago.

(Continued from April Dry Goods Review.)

The shrewdest and most experienced make mistakes, but picking good accounts means a great many things to be avoided as well as accomplished. A general warning for over-zealous salesmen, and especially for the young salesmen, may be sounded in the statement that poor credits always betray themselves to the close observer in some manner or other, and to avoid unpleasant complications the result of such observations should always accompany the order. Better still, leave the "lame ducks" for the other fellow. There is no sport to the real sportsman in taking a crack at a winged bird simply to bag the game. Go after the good accounts; there are plenty of these on every man's territory.

When an account that has once been good begins to go the other way, do all you can to preserve it by proper nursing, helpful suggestions and accurate information to the credit department. Remember that the very existence of your house rests on the ability of its credit man to know the assets of his customers, the condition of their business, the chances of being willing and able to pay. With his experienced eye and mind he can foresee a coming crash long before the man most interested. He can see the faults of location, of stock, of character of the man. In refusing credit he often renders a service to the prospective customer, but it is seldom appreciated. Now and then a merchant is wise enough to take advantage of the candid opinion of an outsider and curtail rather than increase his liabilities. Usually he is not.

On the other hand, the credit man, by extending credit, often puts heart into a struggling man and makes his success certain. A mark of confidence from one whose judgment is considered good is enough to strengthen a merchant's belief in himself, shaken, perhaps, by unexpected experiences.

When you are tempted to inwardly curse the credit man for "sitting on orders," try to figure out, if you can, that you have no one but yourself to blame for your disappointment. Orders "held up" in the office form two classes—those that are "N.G.", and those that require the most rigid inspection. The latter frequently receive the approval of the credit man and are "passed out" as soon as he is satisfied from all points of the compass that no real risk is involved. The delay in shipment often rests with the salesman for not having furnished a correct statement with the order. Remember, the credit man must make no mistakes. There is no department of the establishment where a blunder may prove so costly. He must not reject a good customer or approve a bad one. He must use tact in ascertaining the truth and in stating it. The future of the house rests on his wisdom and courage. A credit man can no more make mistakes without discovery than a train despatcher can. He cannot begin over again like a salesman or buyer; he must do perfect work every time. He cannot sink his personality in mechanical performance of duty; his personality is the essential part of his equipment for work.

Personality an Essential Part.

The science of credits is not an exact one, and not one to which the same rules are applicable at all times and for all lines of business. The endeavor of the credit man is to keep his losses as near the zero point as possible without limiting sales. There are many things he must know, to guide the ship of commerce with which he is intrusted, such as the condition of a territory as regards money when a comparatively small area may be experiencing business depression because of continued bad weather, extension of a new railroad cutting off trade, crop failure, or similar causes, while other territory in the same locality is enjoying phenomenal prosperity; he must be informed as to the cost of production, amount of stock on hand, and in fact all the operative details of his own business, to enable him to judge wisely in putting out goods. He is obliged to have access to many sources of information. What a great help it is to the credit man to know he can rely absolutely upon the trustworthiness of his salesmen.

The credit man's position is the most responsible of all in the establishment. Like a woman's work, it is never done. He is first at his desk in the morning and the last to leave at night. Don't add to his cares by being churlish in fancying you are not getting a square deal when your orders are occasionally delayed, or ruled out altogether. In his every action the best interests of the house receive his first consideration. If it were otherwise, how long could it continue to pay you your salary? Too often is criticism of the credit department indulged in, because of the salesman's desire to increase his sales at any risk.

In judging a basis for credit on short notice, when selling to a customer for the first time, the salesman is obliged to act quickly. His time with his customer is necessarily limited. He sells a bill and is on his way to the next town. The habit of observation, alertness, most of all his powers of perception are the qualities which must determine the worth of a new man. The ledger will find him out in the long run—that is not difficult; the thing is to do so on the spot by common instinct.

It is the place of the credit man, and not of the salesman, to ask direct questions, for the attempt to investigate a customer's affairs by that method is offensive, and nearly always resented. It is a barrier to sales-making. Intuition is the only safeguard with which to take the measure of the trustworthiness of a man on first approach.

It is not easy to sell goods to a hard-headed dealer who discounts all his bills. The man to look out for is the one who places his orders with a lavish hand, indicating his belief that a wholesale retirement of manufacturers and jobbers is imminent. Such a buyer leaves usually without even so much as asking your terms. The wary salesman is always suspicious of the man to whom he can sell without an effort. A reckless buyer invites failure from the start. It is only a question of how long

the bank can stand the run before his creditors are notified that a smash-up is inevitable.

Moral and Financial Indicator.

The general appearance of a merchant's store or office is a pretty sure indicator of his moral and financial standing. Any evidence of waste, lack of system, or bad management should not be overlooked. A slovenly-kept store goes hand in hand with inefficient office management. Haphazard bookkeeping has ruined many a small merchant. It is the common experience of most salesmen frequently to encounter dealers who do not know the cost of things and cannot tell from year to year whether they are making a profit or a loss. Their collections are no better than their payments.

Steer clear of the man who spends money that belongs to his business. The high-liver, however prosperous he may appear, is a menace to credit.

It is a good thing for the salesman to realize that every time his house extends a line of credit to the financially low-water merchant, it is doing him a far better business turn than his local bank in loaning him a few hundred dollars.

Confidence Rules the Commercial World.

With a cash payment of five hundred dollars a dealer obtains a thousand dollars' worth of goods from his wholesaler, and returns home without funds for his current expenses. With the credit thus obtained he secures from his bank a few hundred dollars, for which he gives his note secured by goods in his store as collateral. The wholesaler takes no note, is not secured in any way. Credit is extended on confidence. That is a thing the salesman should know and impress upon his trade when occasion demands. Confidence is the common law of barter and selling with the wholesaler. Confidence has built up the great credit system that rules the commercial world. Confidence makes it possible for the merchant with small capital to do business and prosper if he is honest and hard-working. Therefore, his obligation with his dealer should be safeguarded as religiously as his obligation with his banker. But too often this is not the case. The note at the bank is promptly met because of a wholesome fear of banking methods. If there is not enough to go around when pay day arrives the wholesaler is put off with excuses and a plea for an extension.

Customers are not always grateful for financial favors. They seem to forget easily, and are often touchy on the subject. After a long up-hill run, during which they are assisted again and again, finally coming out in the clearing with a little surplus in the bank and the last payment made, they draw a self-satisfied breath and say, "There now, I've got you paid up. I can do as I please."

It's a great thing to be free from the bondage of debt, and a greater thing to remember with gratitude the helping hand that made deliverance possible. It is the salesman's duty deftly but firmly to persuade customers like this to appreciate and recognize their obligation.

I remember a customer who had been "carried over" from year to year by the house that gave me my start on the road. The firm went out of its way on many an occasion to help him to make good when no other house in the country would trust him for a dollar. He was always treated right, receiving all the advantages that the best customer on the books enjoyed. His business finally grew to a point where he was obliged to have more goods than his line of credit with us would permit. Realizing that his need was urgent if his creditors' demands were to be met, I volunteered to set him right with a traveling acquaintance from a neighboring house. The other traveler accepted my statement of his condition, and on his first visit sold him quite a large bill. He kept increasing his purchases with the new house and likewise his payments, neglecting our house on both, naturally feeling that the new house should be paid promptly. As our payments grew smaller, he concluded that he would better place the burden of his business where his remittances were sent. His business continued to grow, and by the time he had wormed himself free from our debt his purchasing power had increased one hundred per cent. Far-away houses began to scent his prosperity, which tickled his vanity. Gradually he slipped farther and farther away from the house that had faithfully stood by him for so many years when he was getting a start.

One day a dispute arose over a price; his purchases had dwindled down to practically nothing; he began to abuse my firm. The ire in my soul was now thoroughly aroused, and I told him in unvarnished terms what I thought of his whole conduct towards us. He got sulky, but was too much ashamed to resent the flaying he received; besides, he knew every word of it was true.

I let him sulk for six months, then called again, greeting him as though nothing had happened. He seemed glad to see me. Cordially extending his hand he said, "Don't say a word. It's all right. I deserved what I got, and now I'm ready to stick to the old firm." And he kept his word, becoming one of our strongest accounts.

CHAPTER XX.

The Salesman's Relation to the Buyer.

Every salesman who has overcome the obstacles that beset his path, and made good, realizes the weight of responsibility that is attached to the daily routine of his work. Heavy as the load appears to be at times, it is as nothing when compared to the thorny road every buyer is obliged to travel in his efforts at selecting only the best sellers the marts of the world afford.

How to pick the winners is as much of a problem to most buyers as the operation of a shell game is to the average public. If the buyer's foresight were as good as his hindsight, all buyers would soon be trying to dodge the proposed tax on swollen fortunes.

It is a great deal easier to criticize than to help. The buyers of your house can get along without your criticism, but they must have your help. Two or three disgruntled salesmen in the line-up can turn enough others against a line of merchandise to swamp the best buyer on earth in less time than it takes to write it. The salesmen of a house can make or break a buyer at will. Nearly all salesmen live in glass houses when it comes to puncturing the mistakes of the buyer with barbed arrows of criticism. It is discouraging for the salesman to be obliged to have to make good the buyer's mistakes on the road; but the true salesmen, the really big men in the profession, are those who have long since learned that to be free is to have power to overcome all obstacles.

There should be no cause for discouragement because of an occasional error in judgment on the part of the buyers. There are enough good sellers left in the line to insure a substantial increase in your sales if you will devote some of the time to finding them that is spent in trying to persuade other salesmen that the buyers who do not come up to your standard of fitness should be operating peanut stands.

The Cheerful View.

It's a great thing for the salesman to be optimistic about the goods he has to sell ; to take a cheerful view of the buyer's ability. The salesman with a cheerful view will grow and succeed with the poorest sort of backing—that is where personality comes in ; a gloomy, discouraged man can never hope to be anything but a trailer. An opportunity to buy United States Government bonds bearing interest at ten per cent., or Bank of England stock at fifty cents on the dollar, would have no rose-colored hue for him.

Gloom depresses the heart and weakens the salesman's selling-talk.

We learn to do by doing—not by complaining. Make the best of things, and see how clear a path is the road that leads to success.

Lucky is the salesman who can put his little individuality on the side of that big giant progress, and do his share to pull in the right direction, and help to take away from others the stupidity that clings so desperately to those who believe in the superiority of their own knowledge of how things should be done, as measured against that of those whom they are serving.

To save myself from being misunderstood, I feel called upon every little while to explain that "Men Who Sell Things" is written for negative salesmen, not positive ones.

Speaking of positive salesmen, Billy Morris came in to sell my partner hats one day. After a voluble talk —it was a warm day—Billy took off his coat and began all over again. My partner knew that Billy was up against it with a poor line, but he was a great admirer of men who possess contagious enthusiasm, and he gave him the privilege of showing a few samples.

Billy knew that it was not a very good line that he had, but he singled out one hat and waxed warm with enthusiasm, saying, "I positively want to tell you, Mr. M—, this is, without exception the best hat in the world."

"Do you mean that, Billy—the best hat in the world ?" asked my partner.

Quicker than a flash he came back with, "Yes, the best hat in the world."

Billy dwelt on the beauties of that hat so much, repeating that it was "the best hat in the world," barring none, that my partner bought a bill of him.

For years after that, through his having made such a strong assertion, we remembered him always as "the man with the best hat in the world," and he got an order pretty nearly every time he came around through his having made a hit with his superlative.

Billy used to be familiarly known to those in the trade who had salesrooms in the vicinity in which he was located in New York, in congested Lower Broadway.

Believing in the Goods.

He would approach a customer entering his salesroom, and walk him up to his display, and dilate on the beauties of his hats with great force and positiveness. If he succeeded in making a sale, he would come out rubbing his hands, his face clothed in smiles, and had soared to the highest enthusiasm. If things went the other way after he had soared to the highest enthusiasm, and he failed to land his man for a bill, he would come out and tell the boys, with a very solemn face, "That buyer can't last. He don't know good values when he sees them."

Billy is still travelling and prosperous. He owns a partnership in the business he helped to build up by his unbounded faith in his line, and has money from his income to speculate in New York real estate.

A poor workman always finds fault with his tools, and a poor salesman always finds fault with his goods. He may have the most salable line to be found anywhere, but that is generally a small part of what he has to sell. His strong line is excuses, travelling to get ahead of some competitor, or cutting the price. Billy Morris sold goods because he believed in what in had to sell. If secretly he had admitted that his goods were poor, he could not publicly have impressed his customers with their merchantable value.

The man who knows, or thinks he knows, that his line is not up to that of his competitor, begins by doing all manner of things not calculated to add to his efficiency, things in keeping with his lack of confidence. He is a negative salesman, imbued with the idea that he must in some manner overcome the fancied weakness of the buyers.

For a time his sole object in life seems to be to try to be ahead of his competitors. Meeting you in the lobby of some hotel, he will ask, "Have you seen Jones yet ?" Upon receiving a negative answer, he continues with, "I cleaned up with him all right. I was in X— ahead of him, and I have been two days ahead of him all the way around."

He seems delighted and satisfied to be two days ahead of the other man, when it could be shown in numerous instances that his bugaboo, Jones, while following behind him, was selling anywhere from two to four times as much goods with a poorer line of merchandise, simply because he was out to sell merchandise, while our weak-kneed friend was out to make towns ahead of his competitors, in the blind hope of covering the supposed errors in judgment of the buyers of his line.

Profitless Bill-Starters.

Never quite sure of his goods, we find him again in the role of "starter"—the salesman that is always selling some article below cost for a bill-starter. About three-quarters of his business is done in bill-starters, without profit. He always has the brightest possible prospects on paper, but they never materialize. Cornered by the sales manager for cutting the price, he will begin by excusing his action on the ground that the goods were not right, or that the house around the corner had the same thing at a closer price.

Another idea that he possesses is that one new account looks better to him than twice the amount sold to his regular customers.

He is always chasing new scenery, and giving Jones plenty of room to take his old trade away because of his instability.

He seems willing enough to open his goods if a customer will look at them ; which reminds me of a friend who said that when he was a boy he used to call frequently in company with neighboring boys on a lady who lived close by. She would tantalize the boys by telling what lovely cake she had in the pantry, and she would get each of them a piece if they cared for any. Being well-bred boys, they always refused, until one day they broke her heart by saying in chorus that they would have a piece.

The man who never thinks his goods are right is easily led into arguments with his trade. I once had such a salesman. His prices and styles were never right, and apparently he would rather get into an argument than sell goods.

(To be continued.)

THEY'RE KEEPING COMING

And faster every hour. To-day the women of this country, after trying other makes of patterns, realize as they never realized before that Butterick Fashions and Butterick Patterns are the one absolutely dependable. The increased sales of Butterick Patterns, continuing and growing greater every month all over this country, are proof conclusive of this fact. We have advertised increases reported by merchants for the year 1908 over 1907. Here's a bunch of increases for January and February, 1909, over same months of 1908. They keep coming.

Increases Jan'y and Feb'y, '09 over '08

NEW ENGLAND STATES

HOWE & STETSON CO. New Haven, Conn...30
REID & HUGHES D. G. CO. Waterbury, Conn....36%
OWEN, MOORE & CO. Portland, Maine 30
THE R. A. McWHIRR CO. Fall River, Mass.....20
REID & HUGHES Lawrence, Mass.....35
ALMY, BIGELOW & WASHBURN Salem, Mass.....35
N. H. SKINNER CO. Taunton, Mass.....27%
THE SHEPARD CO. Providence, R.I.....20%

MIDDLE ATLANTIC STATES

SISSON BROS & WELDEN CO. Binghamton, N.Y. ..29
THE WM. HENGERER CO. Buffalo, N.Y.....55%
TOMPKINS D. G. CO. Middletown, N.Y....76%
JAS. A. HEARN & SON New York, N.Y. 27%
JAMES McCREERY & CO. 23rd Street, New York, N.Y...37
JAMES McCREERY & CO. 34th Street, New York, N.Y..31
CONSOLIDATED D.G. CO. Poughkeepsie, N.Y...30
SIBLEY, LINDSAY & CURR CO. Rochester, N.Y.....38
HAHNE & CO. Newark, N.J.....42
L. S. PLAUT & CO. Newark, N.J.....39
KLINE BROS. Altoona, Pa.....16
ERIE DRY GOODS CO. Erie Pa.....32
WATT & SHAND Lancaster, Pa.....58
GIMBEL BROS. Philadelphia, Pa.....37
THE BUSH & BULL CO. Williamsport, Pa....107
P. WIESTS SONS York Pa..... 34
STEWART & CO. Baltimore, Md.....44
WOODWARD & LOTHROP Washington, D.C....44

SOUTH ATLANTIC STATES

THE J. B. IVEY COMPANY Charlotte, N.C.. 70
J. R MILLNER CO. Lynchburg, Va.....95
FOURQUREAN, TEMPLE & CO. Richmond, Va.....27

SOUTHERN STATES

KAUFMAN STRAUS CO. Lexington, Ky.....49
KAUFMAN STRAUS CO Louisville, Ky.....40
B. LOWENSTEIN & BROS. Memphis, Tenn.....39

MIDDLE WEST

STRAUS & LOUIS Danville, Ill.....40
LINN & SCRUGGS Decatur, Ill.....54
J. GELINO'S SONS Kankakee, Ill.....46
P. STEINMETZ & SON'S CO. Pekin, Ill.....57
H. B. SYKES & CO. Elkhart, Ind.....34
THE RURODE D. G. CO. Ft. Wayne, Ind.....45
ALLEN BROS. Green Castle, Ind....49
W. H. ZINN CO. Lafayette, Ind.....33
T. LAWRENCE Belle Plaine, Iowa ...61
J. F. STAMPFER Dubuque, Iowa 14
T. S. MARTIN CO. Sioux City, Iowa.....26
MACK & CO. Ann Arbor, Mich....42%
WM. D. HARDY & CO. Muskegon, Mich. ...42
EMERY, BIRD, THAYER D. G. CO. Kansas, City, Mo....33
GEO. B. PECK D. G. CO. Kansas City, Mo.....34
M. O'NEILL & CO. Akron, Ohio 56
STERN & MANN Canton, Ohio.. 67
THE Z. L. WHITE CO. Columbus, Ohio.. ..33%
THE ELDER & JOHNSTON CO. Dayton, Ohio 32%
THE SCOTT GRIGGS CO Newark, Ohio.....28
THE C. F. JACKSON CO. Norwalk, Ohio 21
THE EDWARD WREN CO. Springfield, Ohio.....39

NORTH WEST

SCHUNEMAN & EVANS St. Paul, Minn.....39
H. CHOATE & CO. Winona, Minn.....48
GIMBEL BROS. Milwaukee, Wis.....64
KROEGER BROS. CO. Milwaukee, Wis.....44
H. C. PRANGE CO. Sheboygan, Wis.....67

SOUTH WEST

SANGER BROS. Dallas, Texas 42
WILLIAM L. FOLEY Houston, Texas.....37
JOSKE BROS. CO. San Antonio, Texas..61

WESTERN STATES

THE CREWS-BEGGS CO. Pueblo, Col.....34
RAMSAY D. G. CO. Iola, Kan.....89
R. H. BELL D. G. CO. Leavenworth, Kan...34
C. B. & E. B. FINCH Kearney, Neb. 18%
H. HERFOLSHEIMER CO. Lincoln, Neb.....33

PACIFIC COAST STATES

LIPMAN WOLFE & CO. Portland, Oregon....83
THE MacDOUGALL & SOUTHWICK CO. Seattle, Wash.....42

....AND....

The Howland Dry Goods Co.

BRIDGEPORT, CONN.

who recently returned to Butterick, after trying another make of pattern, write us, "During the month of February our pattern business shows an increase over February, 1908, of 88%. This showing tells its own story," and we say evidences the enterprise and good judgment of The Howland Dry Goods Company in coming back to Butterick.

88%

Yes, They're Coming Back

THE BUTTERICK PUBLISHING CO., 33 Richmond St., TORONTO, Ont., Canada

Fancy Goods, Notions and Trimmings

Art Needlework Department Promises Profitable Returns—Good Demand for Belts and Buckles — Growing Popularity of Jet Ornaments.

THE balmy days will soon be here, and, even at the present time, people are planning for their outing. Fittings are being prepared for Summer homes, and one requisite is an abundance of pretty cushions. There are very few towns of any size that do not count a number of families wealthy enough to own or rent Summer homes. Their trade is most desirable, and is of the class that the progressive merchant is



Antique Silver Tinsel Trimmings, Button Effect, worked upon Grey Net - Shown by Bastin, Merryfield & Cracknell.

anxious to capture and hold. Therefore, it is important that the store should contain a department through which special appeals may be made to the shopper.

One department most women are interested in is that devoted to the sale of art needlework, for a good department not only suggests ideas that aid her to embellish the toilette, but also to adorn and beautify her home by the product of her spare time and skill in needlecraft. An inspection of many of the large stores will prove the truth of this. It is a feature emphasized by prominent location, and it may safely be assumed that the department would not be there if it did not pay a handsome profit. Properly conducted, it is also a good advertising proposition and a feeder for other departments.

The first requisite is prominence of position—preferably in the centre circle and not far removed from the



Bedroom Slipper, Crochet in Blue and White Mercerized Cotton—Shown by Hambly, Oakley and Wilson.

door. Equally, if not more, important, is the selection of sales people. It will hardly suffice if a person from any of the other departments be given charge or wait on customers. It is necessary to have one who knows the business, and who must always be on hand to meet shoppers. It should be no hard matter to obtain such a person in even the smallest town. She should be given full command and made to understond that she is responsible for the success or non-success of the department—in short, that it is up to her to make it pay. She should have control of the buying, due care being taken that she does not overbuy. If she is a needlewoman spare time may be occupied in beginning work for customers.

The manner in which the department is dressed out will certainly influence trade. Pillow tops must be shown with a worked cushion, and the same rule applies to other articles. For the Summer cottage, for porch and verandah use, or for the canoe, etc., the tinted top pillows are about the best that can be purchased. These are mostly worked in mercerized cotton, in outline stitch, and in other easy stitches that take little time in executing. These pillows will stand a good deal of hard usage and if worked carefully, with reliable cottons or silks, can be successfully laundered many times. A cord or girdle of mercerized cotton is the best finish. Pillows to use inside these covers may be purchased at a low price.

For use in the living room or the sleeping apartments



Cushion Arts and Crafts Design worked in Royal Silks on Grey Bulgarian Linen—Shown by Hambly, Oakley & Wilson.

handsome pillows worked upon foundations of brown, blue or white linen or burlap are shown. The pattern is stamped and tinted so that the embroidery is worked with little trouble. The work is done in satin stitch, and three shades of cotton or silk are used in developing the pattern outlined with black to detach and throw it up from the ground.

The pillow illustrated is in the Arts and Crafts style, the ground of the cushion being grey Bulgarian linen, the back being of the same. It is a conventionalized butterfly and leaf design, the fly being worked in three shades of Delft blue, and yellow. The leaves are in green and the whole design is outlined in black. Oval runners may be obtained to match most designs.

Oriental designs, to be worked out in the rapidly-worked Wallachian embroidery make a sensible and useful Summer pillow. Pinks and greens give a dainty effect upon white linen, but when the brown or deeper colored ground is chosen the best effect is gained when the appropriate Oriental looking dull reds, blues and greens are

used. Either a cord girdle may be used as a finish or a single or double ruffle is an effective one. Pillows of colored denim, the pattern worked with coronation cord, are also desirable. Pretty centrepieces are quickly done in this manner and are ideal for the Summer home.

Embroidery effects are having a great vogue at present, and the fancy goods houses show a large and varied line of goods.

Belts.

Retailers are beginning to push wash belts, and it is expected that these will do well with the retail trade. The popular selling line retail at 25 cents. The buckles most in demand are the pearl or imitation pearl, chiefly round.

Elastic belts are in demand, the plain elastic at popular prices, selling readily. Many of these belts are shown



Dull Gold Tinsel Trimmings, Pineapple Pattern, worked on Gold Colored Net—Shown by Bastin, Merryfield & Cracknell.

with the cameo buckle, which is one of the most popular buckles at the present time. Large buckles seem to be most active, and are shown on practically all styles of belts. The Princess dress, and the Directoire sash or girdle have had some effect on the belt trade, but in spite of this belts are selling extensively.

The newest idea in this line is in the form of a lined belt, the edes being buttonholed and the pattern worked



Jet Ornaments in Vogue—Shown by Dominion Cord and Tassel Co., Montreal.

through both thicknesses. This gives not only a better appearance to the belt, but makes it firmer and less likely to wrinkle. The patterns used are much improved and come now in neat effects that more closely resemble handwork.

Slippers in Mercerized Cotton.

Bedroom slippers are an all-season demand. The pretty slipper shown is crocheted with blue and white mercerized cotton that has all the appearance of silk. This cotton yarn retails for 50c for the large hank. Each 50c hank sub-divides into five skeins and five skeins are sufficient for one pair of slippers.

Back Combs
Side Combs
Barrettes
Granby Mfg. Co., Limited
GRANBY, - QUE.

OUR FALL SAMPLES
are now being shown by our travellers in Ontario, Quebec and Maritime Provinces.
Values and Assortments invite your close attention.
Let us have your enquiries.
L. HIRSHSON & CO.
248 NOTRE DAME ST., WEST MONTREAL



Ladies' Hand Bag No. 7687
Send for Illustrated Catalogue "C"

Ladies' Hand Bags
Our 1909 Spring Line is one of the largest and best we have ever shown. Buyers are invited to inspect the collection.
Manufactured by
TRADE R MARK **C. F. RUMPP & SONS** Established 1850
Fine Leather Goods
PHILADELPHIA
New York Salesroom, 683 and 685 Broadway (Cor. Third St.)



London, Eng., Office, Dry Goods Review, 88 Fleet St., E.C.

The Month's Review of Trade Activities in British Markets

Staff Correspondent.

Office of The Dry Goods Review,
88 Fleet Street, E.C.,
London, Eng., April 8.

Will Selfridge's Pay?

SELFRIDGE'S store and Selfridge's trading methods seem to be the big topic of conversation in the drapery trade—both wholesale and retail. "Can the store be made to pay?" is a question often put and hotly argued. The truth is, not one of London's large retail businesses have ever been started as an immense going concern in a store of palatial proportions but have, from very modest beginnings, gradually developed into their present large proportions. Take Harrods for instance, this business was begun in a very small store more than 60 years ago, and Harrods' is just about the history of the majority of the big London drapery houses. No wonder, therefore, that with men used to a gradual development, and whose expenses have gradually increased with their turnover, the question "Will it Pay?" is the first asked when they contemplate the doings of the new firm.

In Selfridgee's there is a million-pound store stocked and expensively staffed and equipped, and the poster advertising campaign that heralded its opening must have cost from two to three thousand pounds a day for the newspaper publicity alone. It is calculated that the minimum turnover will not have to be less than £2,000,000 a year. Goodwill is a valuable asset in British retailing and how will Selfridge's get along without an established clientele? is a question often asked.

There is little doubt that Selfridge's aim is to secure a big share of foreign visitors' trade, and that to this end a large advertising campaign in the publications of ships, trains, etc., will be used. Long before the visitor reaches London she will know all about the store and its conveniences, and will be made to realize that the store is conducted upon the lines she has been accustomed to at home. If the Selfridge store does succeed in drawing this class of trade to London it will be greatly to the advantage of British manufacturers and wholesalers, as it will make London more clearly the recognized shopping centre of Europe.

No innovation introduced has come in for more criticism than the method of dressing the windows—which, it must be said, is in strong contrast with the recognized London methods and those employed throughout the British Isles. Probably the reason why the American idea in window-trimming has been so closely followed is due to the fact that England alone sticks to the stocked-up, crowded window. The continental nations have adopted the American idea long since instead of following the English lead.

There can be no doubt that if the Selfridge venture succeeds it will make a material change in British methods. It will mean not just in London alone, but in the provinces that the aggregation of small shops will give way to handsome buildings. Drapers will have to improve their stores and provide their customers with more shopping comforts. That important official, the London shopwalker, is on his trial and he knows it.

The Prince on Advertising.

Coming at a time when advertising methods are so much discussed, the Prince of Wales' speech at the meeting of the Royal Commission on International Exhibitions has attracted wide attention, and his remarks bid fair to rival the now famous "Wake Up, England," uttered after his tour around the world and visit to Canada.

After referring to the facilities the Commission was offering to exhibitors at the Brussels Exhibition next year, the Prince deprecated the reluctance of many big firms to take part in foreign exhibitions. This was due, he thought, to a belief that the trade secured did not warrant the expense. He pointed out that the beneefits drived ought not to be measured just by the direct orders gained. "Experience," he went on to say, "has shown that even in the case of firms having world-wide connections attempts to discontinue advertising have usually been followed by diminution of sales."

"What does a Whitney blanket mean? That is the question that an English magistrate, an array of legal talent and a number of well-known men in both the wholesale and the retail trade are endeavoring to solve. The whole question is arising out of the prosecution of Messrs. Rylands & Co. by the Whitney blanket manufacturers under the new act bearing on trade misdescription. It appears that a number of Yorkshire firms have, for a number of years, been making Whitney blankets and the question turns on the point as to whether the term "Whitney" means a kind of blanket or a blanket

The Selfridge store is still the topic of interest among English retailers—Prince of Wales on the value of advertising—London retail houses maintaining profits—Results from last London wool sales very satisfactory.

made in the town of Whitney. The case is still before court and a decision is expected to-day.

At the Bow Street Police Court the Irish Department of Agriculture is prosecuting the Irish Linen Co., a retail firm located in High Holborn, for selling cotton handkerchiefs as linen, and poplin ties marked "real Irish poplin." "Drapers, it appears, will have to exercise more care in applying loose trade descriptions.

Maintained Profits.

A highly interesting feature of the drapery trade returns, which are now being published is the way in which the large London retail firms have maintained their profits. The returns of the retail trade present a strong contrast to those of the wholesale houses. As is well known, the wholesale trade has passed through a very bad year. In most cases it is not that the volume of trade done has been less, it is the big drop in prices, and the consequent loss upon stocks that has caused the depreciation.

Bradford.

The second series of London wool sales have come to a finish. There can be no doubt that the wool interests are very well satisfied with the results. Fully a penny a pound advance has been made and those buyers who held off buying in the early part of the sales had to come into the market at the higher prices to supply their needs. Of the 182,000 bales sold 18,000 went to the States, and 69,000 to the Continental markets, leaving Bradford to account for about 82,000 bales as 13 000 were carried over. Last year the number of bales carried over was about 78,000.

It is impossible to say how much business the Bradford top-makers have done since the beginning of the year, but it is very large, and prices have shown a continued tendency to advance.

It has been patent all the year that merinos were the wanted article and this tendency promises to continue for some time. Therefore, further advances need cause no surprise. Crossbreds are also firmer at one-half more.

Nottingham.

The busiest section in Nottingham now is the net trade. Bobbin nets of medium to fine qualities are extremely active and orders are coming to hand freely for mosquitos. Patent spotted nets and mechlins are not so busy, and their sale has fallen off considerably in the past. The hosiery branch is displaying more activity and buyers are paying the higher prices with little demur.

Ireland.

Yarns are quiet at present and it is thought that the manufacturers are holding back in the expectation of getting better rates. Prices are firm and as soon as buying commences are likely to go up. Manufacturers are busy and the amount of new business coming to hand is causing prices to harden. All classes of linens are in demand—power-loom linens for bleaching, damasks, dress linens, cambrics, cloth for dyeing, Hollands, etc., are all selling. Not only is the export business up to expectations but the home trade is quietly increasing.

Scotch Notes.

There is a general improvement in business here. Linen yarns are firm, particularly in the better grades. Common qualities are not so active. Manufacturers of fine grades of linens are busy, but there is not so much doing in heavy goods. Jute is slow, and jute yarns continue to go into stock. Jute cloths tend lower, and Hessians do not sell freely. Only makers of high-grade tweeds can keep their factories employed.

A Title Earned by Quality

To be awarded the Gold Medal for linen manufacture at a World's Exposition is a distinction worth while. : : : : :

Gold Medal Linens

have had this distinction conferred upon them on several occasions — a fact which is an absolute guarantee of quality.

Do you realize the prestige pertaining to the man in your town who specializes on Gold Medal Linens? It is a prestige that expresses itself in dollars and cents from the best people in your community. *Write for descriptive booklet.*

R. H. COSBIE

IRISH LINEN AGENCY : : TORONTO

Canadian Representative for William Liddell & Co., Limited, Belfast, Ireland

NATURAL PREPARED

Flower Hat Pins

11½ inches long



Rose—Small Size

Big Sellers Everywhere

Rose Hat Pins

(Pink, Red, Yellow)

Small Size (bud) $1.50 per dozen $15.00 per gross.

Large Size (full flower) $2.25 per doz. $18.00 per gross.

Violet Hat Pins

$2.25 per dozen. $18.00 per gross.

Carnation (pink) Hat Pins

$2.25 per dozen. $18.00 per gross

They are all guaranteed to retain their natural shape, color and beauty. Impervious to rain or shine.

Special introductory offer:

1 Dozen Rose Hat Pins (½ bud ½ full flower) ½ dozen Carnation and ½ dozen Violet Hat Pins for $3.25.

Send your order to-day.

Rose Hat Pin Co.

334 Notre Dame St. West, - - MONTREAL

Don't Go Shy on This Warm Weather Winner

THE

Nazareth Waist

Is one of those daily demand articles that you can't afford to run low on.

And with the warm weather coming on there will be a greater demand than ever.

Youngsters wear them next to the skin. The elastic fabric gives them all the freedom necessary, and it's porous also—absorbs perspiration.

Bring your **Nazareth** Waists to the front—put some in the window—advertise them—they're seasonable.

We've just issued a new booklet of ready-to-use retail ads., containing catchy cuts that will get the attention of the mothers. Ask for **Number 9**—it's free.

The following wholesale houses all carry the genuine NAZARETH Waist:

Calgary, Alta.
W. R. Brock Co., Ltd.

Halifax, N.S.
W. & C. Silver
Smith Bros.

Kingston, Ont.
Macnee & Minnes

London, Ont.
R. C. Struthers & Co.
Robinson, Little & Co.

Montreal, Que.
W. R. Brock Co., Ltd.
Gault Bros. & Co., Ltd,
Hodgson, Sumner & Co.
A. Racine & Co.
Brophy, Parsons & Rodden
Kyle, Cheesbrough & Co.
McIntyre, Son & Co.
P. P. Martin & Co.
A. O. Morin & Co.

Ottawa, Ont.
John M, Garland, Son & Co.

St. John, N.B.
The Vassie Co., Ltd.
Frank Skinner & Co.
Manchester, Robertson & Allison
Scovil Bros., Ltd.

Toronto, Ont.
John Macdonald & Co.
Beatty, Kerr & Verner
W. R. Brock Co., Ltd.
Gordon, Mackay & Co.
Denton, Mitchell & Duncan

Vancouver, B.C.
The Gault Bros. Co.

Winnipeg, Man.
R. J. Whitla & Co., Ltd,
Robinson, Little & Co.



Mills at
Nazareth,
Pa., U.S.A.

Nazareth Waist Co.

350 Broadway, New York

Canadian Representatives:—
E. H. Walsh & Co.,
Toronto and Montreal

News of Season's Trade in Knitted Goods

Fall Placing is About Over and Travelers Report Decided Improvement as Compared with Last Year — Manufacturers would Oppose Removal of the Surtax — Growing Demand for Medium Weights.

WITH the placing season about over, it is now possible for manufacturers and wholesalers to speak with more confidence than was possible a month ago, of the outlook for next Fall in knitted goods. Traveling representatives who have just returned from trips through the country, are generally well pleased with results. There is a marked improvement over the same period last year.

It is stated by some that the demand for heavy lines of men's wear is not what it should be, and one reason given for this is that continued mild weather has created a preference for medium weights which may be worn the year round. Particularly is this noted in large centres of population, while it is pointed out that, in a country such as Canada where winters of unusual severity are always a possibility, the importance of heavy weights should not be overlooked. Due appreciation is also given to the fact that the conditions described are paving the way towards better position for medium weights.

In the women's department it is different. Summer garments have those peculiarities of construction which adapt them to the vogue of open work waists and short or lingerie sleeves. These cannot answer the purposes of comfort and health enforced by low temperatures. Hence it is that the observation made by travelers with reference to any dropping off that there may be for garments of weight refers almost entirely to the men's department.

Wool Prices Moving Up.

The firming tendency of the wool market is regarded as another reason why the trade should give more serious consideration to the importance of advance buying. For instance two grades of Botany which some weeks ago ranged from 60 to 64c and from 66 to 70c respectively, advanced at the recent sales to 72 and 78c respectively, a jump of something like twenty per cent. It will therefore be noted that Canadian manufacturers who are very well covered for Fall, under the former low prices, will undoubtedly find that price levels have been materially changed when they enter the market again. The day is not far distant when the Spring trade must be considered, in fact, samples are already being prepared by some manufacturers.

Payments Fairly Satisfactory-

So far as payments are concerned the general statement is that in the older provinces particularly, obligations are being very satisfactorily met. Some houses complain that there have been frequent requests for unusual terms from not a few centres in the west. Road representatives who have just returned from that field, report that, while there are exceptions, business generally is being conducted on a sound basis and reflects a growing prosperity. The crop outlook is not being authoritatively discussed by means of statistics as yet, but the general feeling is that it will compare very favorably with that of last year. This accounts for a prevailing optimism. There has been a fairly satisfactory advance business in the west, and it is from that quarter that a good demand for heavy lines is noted.

The backward Spring season has not helped sorting business. Many of the wholesale houses report trade at present as quiet, but they are not relinquishing any of that preconceived assurance that Spring and Summer would bring business up to a very satisfactory volume.

Favor for Combinations.

In the advance orders for Fall, it is noted that there is a growing feeling in favor of combinations, and the prediction is made in some quarters that the time is not far distant when this garment will require a greater amount of specialization from the manufacturing and retail departments than at present.



Would Oppose Removal of Surtax.

Among manufacturers of knitted goods, the recent cable despatches pointing out that Germany is anxious to secure more advantageous tariff considerations from Canada, have been subjects of serious comment. The industry, they declare, would suffer very materially by the removal of the surtax or other arrangement which would bring Canadians into direct competition with German goods. While no official affirmation is given these reports, the feeling that, at the present time, there is a tendency to consider reciprocal proposals from European countries, renders the following expressions of opinion from manufacturers opportune:

Not Sufficient Protection.

"The prevailing impression seems to be that a tariff of 35 per cent. protects the Canadian knit goods manufacturer to that extent, but a little investigation will easily prove that this is not so.

"The Canadian manufacturer of balgriggan underwear for instance, pays 17½ to 25 p.c. more for his yarn than do the manufacturers of the United States or of Europe. In addition to that, he pays 35 per cent. more for all his trimmings.

"If you will bear this in mind, and then reflect that the American or European is able, because of his large market, to run an extensive plant on a very limited line of goods, you will easily see that the Canadian manufacturer is not able to furnish the competition necessary to keep out their goods.

"For this reason, our mills and our people, are being deprived of a great deal of work, because the United States and France are now shipping in large quantities of knit underwear. Much more would this be true, if Germany were given more favorable consideration in the matter of tariff on these goods.

"Our empathic opinion in the matter is, that as manufacturers of balbriggan underwear, we have not at present sufficient protection to enable us to prevent importation of these goods in large quantities from both the United States and France, and the removal of the German surtax would only introduce a competitor more able than either of the others to bring in goods.

"We thank you for the opportunity you have given us to express our views in this matter."

WARRANTED HIGH GRADE
Pen PENMANS Angle
UNSHRINKABLE
Trade Mark

Order Now

Fill in the gaps that exist in your Balbriggan stock. Send an order to your jobber to-day for PEN-ANGLE

Balbriggan

Several different styles and shades. Every garment guaranteed. Wear PEN-ANGLE BALBRIGGAN yourself and note the perfection of fit.

PENMANS, LIMITED, PARIS, CANADA

Pen-Angle Underwear

St. George Brand
Underwear for Men



made in various weights and textures

WOOLNAP

(For extra warmth)

Also bears the St. George Trademark for your protection and ours.

Loads of Competition at Home.

"We certainly do hope that there will be no change made in the present tariff, and we also hope that they will not remove the surtax that exists at the present time. While no doubt Canadian manufacturers of knit goods have not suffered to any extent from competition with German goods, yet there is no telling what might occur if this surtax were removed at the present time.

"As no doubt you are aware, labor is very much cheaper in Germany than it is here, in fact conditions generally, both as to labor and the various expenses that enter into ordinary living conditions are cheaper in Germany than they are in Canada.

"Any one who is at all familiar with the knit goods situation at the present time will inform you that there are loads of competition between the various Canadian manufacturers at the present time without any outside competition from Germany or any other country."

Operating Branch in Buffalo.

"We have to say that if the surtax is taken off knitted goods, it would be ruinous to our business. We believe that we would do 50 p.c. less business, and owing to this fact, we do not at the present time feel like extending our business in Canada, any further, owing to the danger that we are continually in, in reference to this one feature, and rather than extend our business further in Canada, at the present time, we have instead opened a branch factory in Buffalo, which will be in operation within a week or ten days. This will probably demonstrate to you the light in which we view this matter. The scale of wages paid in Germany is such that we could not compete with it. Furthermore, we believe that at the present time, certain lines are being shipped from Germany via England, and brought into Canada under the preference."

Detriment to Canadian Trade.

"From our point of view we think it will be a detriment to Canadian trade if the surtax is taken off. We base our opinion for this reason in the fact that, while the Canadian consumers are getting a very serviceable article at a fair price, we feel sure that without the surtax this class of goods would come in a somewnat inferior make to compete with the Canadian manufacturers, thus causing the Canadian manufacturer to produce a commoner article than he is doing to-day, and which is to be deplored, and which we feel sure would happen were the surtax taken off."

Hard to Compete at Present.

"We think that it would certainly be a serious matter for Canadian knitted goods if the government granted any preference to Germany, as it is hard to compete with them in cashmere with the present duty."

Duty and Surtax Even Up.

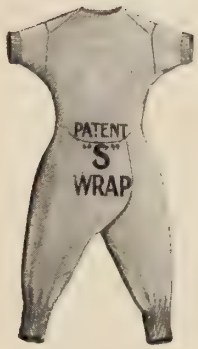
"We would be very much opposed to surtax being removed, as owing to the much lower rate of wages paid in Germany, cost of manufacturing being less, requires present rate of duty and surtax to even it up."

JAY

THE JAY FINISH TRADE MARK UNSHRINKABLE.

UNSHRINKABLE WOOL

UNDERWEAR



LADIES'

Combinations fitted with the Patent **"S"** WRAP, affording complete protection where this is most necessary.

No button is needed, and the garment does not drag when the wearer is sitting.

GENTLEMEN'S

"STAR" Seated Pants and Drawers. No seams at fork, up back, or down inside of leg to chafe, or give way. All wearing parts are strengthened and extra spliced.


PATENT STAR SEATS

These Specialities are made of Unshrinkable Wool and can also be obtained in Merino, and Silk and Merino.

ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

Please note the above TRADE MARK should be upon every genuine JAY FINISH Garment.

Wholesale only

Messrs. I. & R. MORLEY and Geo. BRETTLE & Co., Lon., ENG.

THE LEADING ENGLISH UNDERWEAR.

TIGER BRAND

TRADE MARK REGISTERED TIGER BRAND.

THE UNDERWEAR OF QUALITY

The Galt Knitting Co.

LIMITED

Galt, Ontario

Ontario J. E. McCLUNG

Quebec P. DeGRUCHY

Maritime Provinces J. A. MURRAY

West GERHARDT, HANLEY MacKAY CO., LTD.

Agents



It's Easy

to dye a stocking black—a beautiful, lustrous black, too. But what's the use if its beauty is only *eye-deep?*

Women don't buy stockings to *look at.* **Hermsdorf Dyed Stockings** are dyed black—a beautiful, lustrous black—that's positively wash-wear-and-perspiration-proof, and pure withal. Specify **"Hermsdorf Dyed"** in all your purchases of black hosiery and look for the truth on the toe.

Louis Hermsdorf Dyer

Works, Chemnitz, Saxony

American Bureau, 235 W. 39th St., New York

Store Signs, Cuts, Booklets, etc. supplied free. Write for our sale plan.

Sterling £ Hosiery

The BRAND of QUALITY

¶ A profit making and satisfactory line to sell.

¶ The range includes Ladies', Men's and Children's Lines in Cotton, Lisle, Cashmere and Silk.

¶ Sorting requirements promptly filled.

¶ Let one of our travelers tell you about Sterling £ Hosiery.

WHOLESALE DISTRIBUTORS

Konig & Stuffmann
MONTREAL

BRITANNIA LEADS

not only on the waves, but in the underwear departments of many of Canada's most progressive stores.



Britannia Underwear Unshrinkable

Every garment proves it and we guarantee every garment. Ask your jobber to show you Britannia Underwear—an examination will convince you.

Attractive Advertising matter supplied free to dealers.

DUNCAN BELL Canadian Representative

Manchester Building TORONTO

301 St. James St. MONTREAL

Business in British Columbia.

Vancouver, B.C., April 23.—Drygoodsmen report trade good, with active buying in all lines. Spring specialties have been in strong demand, and there are few odd lines. This is particularly noticeable in ladies' outer wear. With a real estate activity, there is considerable interchanging of money, and this is bringing good business. Hats in the mode and suitings and dress goods in general have sold exceedingly well.

There being considerable talk concerning Prince Rupert, a dealer in dry goods who returned last week from a trip to the northern terminus was asked to give his opinion on conditions there to The Review. He said:—"There is very little doing there as yet in the dry goods line. There are only about one hundred and fifty women in that district, and these buy only necessities, so there can only be little demand for the more extended lines. Those who sell dry goods keep them in conjunction with other stocks, nearly on the same counter, and the quantity of goods is limited. To my mind, although there may be little doubt regarding the future of Prince Rupert, for prosperity has attended the establishment of railway terminii on the Pacific coast, it will be some time before business is on a large or permanent basis. The sale of the lots will take place next month, but not until the railway is completed through to the coast, or at least until the coast section is operated, will there be that growth that will make for permanency. When the railway, or part of it, is running, business will come, but until then it will be a port of call. Business men who may think of locating there should by all means take a personal look at the new town before they ultimately decide. With quartz discoveries in the Yukon, there will be a continued business to the north and Prince Rupert will largely benefit from this."

Death of D. E. Macdonald.

D. E. Macdonald, head of the firm of D. E. Macdonald & Bros., Guelph, and one of the most prominent business men of that city, died of pneumonia on Friday, April 9. Mr. Macdonald was for some years a member of the City Council and of the Board of Trade and Hospital Board. He was 44 years of age. His activity in public affairs of the city was strikingly suggestive of his progressiveness and he was regarded as a man of sound judgment and solidity of character.

Fire in Montreal Millinery House.

Considerable damage was done to the millinery establishment of Farrell, Belisle & Co., Montreal, by fire on April 29th. The fire, which was confined chiefly to the second storey, destroyed the stock of flowers feathers and ribbons. Fortunately the most valuable part of the stock was on the ground floor and was not touched. The loss was estimated at about $10,000, practically covered by insurance.

A despatch from New York states that further investigation of the systematic smuggling of Paris gowns into that part led the custom house officials recently to declare that the syndicate has probably smuggled in $1,000,000 worth of goods each year for the last ten years, thus defrauding the Government out of $600,000 annually in customs duty. The Federal Grand Jury is investigating the case, and it is intimated that the identity of the smugglers will be revealed.

Another WOLSEY Year



WOLSEY Pure Wool Unshrinkable Underwear

is guaranteed by the manufacturers.

Jobbers now showing Fall 1909 samples.

WOLSEY will be advertised more extensively than ever this coming Fall.

Health Brand Underwear

Our salesmen are now showing samples of Health Brand Underwear for immediate and fall. We have improved the quality of every number and have reduced the prices. We guarantee the sizes to be correct in every number. We have a complete stock on hand and can supply you at once with Long, Short or No Sleeves in white or natural. We think it will increase the sales of your Ladies' and Children's Underwear if you stock Health Brand.

Greenshields Limited

MONTREAL



A Long Experience Lies Behind Every Zenith Garment

We are one of the oldest established manufacturers of underwear in Canada, Zenith Brand is therefore the product of the longest experience in the making of underwear for the Canadian market.

We know that Zenith Brand is the best quality of underwear made in a Canadian mill; and our extensive list of regular customers know that the quality of Zenith Brand brings in repeat orders.

If you are looking for a line of underwear that will arouse the satisfaction of every customer, just try Zenith Brand.

Travellers now showing Samples of Zenith brand underwear for fall. It is manufactured by

S. LENNARD & SONS, Dundas

RICHARD L. BAKER & CO.

100 Wellington St. West, Toronto - Sole Selling Agents

Zenith BRAND UNDERWEAR

It's Astonishing How Repeat Orders



are whirling in for our Ladies' Fine Swiss Ribbed Underwear. Just shows that its quality is helping a lot of merchants to do a rattling business.

Knowing the splendid quality of

Oxford Ladies' Swiss Fine Ribbed Underwear

we were prepared for a rush of repeat orders and our preparation was certainly justified.

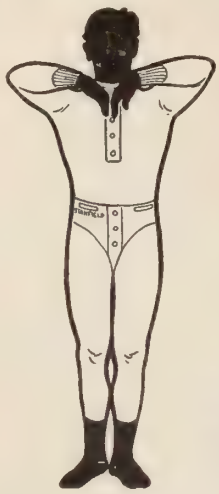
Don't run out of stock on this line. We can supply you with a repeat order on the shortest notice.

The Oxford Knitting Co., Limited

Woodstock, - Ontario

There's a Great Big Pleasure in Waiting on Customers

when you have Stanfield's Underwear to show. Stanfield's makes a good impression, right at the start. It looks good—well made—strongly woven—every stitch and thread just as it should be. No trouble about fitting either—for Stanfield's comes in all sizes from 22 to 70 inch bust and chest measures. Then, look what a guarantee you can offer—Every strand pure wool of the best quality—every garment fitted over models to determine its exact size—and every garment absolutely unshrinkable. You can give YOUR customers the same guarantee that we give to OURS—a new garment for any one that shrinks. Pleased customers mean more business and bigger profits. Stanfield's Unshrinkable Underwear means all three.



STANFIELD'S LIMITED

TRURO, - - N.S.

There Are Several Reasons

why you should handle "Ceetee" Unshrinkable Underwear. Chief among them is its absolute guaranteed unshrinkability. You can say to your customer "This garment is unshrinkable; and if it proves otherwise we will replace it."

You won't have to replace it because

"CEETEE"

IS UNSHRINKABLE

Apart from its guaranteed unshrinkability, you will find "Ceetee" to be soft in texture, perfect in fit and style, dainty and attractive in finish, and trimming. Nothing on the market in the line of underwear combines so many sterling qualities with absolute unshrinkability as

"CEETEE" UNDERWEAR

THE C. TURNBULL CO.

OF GALT, LIMITED

GALT - ONTARIO



It does not necessarily follow that all slow goers are sure winners just because the

HARE lost a Marathon to the TORTOISE

In the dry goods business the slow goer is a sure loser and an unmitigated nuisance because it ties up good money and occupies valuable space.

Which is probably the reason why so many dry goods men prefer

"Hygeian" REGISTERED UNDERWEAR

to all others as the leader in their underwear department. Hygeian is always on the move. Its splendid quality is a compelling force. Stock Hygeian—and brisk underwear business is the natural result.

All of which applies to HYGEIAN WAISTS

Eagle Knitting Co., Limited

Hamilton - - Ontario

TRADE MARK.
DR. JAEGER'S SANITARY WOOLLEN SYSTEM CO LIMITED
SOLE CONCESSIONARIES
PURE WOOL WARRANTED

JAEGER PURE WOOL

CAMP COMFORT IN THE CITY

The dealer who can make his customers comfortable in the Hot Weather, goes a long way towards retaining their trade, and making friends.

For your own wear, try Jaeger Gauze Underwear, a Jaeger Pure Wool Cambra or Taffeta Shirt and a Flannel or Homespun Suit and note the difference in comfort whilst retaining smartness in style. You will then talk to your customers with confidence about the value of wearing pure wool in summer. It means greater comfort, better health, and better temper in the sultry days.

Our shirting designs are the last word in style.

Write us for Trade Terms, Catalogues and Dr. Jaeger's Book on Health Culture.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

Wholesale Warehouse

52 Victoria Square - - - Montreal

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

The Underwear

Your Customers Will Want

is the Eureka Brand of Unshrinkable Underwear.

Why? Because Eureka Underwear is made in the weight most sought after in Canada, it is of medium price, it is unshrinkable in fact as well as in name, it is better finished, and better fitting than other brands selling for the same price.

UNSHRINKABLE Eureka NOVA SCOTIA WOOL

Very Important indeed, it is made of Nova Scotia Wool

Nova Scotia wool is ideal wool for making the underwear required by men living in a country with winters such as we have in Canada. The ocean air, the climate and the rich grazing land gives to the wool those qualities that go for making warm, soft and strong underwear so much desired.

In justice to your underwear department, you should send for samples. We make five lines of heavy weight, medium priced underwear for men.

Nova Scotia Knitting Mills, Limited

Eureka, Nova Scotia

News of the Trade

Ontario

The John White Co., of Woodstock, report a very good Easter trade with splendid prospects for Summer.

The Spring opening held by Campbell Bros., Woodstock, was a centre of attraction during the holiday season.

Ivan Macdonald, formerly with J. W. Wakley, dry goods merchant, Lindsay, has taken a position with Begg & Co. of Collingwood.

M. Brennan & Co., who have been conducting a department store in North Bay, have assigned. The creditors are said to be chiefly Montreal men.

Isaac Wardell, who, many years ago, established a dry goods business in Toronto, died at his home in that city on April 25. He was 75 years of age.

On the eve of his marriage Thomas Garlick was presented by his fellow-employes of the Galt Knitting Co., with an appreciative address and two handsome chairs.

Albert Lucas, who recently left the employ of J. J. Turner & Sons, tent and awning makers, Peterboro, to go to Winnipeg, was presented with a suit case by the head of the firm on his departure.

J. Sutcliffe & Sons have purchased the dry goods stock of J. C. Irwin of Barrie, and took possession on April 3rd. The new store is under the management of Joseph Sutcliffe, formerly of Oshawa.

Edmund Raynor, who for the past five years has been employed at A. McFarland's furnishing store, Brantford, took a position recently with J. Stanley. Before leaving he was presented with a cheque by the firm and a gold locket by his fellow employes.

Smith & Ash, dry goods merchants of Sarnia, have opened a store in Chatham, in the premises lately occupied by H. W. Ball & Co. Mr. Ash will manage the Chatham branch, which has been remodelled in the latest style. Mr. Smith will remain in Sarnia.

Miss Mabel Olford, who for a number of years, was with Grafton & Co., London, left recently for Edmonton. Previous to her departure, she was presented by James M. Hickey, the manager, on behalf of the employes and Graftons, with a handsome traveling bag.

The Brunswick Hotel, Ottawa, is being torn down to make room for a large departmental store, to be occupied by one of the firms now doing business in that city. The plans provide for a four-storey building with frontage of 66 feet on Sparks St., and a depth of 200 feet.

At a meeting of the creditors of the late W. J. Ferguson, of Stratford, it was shown that the liabilities were about $35,000 and the assets $32,000. A committee consisting of three largest creditors, Thos. Brophey, of Montreal; R. C. Struthers, of London, and Alex. Finlayson, of Stratford. They will advertise the estate for auction. There are over 100 creditors.

C. W. Leach, who reistered at the Queen's Hotel, Toronto, from Halifax, Eng., and who is said to be a traveler for the Horn Woollen Manufacturing Co., attempted suicide by shooting in the Rosedale ravine, Toronto, on April 13. He walked out to the street and was taken to a doctor's office and afterwards to the hospital. The bullet lodged below the base of the skull and the wound is not considered serious.

The Canada Neckwear, Limited, head office Toronto, and with a factory in Port Hope, employing about 50 hands, have assigned. The president of the company is C. A. Brodigan, Port Hope and the secretary-treasurer T. J. Ardagh, Toronto. The creditors are said to be chiefly English and Swiss manufacturers. The company had an authorized capital of $50,000, of which about $26,000 was paid up. The liabilities have not been announced.

Greater Hamilton's Business Men's Association has been organized. The president is John Hoodless and he has behind him 120 business men who have pledged themselves to hustle for the Ambitious City. The other officers are: 1st vice-president, John Patterson; 2nd vice-president, Geo. C. Coppley; 3rd vice-president, Thos. W. Watkins; treasurer, Stanley Mills; secretary, C. A. Murton; executive committee, H. C. Beckett, S. B. Cunningham, George Guy, Wm. Mulveney, A. E. McKinstry, Roy R. Moodie, and the chairmen of committees.



Quebec

Mr. Austin, with Perrin, Freres & Cie., Montreal, is in Europe on a buying trip.

Mr. Louis Stuffmann, of Konig & Stuffmann, Montreal, is on a two months European buying trip.

Bickerhoff, Raffloer & Co. have moved their Montreal branch from 40 St. Antoine St. to 525 St. Paul St.

Chas. Tuteur, manufacturer's agent, has removed his offices from 301 St. James St., to the Mark Fisher Building, Victoria Square, Montreal.

The dry goods store of Gagnon Brothers, on St. Lawrence Boulevard, Montreal, was entered by burglars last month, and goods to the value of about $1,000 were taken.

Edmond Talbot, of Quebec, has been appointed sales manager of the Wabasso Cotton Mills. On their departure from Quebec he and Mrs. Talbot were presented with gifts by their friends.

The Dominion Oilcloth Company have taken out a building permit for the erection of a factory on Parthenais St., Montreal, to cost close upon $40,000, for manufacturing purposes only.

Mr. Wm. Anderson, of Wm. Anderson & Co., Ltd., Glasgow, is visiting the Canadian market. Mr. Anderson has been a visitor to Canada for over twenty-five years. He will return to Glasgow after visiting the New York house.

Jas. Yelland is the new Eastern Townships representative of Brophy, Parsons & Rodden, Ltd., Montreal. Mr. Yelland has had considerable dry goods experience, and formerly represented Arthur & Co., Glasgow, in Quebec province.

Edgar W. Unwin is at the Corona Hotel, Montreal, representing Snow Brothers, 12 Bow Lane, London, Eng. Mr. Unwin is calling upon the wholesalers and the cutting up trade. Mr. Unwin formerly represented Hirschfeld & Co., St. Gall, for many years, in Canada.

The Hampton Mfg. Co., of Montreal, has been incorporated, to carry on business as wholesale and retail clothing and furnishing merchants and manufacturers. The incorporators are: George H. Harrower, John W. Blair, Francis J. Laverty, William C. Fisher and Norman A. Galt.

The Standard Paper Bottle Co., Montreal, capitalized at $125,000, to import and manufacture paper, paper materials and substitutes, cotton, silk, woollen, linen, jute, textile, fibrous and other materials, and to manufacture paper bottles. Directors: U. H. Dandurand, O. Rolland, R. Prefontaine, J. Marier, R. Genest.

The marriage of W. Tait, with the W. R. Brock Co., Ltd., Montreal, to Miss Edna Watson, daughter of John Watson, sr., of John Watsn & Son, Montreal, took place at her father's home, on April 22nd. The honeymoon is being spent in New York and Boston, until the 10th of

To Our Customers "ZIMMERKNIT" We Extend our Thanks

for the confidence they have placed in Zimmerknit Goods, as evidenced by the liberal orders we have filled.

Our endeavor has always been—and will continue to be—to give the trade good value at all times.

Everything we ever claim as to the excellence of Zimmerknit goods is fully borne out by the goods themselves; and, judging by the volume of orders filled, the trade is able to rapidly dispose of their stocks at good prices.

We are confident that the quality of Zimmerknit goods will procure us an increasing share of your orders.

All Jobbers Handle "Zimmerknit"

Zimmerman Manufacturing Company Limited

HAMILTON - - - ONTARIO

this month, when they return to take up their residence at Dixie, near Montreal.

J. E. Talbot, Montreal sales manager of the Wabasso Cotton Co., Ltd., Three Rivers, Que., was presented on April 24th, with a handsome gold watch by the retailers and travelers of Quebec city, on the occasion of his leaving for Montreal. The presentation took place at the Hunt Club. Mr. Talbot formerly represented Burton, Spence & Co., Toronto, in Quebec city.

J. Rodgers Dwane with headquarters at 329 St. James Street, Montreal, is now representing in Quebec province the Regal Shirt Co. Limited, of Hamilton, Ont., The Delhi Mfg. Co., of Delhi, Ont. Mr. Dwane has an exceptional connection in Quebec province and an experience of 16 years in men's furnishing lines. He formerly represented Mathews Towers & Co., and in latter years Tooke Bros. Limited.

L. S. Peppard, of the firm of Storer & Co., Calle Bolivar 292, Buenos Ayres, Argentine, S.A., visited the Montreal office of The Review last month. Mr. Peppard is arranging with Canadian firms in various lines to extend their business into South America. His firm covers Argentine, Paraguay, Uruguay and Chili, with offices at Monte Video, Valparaiso, and Santiago, besides the headquarters at Buenos Ayres.

The death of Mr. J. A. Dupuis, who for twenty years was connected with the department store of Dupuis Freres, East St. Catherine St., Montreal, occurred last month at his residence in Montreal. Mr. Dupuis, who was forty-eight years of age, was born at St. Jacques L'Achigan, but removed to Montreal about forty years ago. He is survived by several brothers, including Mr. J. N. Dupuis, head of the firm of Dupuis Freres; Mr. J. O. Dupuis, and Mr. J. B. Dupuis. He also leaves a widow and four children. Previous to his connection with the firm of Dupuis Freres, he was employed at the Customs as accountant.

The East

The Maryville, N.B., cotton mill re-opened recently after being closed down for about two weeks. Work was suspended on account of repairs necessary to the engines.

The West

The Wm. Hunter Co. propose opening a dry goods store in New Westminster, B.C., about June 1st.

T. L. Johnston, formerly of Broadview, opened a dry goods store in Regina recently. He intends to specialize in ladies' wear.

Following the recent fire, Henderson Bros., Port Arthur, have had the interior of their store entirely remodelled. Fixtures to the value of $2,000 were recently installed.

Peacock & White have opened a gents' furnishing and clothing business in Fort William. Mr. Peacock is from Brandon and Mr. White from Portage la Prairie. Both are experienced salesmen.

R. D. McLean, chief bookkeeper for the T. Eaton Co., Winnipeg, was recently presented with a cabinet of sterling silver, suitably engraved, by his business associates, on the occasion of his marriage.

M. S. Daly & Co., Stettler, Alta., have sold out their clothing store to W. W. Sharpe, general merchant of Wetaskiwin. Mr. Sharpe was a member of the Star Trading Co. there for some years and for the last three years has conducted a general store himself.

By the amalgamation of John Beaton with Ramsay & Philip, one of the most important business changes in Kamloops, B.C., in several years has taken place. Mr. Philip will be president and Mr. Beaton vice-president. The latter will have charge of the dry goods department.

New Companies Incorporated.

Louis Roessel & Co., Toronto, have been incorporated with $100,000 capital, to import and manufacture silks, chiffons, veilings, etc.; to carry on a wholesale and retail dry goods business. The provisional directors are Max L. Roessel, Carl A. Roessel and W. A. Rutland.

White, Limited, Ottawa; capital, $90,000; manufacturers of men's, women's and children's clothing, taking over the business of the White Manufacturing Co., Ottawa. Directors: F. R. Perrott, D. Macnair, P. L. Hawn, H. W. Briggs, J. H. Ferguson.

The Textile Trimmings Co., Toronto, has been incorporated with $40,000 capital; to manufacture tapestries and textile trimmings of all descriptions. The provisional directors are A. W. Godson, D. C. Ross and B. H. Ardagh.

The Canadian Dyers Association, Toronto, capital $40,000, has been incorporated to carry on business as general dyers and finishers, general dry goods merchants, milliners, etc., the provisional directors being Alfred Burton, E. S. Burton and W. B. Woods.

The A. D. Goodall Co., Toronto, have been incorporated with $40,000 capital, to take over the woolen and cotton goods and clothing business of A. D. Goodall Co. The directors are: H. J. Dingman, A. D. Goodall, M. M. Dingman, A. A. Bond, A. M. Goodall.

TEXTILE
DOMINION
CO·LTD

Wrapperettes
Wrapperettes
Wrapperettes

You'll soon be buying your Fall requirements. It's gratifying to us to advise you that

Your Wholesaler

will show you a more varied and complete range of Dominion Textile Co.'s wrapperettes than ever before. From every viewpoint there is an improvement in the new range; engraving, printing and napping are all better.

Patterns and Colors represent the choicest effects to be had anywhere

PRINT WORKS
MAGOG
TRADE MARK

When examining the range, ask the wholesaler's salesman, and note carefully the range of **Empress Suiting** (a lower price, but better finished fabric than last year. The big popular price seller.) **Empire Twill,** a splendid imitation of French Flannel. **Kimona,** a heavy cloth suitable for kimonas, wrappers and morning gowns.

"There's more profit in Canadian printed goods."

The Staple Department and its Problems

Cotton Mills Report an Encouraging Advance Business—Competition in Foulards and Cambrics Lowers Prices—Phenomenal Run in Ginghams.

CORRECTION.

In the April issue of The Dry Goods Review it was inadvertently stated that the price of Empire Twills had been reduced one cent. This should have read Empress Suitings.

TRAVELLERS for the cotton mills have covered their territories, and the results of their trips have been encouraging. Orders from all parts of the country are heavy, and it is expected that repeats will be good. Western sections have done particularly well. Since the Fall price lists were issued, there has been an advance of about two cents on raw cotton. Manufacturers are watching the cotton markets carefully. If there is any further increase, prices will probably have to be advanced, and a new price list issued.

Jobbers report that orders from retailers are keeping up pretty well, and business in all lines of cotton staples is far ahead of last year. Trade in the West is particularly active, and eastern wholesale houses, with western branches, report that their western houses have shown a greater improvement than the eastern. It is expected that if the 1909 harvest equals that of last year, there will be a decided boom in trade circles. At present western merchants, as well as practically all Canada, are ordering in good quantities, and do not seem to show any of the hesitation that characterized last year. Wholesalers are looking for merchants to come into the market for sorting this month. It is not expected that the new credit terms will operate so seriously as last year.

Competition in foulards or cambrics has caused Canadian mills to lower prices.

The great improvements that have been made in practically all lines of cottons made in Canada has had a marked effect on importations of foreign goods, and much larger quantities of Canadian goods are being taken. The fact that there are so many repeats on many lines of Canadian goods shows that the customer is favorably impressed with the goods as well as the retailer himself.

Manufacturers are at work on 1910 Spring samples.

The Staple Trade at Retail.

During last month staple departments in retail stores made a specialty of house furnishings and reports show that trade was active in all lines. The Spring trade so far is ahead of last year.

There has been a particularly good demand for ready-made sheets and pillow slips. These have been increasing in popularity with each season, as housekeepers find that they get good value, without a great deal of extra cost, and are spared the trouble of making up these articles. In spite of this growing demand for the ready-made articles there is a great deal of sheeting and pillow cotton selling.

Bed spreads and white quilts of all kinds are in good demand.

Table linens are in good request, particularly hemstitched articles, Yardage goods are also selling well, medium priced goods being most active.

Wash goods are having a particularly good season at retail. The demand for ginghams is heavy, being considerably ahead of last year. Prints are selling well, also duck suitings. Linen imitations in cotton goods are selling even better than last year. It is expected that this season's trade in these suitings will be nothing short of phenomenal. So far, large quantities have been sold, indeed, it is still considerably in advance of the actual time for this class of goods.

Ginghams.

The demand for ginghams this season is really nothing short of phenomenal. These are being put to an increasing variety of uses, and instead of being confined chiefly to children's dresses, are used for ladies' smart shirtwaists and shirtwaist suits. The great improvement in patterns and colorings has been a strong factor in making ginghams so popular for ladies' wear. Scotch ginghams are strong sellers, and the marked improvement in Canadian ginghams has resulted in increasing quantities of these being taken by the trade.

Wrapperettes and Flannelettes.

Fall samples of wrapperettes and flannelettes are on the road and travelers are anticipating large orders on these. The Fall range of wrapperettes is particularly attractive. Values are good, and the new patterns are better than any that have ever been shown before. These include the patterns shown in French flannels, and the new lines closely represent the French flannels in appearance and coloring. As soon as the manufacturers showed these they were readily taken up by the wholesale trade, and it seems likely that the retail trade will regard them with the same favor.

There is no doubt but that the Fall lines of flannelettes will be in good request. There seems to be an ever increasing demand for this class of goods, owing to its warmth and low price, which puts it within the reach of the person who could not buy wool goods.

Lancashire Cotton Trade.

Failure of the effort made by the Master Spinners' Federation to help the spinning branch of the trade by the adoption of organized short time is one of the most important recent events in the Lancashire cotton trade. This movement failed because it was not possible to secure adhesion to the proposal of 80 per cent. on the spindles affected.

Another interesting event is the publication of the half-yearly returns of the International Spinners' Federation of the stocks of cotton held by spinners at their mills. This shows that the English spinners held on March 1st, 303,844 bales of American cotton, as against 354,611 bales at the corresponding date last year; also that the number of spindles running in Great Britain on

the date mentioned was 47,794,671, against 46,077,926 last year. Other leading continental countries also reported smaller mill stocks than last year. In view of the fact of their considerably bigger takings of American, and the general admission of bad trade in these countries, these reports of smaller mill stocks may be explained by the fact that the mills only reported the cotton actually at their mills; and not the large stocks not yet delivered at the mills.

At the beginning of 1908 the total spindles in Lancashire and the surounding cotton spinning districts were estimated to be over 55,000.000. The total to-day must be but little short of 58,000,000. Besides this development which took place in spite of the depression, it is reported that there are fourteen new mills in course of construction.

Wabasso Cottons.

The Wabasso Cotton Co., Ltd., Three Rivers, Que., have completed their selling organization, and wholesalers are now showing their lines of lawns, cambrics, nainsooks and langcloths. This new Canadian cotton company is equipped to manufacture the finer grades of cotton and lays particular stress upon the uniformity of weave and purity of color. Wholesalers and manufacturers have accorded the line a favorable reception. This Canadian cotton company gives evidence of continued growth.

The Mount Royal Spinning Co.

The Mount Royal Spinning Co., Ltd., are still further increasing the capacity of the new plant at Cote St. Paul by the addition of a bleachery and the print and dye works. The two buildings are 300 by 75 feet, two storeys high. It is expected that these will be completed and in running order by August, and at this time the mills will be running 1,200 looms and producing no less than 12,-000.000 yards of cotton per annum.

Department Store to Enlarge.

Owing to the rapid growth of their business which now exceeds the capacity of their store on St. Catherine St., Montreal, the John Murphy Co., Ltd., have decided to enlarge their present premises, and the work of tearing down the part of their store known as the annex, will commence the middle of this month. The space now occupied by the annex will be the site of an addition to the main store, which will make it double its present size. It will be built on the same lines as the present store, with the same style front, making one large store, the walls all being torn down, giving one open store. It will be a modern building in every respect, to be completed in the early Fall.

It has not yet been decided whether the additional space thus gained will be devoted to entirely new departments, or whether present departments will be enlarged to occupy the entire space. Great capital is being made in the firm's advertising of their prospective building operations. As the trade is well aware, the John Murphy Co., Ltd., is owned by the Robert Simpson Co., Toronto. It will be remembered that the Simpson people bought the block at the corner of St. Catherine and Peel Sts., part of which was formerly occupied by the Hamilton Co., who moved into their magnificent new store further west on St. Catherine St., some time ago. Since then the Simpson site has been occupied by Bell's Galleries. Evidently the Simpson Co. have not given up their intention of building a new store on this site as they now state their present prospective building will be comparatively temporary, as they expect to build a magnificent departmental store.

New Companies Incorporated

The Galetta Woolen Mills Co., of Arnprior, have been incorporated with $40,000 capital. The provisional directors are: J. Brennan, N. Sullivan and D. J. McCuan.

Dickison, Nicholson & Co., Toronto, are incorporated with $50,000 capital to manufacture and sell millinery, fancy goods and dry goods. The provisional directors are G. J. Aust, W. G. Coles, J. F. Grant and G. C. English.

Maude C. Rusk, W. J. Boland, and J. F. Boland, are the provisional directors of the Dominion Ostrich Feather Co., Toronto, incorporated with $10,000 capital, to manufacture and deal in ostrich feathers and other merchandise.

Donald Cameron, Thos. Armstrong and S. J. McCorkindale are the provisional directors of Cameron's Private Stock Co., Toronto, incorporated with $40,000 capital to manufacture shoe dressings, chemicals and pharmaceutical preparations.

Greene Swift Co., London, with the capital of $250,000 have been incorporated as wholesale clothing manufacturers to take over the business of Greene, Swift & Co. The provisional directors are: R. Greene, Sidney D. Swift, W. E. Greene, Sophia N. E. Greene and E. M. Woodward.

Thompson Mfg. Co., Toronto have been incorporated with $50,000 capital to manufacture clothing and to take over and carry on the manufacturing department of the Robert Simpson Co. The provisional directors are: Geo. A. Cox, H. C. Cox, H. H. Fudger, J. W. Flavelle and James Wood.

Novelty Net Bands.

It is worthy of note that with the advent of Spring, novelty net bands worked up with colored silk embroideries have not lost any of their prestige. There is every indication that this class of trimming will be used on the dressy gown and waist. For the coming Fall metal embroidered bands promise to be much in evidence. These are in Greek and Byzantine patterns. Dull gold on gold-colored net and antique silver on grey are the leading motifs. Gilt, tinsel and metallic effects are the feature of the new trimmings, and button effects are in high favor. Gold and silver nets and gold and silver cloth are to be much used, and are worked up into effective trimmings with tinsel threads, bugles and beads.

Selling Plans.

A plan for selling expensive trimmings came under the notice of The Review recently that should prove useful in most stores. It was to mark all trimmings over a certain price at the price per inch. This price was made more prominent than the price per yard. The inference was that women who would consider $3.60 per yard a prohibitive price would be inclined to buy when asked 10c per inch, as short lengths of expensive trimmings are those generally wanted. It was found that this system materially helped sales in the department.

Wabasso Cottons

The Cloths that are Making Three Rivers Famous



THE TRADE MARK OF PURITY
FOR
LAWNS, - - NAINSOOKS
CAMBRICS, LONGCLOTHS

Wabasso Cottons are not named by chance. Wabasso is a white rabbit found in the northern part of Canada from the Atlantic to the Pacific. It is of snowy white appearance—the purest white known. That is one reason for the choice of this trade mark for a new line of Canadian cottons—Because

WABASSO COTTONS
ARE SNOWY WHITE.

We Manufacture and Finish

Lawns, Longcloths
Cambrics, Nainsooks

All lines of Wabasso Cottons are unique for their value, finish, color and purity

Wabasso Cottons have been given the greatest reception by the trade of any cottons ever placed upon this market.

Ask Your Wholesaler for Wabasso Lines

The Wabasso Cotton Company, Ltd.

Address all correspondence to the Mills

Three Rivers, Quebec

No Matter Where

you buy your Linens, you will always find surprising value at Philips'. In many places you will sometimes get bargains in clearing lines and job lots, but we give exceptional value in regular makes all the time. We hold one of the largest and most complete stocks of Linen Goods in Britain, and we supply big stores only. Our system of trading means a great saving to keen buyers, and impartial comparison will immediately convince you of this fact.

Just put your past conclusions and present opinions of linen buying aside for a moment, and give our statement a practical test. Give us no favor but a careful examination and use your own judgment. We are not afraid of the result.



Our **Linen Department** has always been a strong one, and for many years we have made it a specialty. We are now devoting special attention to Canada, and a glance over our new Canadian price list will show you what interest we take in your particular requirements, and the care we devote to them.

We never buy manufacturers' stock lines. Everything is made expressly for us by contract. Most of our Damasks are exclusive designs, and many are made from our own sketches.

All Our White Damasks Are Sun-bleached on Links Grass.

Our Canadian offices contain full ranges of compact samples, and our representatives are always ready to wait on you.

J. & N. PHILIPS & CO.

Manchester - - England

OFFICES:

211 Lindsay Bldg., St. Catherine St. W.
MONTREAL

611 Empire Bldg., Wellington St. W.
TORONTO

TO THE TRADE



All Prints

sold by the leading Wholesale Importers which bear the above stamp or ticket are

GUARANTEED

by

The Calico Printers' Assn. Ltd.

Manchester, England

To be their

STANDARD 'CROWN' Quality

of cloth, which will be unchanged from Season to Season.

No other quality will bear this mark.

At the Franco-British Exhibition in London, England, The Calico Printers' Association, Limited, were awarded three "Grands Prix" (the highest possible award) for the excellence of their Printed Cottons and Printed Wools.

Western Demand for Furs far in Excess of Last Year

High Prices Have Affected Advance Buying — Mink a Strong Seller —Fur-lined Cloaks Popular—Demand for Men's Furs Continues Steady.

FUR travelers have now gone far enough over their routes to give an accurate idea of the extent and variety of advance orders. The most encouraging reports are from the far western provinces, where the demand for heavy goods, particularly, is far in excess of last year. Ontario, in most sections is discouraging. The high prices, have deterred buying in the hope for lower figures. Quebec Province and the Maritimes show some improvement, but are not up to the western record.

Furs in Demand.

The high price of long haired furs has lessened the advance sale in certain sections, of real Alaska sable, lynx, fox, etc. etc. As a result the trade is taking kindly to clever and serviceable imitations. Sable dyed coon and dyed sable oppossum are selling well in place of Alaska sable ; and Isabella dyed coon and Isabella dyed oppossum, while not so serviceable, are selling in place of fox. These skins are dearer than a year ago, but manufacturers are working upon a closer margin of profit, and the retailer finds little difference in the price.

Mink, on account of its real value this season, is becoming a strong seller, and many manufacturers look to see mink easily the most popular fur when the season opens.

Fur-lined Cloaks.

Ladies' fur-lined cloaks show a still further increased popularity and the competition in this line is very keen. Retailers, in buying ther requirements, should bear closely in mind all the details that enter into the final question of value. Most important of all is the quality of the lining and the fur trimming, as the quality of the shell does not enter so materially into this question.

Loose, semi-fitting and what may be called the quarter fitted fur-lined cloaks are selling. Travellers report that the quarter fitted seem to have created a favorable impression, and the trade is taking to them. Evidence of this may be had in the fact that many retailers have asked that part of the loose coats in their orders, be made quarter fitting.

Fur Neckwear.

So far the demand for fur neckwear has been chiefly in the more staple goods. A fair amount of the small fancy pieces has been taken, but there seems to be a tendency to leave the buying of novelty furs until later. High prices have had some tendency to delay the buying of these. In the small furs that have been taken, mink, in real furs has comprised the greater share, on account of the good value of this fur.

Fur Jackets.

In ladies' fur jackets the chief demand is for the long muskrat coats. These are meeting with ready sales, particularly in the east. The preferred style is the semi-fitting. The prices of these coats range from $55.00 to $75.00.

Men's Furs.

The demand for fur-lined coars continues steady. Otter is the furs most in demand for collars. Persian lamb is also a good seller.

Western sections are taking large quantities of heavy goods such as raccoon, calf, goat, sheep, wallaby, Bulgarian lamb, etc. Goat coats are slightly lower in price.

How to Buy Furs

At the last London fur sales, a prime silver fox skin brought £290 and still another prime one £40. They were both silver fox skins. This affords a good example of the difference in the monetary value of furs, which to the causual observer, look very similar. Recently a Montreal manufacutrer was asked to quote on a mink tie, using the first quality mink. In order to thoroughly satisfy the prospective customer, and wisely protecting his own interests, this manufacturer sent two samples of mink skins, quoting $35 and $45. The difference between the two skins was not marked to the lay mind. To a furrier, however, the beauty of the one fur far outshone the other. The best quality skin caught in the north of Canada showed a clear black stripe and beautiful blueish tints when placed in the sunlight. The other mink, also a perfect skin, was more brown in appearance and the stripe of a brownish tint. It was simply again the case which so often applies in furs that the beauty of the fur always makes the price. The southern mink was as good but did not have the desirable appearance. The same question of value applies to practically every fur. It is beauty that counts.

In buying musk-rats, for instance, the density of the fur and its appearance states whether it be worth 30c or 45c. These tests may be applied to every fur.

It is this general condition which makes fur buying somewhat of a speculation to an inexperienced buyer. Such a buyer may congratulate himself upon buying a musk-rat lined ladies' cloak for $65 which another manufacturer asks $75 for. In a case of this kind, where no exceptional conditions enter, the $65 price is probably due to the fact that American musk-rats were used instead of Canadian musk-rats. The Canadian musk-rat, of course, gives the service which more than compensates for the difference in price.

It is basic facts of this nature that make quotations on paper so hard to judge. Many retailers play one manufacturer against the other in the hope of favorable terms and exceptional prices, ignoring the fact that low quotations can often be given by using inferior skins. When these are not compared with first quality ones, it would be very difficult for the average retailer to judge accurately. When a retailer asks for a quotation of a certain fur article, using mink for instance, it does not follow that the manufacturer always quotes upon the first quality of mink. It may be the best quality of mink he has in stock or he wisely thinks his price would be too high if he used the first quality. It is always well for retailers to remember that a dollar is a dollar, and that where a manufacturer asks a higher price there is usually a sound reason for doing so. Competition is too keen for any house to be above the market and do business. The



FURS

MOOSE HEAD BRAND

Established 1852

Stands for Uniform Quality and Continued Purchases

With increased prices of Raw Furs it is all the more important that you should safeguard your own and your customers' interests by buying a line of quality.

We are satisfied that the success of MOOSE HEAD BRAND FURS is due in the greatest measure to the high standard we have always lived up to in their quality.

We can immediately put you in touch with our representative in your territory and you may rest assured that in trusting us with your first order our experience and efforts will be yours to help build up your fur business.

L. GNAEDINGER, SON & CO., 90-92-94 ST. PETER ST. **MONTREAL**

FREE

A Trip to the National Exhibition held at Toronto this Fall

Here is one of the many letters being received from those who are working on our offer of a Free Trip to the National Exhibition, Toronto, this fall :—

April 26th, 1909

Gentlemen:—Enclosed please find report for week together with 19 new subscriptions to Busy Man's Magazine and express order $38.00 in payment of same. These are to start with the May number, I trust you will see that they are forwarded in good time.

I have had very flattering comments on the good common sense information that your magazine supplies. The enclosed are chiefly from our best business men, who are well posted on public affairs of the day.

Trusting that you will receive the orders in good time, I am, dear Sirs, yours truly,

E. E. West, Crawford Block, Brandon, Man.

If you have not already started to secure this trip this letter should give you the necessary enthusiasm. The writer is after fifty subscriptions and only requires a few more.

Our candidates are having no difficulty in getting the necessary subscriptions, some are just finishing up, having earned the trip months before the fair. Some plan to go on with their canvass and have a nice sum of expense money in addition to the trip.

Send for particulars ; there is no competition, anyone can secure the trip ; transportation paid both ways by "first class" trains, whether you live in Nova Scotia, British Columbia, or in any Canadian territory between those points.

The Busy Man's Magazine, Toronto, Can.

retailer must decide whether he will give his customers a really satisfactory article with the right materials throughout and proper workmanship or whether he will risk his reputation by buying upon price.

In justice to all manufacturers, retailers should consider that paper quotations on furs should take into consideration the reputation of the manufacturer and that hasty judgment should not be made until a rigid comparison of fur values is possible. When a retailer asks for a quotation on first quality, he naturally puts it up to the manufacturer. If the manufacturer is straightforward, he gives a quotation based upon what is really first quality. The manufacturer less scrupulous might easily quote upon an inferior fur hoping to thus obtain the order.

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London March Fur Sales

The London March fur sales practically substantiate all the advances that took place in January. That makes it certain that lower fur prices are out of the question this year. The March sales of the Hudson Bay Co., A. & W. Nesbitt, Henry Kiver & Co., C. M. Lampson & Co., all bear out the same advances.

The results of the C. M. Lampson sales are appended in part:

Messers. C. M. Lampson & Co. (Reported by them).
Silver fox, 25 per cent. higher than last March.
Cross fox, 30 per cent. higher than last March.
Blue fox, 20 per cent. higher than last March.
Sea otter, 15 per cent. higher than last March.
Otter, same as last March.
Lynx, 120 per cent. higher than last March.
Fisher, 50 per cent. higher than last March.
Beaver, 5 per cent. higher than last January.
Wolverine, 50 per cent. higher than last March.
Wild cat, 25 per cent. higher than last March.
House cat, 25 per cent. higher than last March.
Badger, 15 per cent. higher than last March.
Dry hair seal, 20 per cent. lower than last March.
Dry fur seal, same as last March.
Chinchilla 10 per cent. higher than last January.
Australian opossum, 15 per cent. higher than last January.
Wallaby, 15 per cent. higher than last January.
Wombat, same as last January.
Kangaroo, same as last January.
Raccoon, Northern and Northwestern, 30 per cent. higher than last March.
Racoon, Western and Southwestern, 10 per cent. higher than last March.
Muskrat, brown, same as last January.
Muskrat, black, same as last January.
Skunk, 20 per cent. higher than last March.
Civet cat, 25 per cent. higher than last March.
Opossum, 50 per cent. higher than last March.
Marten same as last March.
Mink, 25 per cent. higher than last March.
Russian sable, same as last March.
Gray fox, 40 per cent. higher than last March.
Red fox, 50 per cent. higher than last March.
White fox, 50 per cent. higher than last March.
Kitt fox, same as last March.
Brown bear, 40 per cent. higher than last March.
Black bear, 75 per cent. higher than last March.
Russian grizzly bear, 15 per cent. higher than last March.
Wolf, Northern and Northwestern, 60 per cent. higher than last March.
Wolf, Southern and Southwestern, 20 per cent. higher than last March.
Ermine, 40 per cent. higher than last January.

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Larger Fur Catch This Year

It is quite likely that the fur catch of this season will be larger than last year, is the opinion expressed by a member of the firm of Revillon Bros., Limited. It is not expected that the catch will be so large as that of three years ago. The reason given for this is that every seven years there is an exceptionally large catch, and at the present time it is gradually working up.

Red and silver fox are very plentiful; lynx are scarce; mink only fair, and the muskrat catch will be smaller than last year on account of the high water.

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Death of A. Drouin

Mr. Arthur Drouin, junior partner of the well-known fur firm of Waldron, Drouin & Co., Limited, Montreal, died on the 9th of last month, at the age of 42 years. He was a native of Quebec, but during the past ten years had been a resident of Montreal. Mr. Drouin's father died only about seven months ago, and his brother, Prosper, a couple of months later. Mr. Drouin, who was unmarried, leaves a brother Ferdinand, senior partner of the firm of Waldron, Drouin & Co., Limited, one sister and a half-brother. Previous to becoming a member of the firm, Mr. Drouin was on the travelling staff.

Truth vs. Prices.

No man can tell absolutely what effect a certain line of advertising will have. Take, for instance, the theory propounded by experts in every part of the country, that retail advertising must always show prices. Almost without exception, the belief is current that prices will do more to produce results, provided low enough, than anything else. Often they do, too, but—there are exceptions. In support of this an advertising expert tells this story:

"In a city of close to 100,000 inhabitants, one finds a fairly progressive establishment catering to the middle classes. These should, if any should, be interested in prices. Therefore, working in accord with the general belief that prices are the one thing that will draw people to the store, this store has long used prices. The items, so far as the experience of the store had taught, were O. K. My own judgment said the same thing, although I was interested in this store's advertising work only as an outsider interested in advertising might be. Well, one day, its advertising manager said to me: 'The price business has been done to death. Everybody gives prices. A good many of them are fakes, too. For a change, I shall give none for some time to come. What do you say to that?'

"'Are you not getting results?' I asked him.

"'To tell you the truth, no,' he said.

"To this I replied, 'Go ahead, then. You can't lose anything, seeing that you're not getting results.'

"Try it he did. As a student of advertising, I naturally watched developments. For a time, there was no noticeable difference either in the attendance or in the receipts. Then, things began to change, and one Saturday afternoon, the weekly half-holiday, I actually had to walk in the gutter to get by the crowd. Better still, the crowd

went in and bought. This refuted emphatically the theory that nothing but prices would draw the people.

"All that was done was to advertise, 'Five specials on Saturday.' Our 'Ten bargains for women, Saturday. Come look them over.' Another was, '100 numbered bargains next week. Each a splendid bargain. Look for the numbers. Come. You are welcome.'"

A trial of this scheme may prove that curiosity is a greater motive power than prices—then again, it may not; your customers may want prices. Most people do, but if you find that honest quotations of prices do not attract, try another line. No man has a monopoly of the advertising knowledge.

Truth Always Effective.

What this firm did was the simplest thing possible; they told the people the truth; the people were impressed with its reasonableness, and bought the goods. It's always the simple, straightforward story that has the deepest effect, and advertisers should remember this. Do not go far afield for arguments; the goods themselves will furnish plenty if you will only let them. Simplicity in speech and simplicity in writing has always been the most effective.

One of the most successful ads. ever written was written by a man entirely unschooled in advertising. He only knew that he had worked night and day, and for years, to perfect something that mothers should know. And he knew that the money which paid for his first advertisement was secured by pawning his sick wife's ring. His heading ran something like this. "Mothers, ten cents may save your baby's life." And the mothers responded until, in five years, the man was a millionaire.

It is surprising how many advertisers there are who, to judge by their methods, do not give the general public credit for possessing ordinary common sense. Here's a tailor who advertises $10 ordered trousers for $5, and no one believes that he is telling the truth. There isn't one man in 10,000 who ever thinks of paying $10 for a pair of trousers, and mighty few stores in which trousers really worth that figure are sold. The majority of men reading such an ad. would conclude that these garments were worth what they were alleged to be reduced to, and not any more.

Stores make bad friends, too, by the practice of advertising special prices on goods of which there is a very limited quantity, and when the customer calls and asks to see them, she is informed that "they are all sold." If there is a small supply on a certain line, mention this fact in the ad., and tell how much is available. This will prevent disappointment and retain friends for the store.

Death of Mrs. John Macdonald.

Mrs. John Macdonald, widow of the late Senator Macdonald, founder of the wholesale dry goods house of John Macdonald & Co., Toronto, died suddenly at her home in that city on the morning of April 13. Mrs. Macdonald was born about 75 years ago in Quebec and her marriage to the Senator took place 52 years ago. She was one of the first members of the Women's Christian Temperance Union and for some years its president. The surviving children are: John, James Fraser, Alexander A. and Duncan, all of Toronto; Arthur, of Medicine Hat; Mrs. M. G. Lewis, Toronto; Mrs. James Morrow, Montreal; Mrs. (Lieut.-Col.) Grant, Toronto; Mrs. H. G. Barrie, a missionary in China, and Mrs. D. A. McKillop wife of a missionary in Jamaica.



Everything in dependable ladies' and men's Furs.

YOU are sure of

building a permanent Fur trade when you sell your customers

Musk Ox Brand Furs

When examining the 1909-1910 samples (the most varied in our history) remember that every article that goes to form every piece of Fur is as represented.

OUR VALUES IN FUR-LINED CLOAKS

are meeting with the approval of discriminating buyers—Note, we use **Canadian** Muskrat Linings.

SMALL FURS

Kindly examine our attractive creations in

Sable Dyed Coon, Isabella Dyed Coon, Dyed Sable Opossum, Isabella Dyed Opossum. They represent good sellers.

Our representative in your territory will be glad to demonstrate the worth of our FURS to your trade.

Boulter, Waugh & Co., Ltd.

Canada's Furriers, Established 40 Years.

491-493-495 St. Paul St. 57 Peter St.
MONTREAL

Parisian Costumers Show Great Variety of Models

Homespun Cheviots are Favored by the High-class Trade — Some Talk of the Revival of Louis Quinze Styles — Cord Effects Represented.

Staff Correspondence.

Office of The Dry Goods Review,
8 Place de la Bourse, Paris, France, April 14.

THE vagaries of the climate lately have not been good for the observance of new styles as everyone has been glad to resume wraps and furs.

The opening of the Concours Hippique, in the great hall of the Grand Palais, has done something towards the bringing out of the new styles but as the building is a cold one the gowns worn were nearly all tailor-mades. These were mostly of serge or homespun slightly braided, and worn with the inevitable full jabot from the neck to the waist.

As yet, showings of the new styles and fabrics are confined to the model houses and the leading stores.



Tunics of Net, Embroidered in Gold or Silver Thread, enriched with Beads and Bugles, are very much worn over Gowns of Satin or Face Cloth.



The New Princesse Dress with Braided Panel Buttoned into the Gown.



Illustrating the Latest Development of the Moyen Age Styles—the Corslet Waist is Braided and the low Neck is finished with a Dutch Collar and Jabot.

First in interest come the cord weaves and though it was the Ottomans that started their vogue, little is seen of this fabric save for the development of coats and wraps or where it is used for facings and trimmings. In this latter field the rival vogue is moire and faille.

Cord effects are numerously represented, the newest and most fashionable being those finished in such a manner that the surface is almost smooth. Cord weaves or coteles come in some unexpected combinations. For instance there is a new kind of ribbed voile known as cotele delaine. Another weave is of silk and wool with the rib flattened down, and to this fabric the name of crushed Ottoman has been given. Then there is a soft, silky fabric known as cotele souple, and a ribbed crepe de chine sold as crepe cotele. The most talked-of fabric, however, is the cote-de-cheval, and it is shown in two makes, one close woven for tailor-mades, and the other of a somewhat loose texture and in a much lighter weight.

Development in Cotele Weaves.

Cotele weaves are also extensively developed in cotton as well as silk, wool, and silk and wool. These cotton coteles are as numerous as to color and weave effect as those shown in silk or wool. Serges have not lost a jot of their supremacy, but instead of the inevitable navy, there is a multitude of beautiful shades. Many of these are just off white.

The high class trade is making a first favorite of the homespun cheviots with a slightly hairy surface, and in the cheaper goods chevrons and diagonals are shown in a wide choice of new shades. These cloths are shown in mixtures as well as in solid colors. Wool satins are more used for the production of cloaks and wraps than for the development of gowns.

Cashmeres promise to be a leading material for Spring wear. They come in many new effects, some of which are clothlike with an exceedingly smooth surface and bright finish, and there is also a new delicate crepe effect that is very beautiful. This weave is also produced in silk and promises to rival crepe-de-chine.

Figured fabrics are restricted to printed silks of the foulard and pongee order. Small, close-printed

patterns are the ones most in vogue, and these are most often in black and white on a colored ground, and so arranged that the three colors are about equally balanced.

Soie de Venise.

A new silk fabric that is much talked of is of Italian production and is called soie de Venise. It is skein-dyed and duller in finish than many of the silk fabrics now worn.

There is some talk of changeable effects and gowns of shot satin have been shown by several leading model houses. This is only the logical development of the veiling of one color with another that has been so much practised.

For evening and formal wear chasuble and tunic are very much worn. These are very attractive and may be worn over any kind of satin fourreau with charming effect. These arrangements are as a rule of net spangled and bordered with gold or silver and bugled galoon. Net tunics, almost covered with sequins are charming over satin, and are worn as well over the smooth satin-finished wool cloths. Striped black Chantilly lace, lined with silver gauze and bordered with a black and silver fringe, was worn with stunning effect over a sheath gown of dull black satin. The bodice of this gown was entirely of the lace, mounted over silver and finished with a tucker of pink tulle closely pleated, and the bust outlined with a superb embroidery on net of black and silver glittering with white bugles.

Crepe-de-chine is ideal for tunics when finished with a heavy metal or bugle trimming or fringe. Marquisette is to be used for this purpose for outdoor wear. Some of the advance models showed tunic effects of Marquisette laid in flat pleats at the hips and in box-pleats at the back. A few of these models have pleats on the hip that are highly suggestive of panniers. The tunic draperies are attached to the bodice and are outlined with gold or silver embroideries enriched often with beads and bugles.

Louis Quinze Styles.

Summer skirts will be wider and an undoubted style is the new corslet effect with the pleated skirt part attached. Some of the new models look as though the much worn princess dress had joined forces with the pleated skirt, and the result, as shown in our illustration, is undoubtedly good. The outline has all the slimness, so much admired in the present models, and is devoid of the many objectionable features of the present modes. The adornment of the bodice is by braiding and the model shown is developed in Shantung but would be excellent in cashmere or in linen, the new cotele cottons or even in gingham. Should this class of gowns achieve the vogue predicted for them, there will be quite a revival in braided trimmings. Much has been heard of the revival of Louis Quinze styles of pannier and even of the crinoline. Though some decided touches of this mode are to be seen, their day does not seem to be quite due yet.

The already lengthy list of Spring colors is receiving additions. These are of the pale order and include ochre, a less yellow and assertive shade than has gone under this name before. Then there is beige and ficelle, the latter clear and bright without any suggestion of green. La France pink is a charming rose for combination with black, grey, brown or bronze. Then there is a pale Alpine green that is beautiful with silver embroideries.

There is no REAL ROSE Hat Pin but the ST. GEORGE



¶ No high class article was ever placed on any market but what hordes of cheap imitations soon flooded the market. When after years of experimenting, we, last month, presented "The St. George Real Rose Hat Pin" to the merchants of Canada, we expected just what has occurred. We saw advertised recently a very cheap so called Real Rose Hat Pin and found it made of paper. Another was made of tin. But how can you expect anything else at the ridiculous prices quoted? How can we or anyone else pay from $3.00 to $6.00 per dozen for the finest hot house roses, put them through eighteen processes, taking five days from beginning to finish and sell them at any price below what we do? These imitations condemn themselves.

¶ Also please notice this. We have covered the only processes by which these can be made by Royal Letters Patent, No. 116944, and no other firm can now legally produce these "Real Rose Hat Pins," so all others advertised as any but the "St. George" are manifestly imitations.

¶ For the Dry Goods Trade and Millinery Departments, no higher class novelty was ever introduced. Our sale of these has not decreased one particle in the last two weeks. Please remember, if you have never seen the "St. George," you have never seen the Real Rose Hat Pin made under our patent.

¶ You cannot wish to offer your patrons cheap imitations. No man really honestly places a poor imitation before his customers, when he knows where to buy the best.

THERE IS NO REAL ROSE HAT PIN BUT THE ST. GEORGE.

FOUR SIZES, governed by beauty condition and size of the original rose. Size A $15.00 per doz. Size B $12.00 per doz. Size B Special $9.00 per doz. Size C $6.00 per doz. Sizes A and B packed each in a plush lined box. Sweet Peas $6.00 per doz. Carnations $12.00 per doz. Special discounts to jobbers. Send in your sample order to-day, so that you may have them in stock.

The only Manufacturers of Real Rose Hat Pin

The NEWELL MANUFACTURING Co., PRESCOTT, ONT.

The Millinery Trade Review

The Lingerie Hat Promises to Become a Settled Summer Visitor — Dainty Motoring Bonnets Have Made their Appearance — Many of the Newest Shapes are Decidedly Large—Summer Millinery Openings.

IT is some seasons past now since the lingerie hat made its bow and it has now the air of a settled Summer visitor. This year it promises to take the form of an elaborate hat or bonnet, for some of the prettiest shown are in the new poke bonnet shapes. Others are more on the Corday style, having the high large mob crown and the drooping brim.

The majority of these hats are trimmed both with flowers and ribbons, and the pompadour combination of pink and blue is most used. Soft pink shades in roses and buds in tight little bunches edged with forget-me-nots or trails of roses and foliage are the flowers used, while the ties and ribbon rosettes are as a rule blue, though pink and white are also used.

Many of the hats seen have a dome crown of shirred mull and pleated or frilled lace borders. Battenburg lace is a new idea for the developing of the lingerie hat; one seen at the openings was of Battenberg with a wreath of field flowers.

Motor Bonnets and Outing Hats.

Until this summer, pretty head-gear for motor wear has, up to this Spring, been conspicuous by its absence. This Spring has seen the production of dainty little motor bonnets made of rough bright straws in cottage and early Victorian shape. The trimming scheme is very simple, consisting of a long chiffon veil held in place by chous of ribbon, clumps of roses or berries, etc. The result is a pretty and graceful, and at the same time a singularly practical, piece of headgear and one that is quite adapted to the use for which it is designed.

For outing wear and for the now popular shirt waist hat, made hats on the sailor order are shown developed from a form of straw cloth. The trimmings are of the same cloth with the addition of long quills and wings.

Practical wide-brimmed shapes in coarse straws are shown in black, burnt and fancy colors simply banded with ribbon or piece velvet in black or matching color.

The sailor is again in evidence in large wide brim effects and in the drooping mushroom shape. This is a hat that requires careful handling on the part of the trade. Shown at the proper period and in their place as outing hats, sailors are money-makers that help to lengthen out the season. Shown universally at too early a date they may spoil the profits of a season by taking the place of the trimmed hat. This is a lesson that the trade has to some extent learned, but it can do no harm to once more point out the danger.

Styles at the Summer Openings.

Many of the leading millinery houses held Summer openings on the 19th of the past month. Though for some years it has been the practise of some of the firms to hold Summer openings, other of the houses are now falling into line and, as the trade of the Dominion grows, more business will be done at these events.

Certainly the one this month holds out every inducement for a continuance. Though the day chosen was not an ideal one, it being raw and cold with only occasional gleams of sunshine in the forenoon, turning to a nasty cold rain after the middle of the day, the openings were well attended. Nor was this the only encouraging factor. The models shown sold well, and very few were on hand when the day closed. Nor was this all, the visiting milliners were liberal customers in the material, straw and other departments. Much of this buying was due to the big Easter business, and to the urgent need of replenishment felt in the majority of the retail stores.

The shapes upon which fashion smiled in the early season are changing, which when the freakish nature of some of them is considered, is not either a matter for regret nor wonder. Though many new shapes are seen, one is forced to confess that there is no fixed type. Hats may be large and generally are so, but there are small and medium-sized shapes that are equally good. High, medium, and low crowns are seen and also wide and narrow brims.

The very newest shapes are decidedly large and have high crowns and the high side roll. Brims are straightening out and do not droop so much.

Predictions made when the season opened that this would prove a large made season, are entirely right, for the braid hat, and also the material hat, are much in evidence. Nevertheless, pressed shapes were never more worn. From the fashion point of view fine leghorns in the burnt shades are perhaps to be placed first, while as a close second, come hats of Neapolitan or crin. Chips and fancy tuscans are decidedly good and hemps, Japs and rustic straws are also freely sold. Many fancy braids are used and as in the early season, nearly everything in the braid line finds a use. Many hats show a facing of a contrasting shade of straw. Thus a black hat will have a lining of white or burnt straw or white will be lined with black or color.

Ribbon velvets are decidedly first in the season's trimmings, and because it is difficult to match the many shades, piece velvet is freely used. The edges are often machine stitched. Wide satin ribbons are much used, but moire is beginning to be shown. Black, burnt and white are the hat colors, with burnt and black as yet most worn. Particularly in the high-class trade, the dark or black hat with the light summer gown will be greatly worn, and black and burnt hats are trimmed with practically all the leading shades. The majority of the white hats seen have color introduced. The all-white hat, at any rate, at this date, is rarely seen.

A description of some of the hats which The Review inspected at the openings will give an idea of the new shapes and trimming novelties. A handsome Leghorn, in the natural shade, in the new Cavalier shape, with the high crown and the new side roll, had the underbrim lined with soft rose-pink velvet. The crown was draped with the velvet ending with a large flat bow on the left side rather to the back. The ends of this bow were decorated with tiny straw buttons or beads. Around the crown trailed a shaded wreath of chrysanthemums in pinkish and greyish mauve tones. To balance the bow, there was placed a bunch of deep reddish purple



Turban of Yeddah Plateau, with Taffetta Puffings and Roses in Blue and Grey.

Jumbo grapes. This gave the required deep note of color to this lovely hat.

Lace is more in evidence than for some time in millinery, and one of the large bowl-crowned hats on view was developed in fine black Chantilly, over white net. The wire shape was covered with white net, and over this was placed the Chantilly, shirred on heavy wires. The very simple trimming of this hat consisted of a drape of ribbon velvet around the crown tied in a large flat bow at the back, and a rosette on either side of blush pink roses and foliage.

A fine Leghorn with a very high crown and the new wide high side roll, was smoothly lined with black velvet, and its only trimming was a swathing of wide rich black moire ribbon, and a large bow of the same at one side. A very large leghorn shape with high large crown and wide brim drooping to the left and with a moderate roll on the other side had full wreath of fine foliage encircling the crown and ending under a large flat bow of rich cerise velvet. A narrow piping of cerise was put on the underbrim about 1½ inch. from the edge.

A high crowned pot shape with a narrow brim and a slight roll at the side was uniquely trimmed with a wide band of chamoux in the natural shade. The band came wide across the front and finished on one side of the back with a loop and end made into a flat bow. To fasten the other end was a clever flower spray made of dull gold trimming and faded rose satin. The dull gold trimming, it should be said, edged the band of chamois all round and, besides the roses, there was a bunch of foliage made from it. This was one of the most distinctive hats seen at the opening.

A decided novelty shown by one leading house was a new high-crowned Leghorn with a wide dropping side brim and the new high roll. This hat had the plain smooth facing, but instead of the underbrim being faced, the facing was placed outside. The only trimming of this exceedingly smart and distinguished looking hat was a long white willow plune fastened in with a large antique gold cabochon.

A Henri IV. shape, also of Leghorn, had a slight dip in the front of the narrow brim. This hat had a fraise feather standing up and curling over the crown to the front, and a narrow girdle and rosettes of satin-finished ribbon of the same shade.

A large black Neapolitan had the high crown banked with beauty roses tied with cerise velvet.

Many flat shapes were shown and not a few showed a careful use of jet. For instance a wide low crowned capeline of black Neopolitan had the crown draped with a jet bandeau, and a twist of ribbon velvet below.

A large poke in fancy Tuscan was simply trimmed Large ospreys standing straight up, and backed by *a lovely ostrich mount, were fastened in under a large jet cabochon.

with lilacs and mauve satin ribbon. A large flat shape in poke effect had a wreath of beauty roses around the crown, and narrow ties of black velvet ribbon.

The nevelty colors as seen at the opening are black, burnt and white in straws—the new colors in materials are ginger, apricot and khaki-d'oro, royal and marine blues, pimpernel blue, cerise, fraise, and mustard green.

The chief flowers are roses in the natural size, in beauty and in shaded effects ; black, white and yellow buttercups and daisies, field flowers, lilacs, etc. Long, pointed wings and coque feathers are good. Laces are better than for some time. Chantilly, Battenburg, Valenciennes and net laces are used as well as Tosca and other nets. Handsome osprey and pieced plumes decorate high-class millinery. Velvet ribbons, satin ribbons, and piece velvets are much used as trimmings. Batavia cloth and chamois leather are novelty trimmings.

Summer Millinery Openings.

Wholesale millinery houses in Montreal held their Summer millinery openings about the middle of last month, and these were attended by large crowds. An unusual amount of buying was done, which goes to show that the millinery trade at retail is in an unusually healthy condition.

The extreme shapes which characterized the Spring openings have been somewhat modified, and these changes have been welcomed. The large beehive shapes are popular, but in the more modified forms. Large mushroom shapes have met with favor, and the wide brim with a slight upward roll at the edge, is popular.

Indications for Fall.

Buyers returning from the other side state that there is a tendency to show lage hats for Fall, with the brim turned up sharply at the back or at the side, the under side of the brim being filled in with trimmings.

There is every likelihood that prices will be very high for Fall, as the general trend seems to be towards better materials in millinery, both in the felts used and in the trimmings. There will probably be a return to silk beavers for the Fall and Winter trade.

Jet Very Popular.

Jet in many forms is attaining great popularity. Jet buttons are now fashionably used on women's coats and gowns and jet pendants, broaches, pins, etc., are coming to the front in novelty lines. There promises to be a strong jet development in the coming Fall.

Fall trimmings samples show a deal of jet and bugles, Bead and bugle trimmings in black, in crystal, dead white, etc., mixed with tinsel thread and gold beads are shown.

Turning Every Occasion to Best Advantage.

The man who would make a success of his business must be able to foresee opportunities and devise plans for developing the best that is in them. The wide-awake salesman will develop "the nose for business" to such an extent that he will draw customers to him simply because of his ability to turn to advantage every occasion which has in it the elements of a good merchandizing proportion. Here is a striking case in point. When the United States fleet of battleships were homeward bound it occurred to the superintendent of a large New York furnishing store to send to Washington for the names of all the men in the fleet. He received 14,500 names, and to each one he sent a souvenir post card bearing a view of some familiar section of New York City, and in the space reserved for correspondence he had the following welcome printed: "Well, well, back again! You must come to New York to coal up! Come in and see me, I want to show you the best suits, Spring coats and raincoats in the market, under $20, special at $13.50." He followed up the cards by visiting the ships on their arrival. His advertising, he found, had done its work. The men surrounded him, and not only then, but later on at the store, did he reap the reward of his foresight.

Latest Millinery Importations are Less Bizarre

The Newest Shapes Show a Tendency to Flatten Down — Cavalier and Gainsborough Shapes are Favored by the Carriage Trade in New York — Lingerie Hats Have Also Invaded the Market.

Staff Correspondence.

Office of The Dry Goods Review, 622-624, Tribune Building, New York, April 15.

WHATEVER may be the opinion of the trade as to the prevailing millinery mode the general public find much to criticize and condemn in the tub variety, especially. Without a doubt these exaggerated conceits have "caught on." The peach basket, the tub in its endless variations and bowl-like hat, is the hat of the multitude. Velvet ribbon and fruit, velvet ribbon and flowers—the changes are rung with these materials. Cherries and peaches are the fruits selected for special favor, and in flowers there is a noticeable increase in the popularity of the daisy. Roses, lilacs and small flowers are also very strong. It is the opinion of the trade that fruit will not last throughout the summer. Certainly, it is at the present time very strong, particularly in medium-priced goods.

Paradise is the trimming now used most extensively on high-priced millinery.

White Milans, Leghorns and naturals are often trimmed with colored feathers—rose amethyst and blue being popular.

Cavalier and Gainsborough.

The carriage trade, has, if not absolutely discarded the tub hat, at least relegated it to the background, and given its favor to the Cavalier and Gainsborough shape, the wide brimmed flat effects, and other more elegant contours. Without question, Paradise is the trimming now used most extensively on high priced millinery. The body of the bird is seldom used, but the lovely tail feathers are subjected to many novel arrangements. As an illustration note the wide feathery quill, used on the back and white hat shown.

There are fountain effects, cascades, mephisto quills, and other novelties made from Paradise, that are very elegant to say nothing of being exceedingly costly. The demand for willow has in no way suffered by the demand for Paradise. While blacks are selling stronger there is an encouraging demand for colored goods. It will be noted that white Milans, Leghorns and naturals are often trimmed with colored feathers, rose, amethyst and blue being the most popular shades. Feathers are mounted clear of the brim edge. They surround or partially surround the crown and are nearly always mounted to give added height to the crown. The very newest shapes show a tendency to flatten down. Crowns are low in many instances and the latest importations are less bizarre, as was expected.

Lingerie Hats Conspicuous.

Lingerie hats have invaded the market. To date they are seen only in shop windows of course, but in Florida the lingerie hat figured conspicuously in the wardrobe of the smartly gowned woman. Many of them are faced with shirred or knife-plated chiffon, and trimmed with small garlands abd colored ribbon. They may be designated as lingerie effects but certainly they fall far short of washable standards, being exceedingly elaborate. With the exception of these effects, which are for out of town and for carriage wear only, one sees very few light hats, that is, hats that are not relieved in some way with color.

Browns, Blacks and Whites.

Black and white has not been particularly strong this season but lately it has sprung into prominence, as have also burnt and black combinations. Coarse burnt straw trimmed with black velvet ribbon and flowers is at present favored. Two-tone effects have become very popular. Two-tone sailors and shade brim effects, the underbrim being a strong color, and the top black or natural are very good in sailors.

There are many ribbon novelties—spotted and figured effects with white and colors, which lend themselves to trimming mid-summer shapes of Panama, Bancock, pique, linen, etc. The ribbon trade is kept busy trying to supply the phenomenal demand for velvet ribbons, not only in blacks but colors.

Jet Craze worn Out.

The craze for jet has worn itself out and there is not much talk of pearl. A few importers have the courage of their convictions and are showing them in festoons, cabochons and bandings. Ornaments of all kinds are certainly more in demand than for several seasons past.

Taken all in all, it is a splendid millinery season, for almost everything finds favor in the feminine eye. Braids are very strong, so obviously the frame manufacturers rejoice, but as blocked hats have not suffered by comparison, the pressed hat people are in no way injured. It is not a one-color season ; although decidedly, a season of color.

Fruits, selling early in the season, almost to the exclusion of flowers, are now giving way to flowers, and, as we know, one has a wide range from which to choose. Small flowers are most in favor. The Rococo rose has taken very well and is seen a great deal. It is rarely, if ever, combined with another flower, although all colors are used together.

Puffed Lace Crowns.

Laces are returning and some of the daintest Leghorns have huge puffed lace crowns. Velvet crowns are an unusual feature but one that is at present in vogue. Like many of the fashions of the day, it seems a trifle unseasonable. A very stunning Leghorn suggestive of the poke, had a huge crown of moss green velvet. Wide old blue moire ribbon was banded tightly around the base, and a bouquet of Rococo roses placed well toward the back. Practically all dress hats are faced. Pleated chiffon is

In Florida the lingerie hat figures conspicuously in the wardrobe of the smartly-gowned woman.

Laces are returning and some of the daintiest Leghorns have huge puffed lace crowns.

Examples of the Latest Millinery Vogue

Peach basket hat of black straw faced with pink knife-pleated chiffon and trimmed with roses and white willow—Mon-Carlier.

On the left is a black Neapolitan faced with French crepe and trimmed with flame-colored paradise, exquisitely shaded, an







mounted with an upward tendency —Suzanne Talbot.

On the right is a picture hat of black, rough straw, faced with white, trimmed at right side with wide paradise quill and huge waxen camillas. Crown softened with drapery of tulle.

favored. A popular method of treating the underbrim is to have the material put on plain at the brim edge and pleated in to the headsize. Crepe materials, fashionable for all purposes, and very good for millinery. There is an effort being made to establish cretonne hats in the trade. Parasols, chatelaine belts and other accessories are made of gaily figured cretonne as well as hats. The basket and tub shapes lend themselves to the cretonne covering. It is extremely doubtful whether they will be in strong demand as they are decidedly bizarre in effect, however quite within the present picture, for as we know Rococo and other old-fashioned effects are now in vogue. Some truly lovely colorings are noted in the cretonnes. The underbrim is faced either with a plain color or net and the trimming consists usually only of ribbon, the material itself being decidedly decorative.

Very gay scarfs are used for the outing goods, summer felts, Panamas, etc. The head-sizes in these goods show a decided increase in size and many of the hats are quite fancy in effect, being trimmed with wings as well.

The condition of the trade in New York is very gratifying, all branches reporting good business and hopeful for an unusually good season.

Scroggie-Carsley Matter Settled.

Ever since the S. Carsley Co., Ltd., Montreal, the big down-town departmental store, bought the entire big uptown property occupied by the W. H. Scroggie Co., Ltd., St. Catharine, Victoria and University Streets, there has been a great deal of speculation regarding the future site of the W. H. Scroggie Co., Ltd. The uncertainty existing has lasted over two years, with all kinds of rumors talked about, and not until this May 1st, when Scroggie's lease from the Ogilvie estate expired, was anything definite known.

It is now admitted that before the middle of this month Scroggie's will move further west, on the opposite side of St. Catherine Street, to the corner of Peel Street, while the S. Carsley Co., Ltd., will take possession of their St. Catherine Street store, opening early in June.

The building to which Scroggie's will move is owned by the Simpson people, and is now partly occupied by Bell's galleries, which will remove still further west on St. Catherine Street into the store formerly occupied by Kitchen & Co. The details involved in the foregoing have not been made public.

It is not expected that Scroggie will occupy permanently his new quarters, as the Simpson people are intending to build on this site, within a few years.

The S. Carsley Co., Ltd., will enlarge their St. Catherine Street departmental store as they have bought the property running back as far as Burnside Place. They will still run their down-town store, although part of it will soon be turned into an office building.

During the month of April the S. Carsley Co. made all arrangements for an entire new staff for their uptown store, and advertised this fact prominently. Scroggie's simply conducted business in the same aggressive way without any reference to moving. The growth of the Scroggie business has been one of the most remarkable of any retail store in Canada.

The W. H. Scroggie Co., corner University, Victoria and St. Catherine Sts., Montreal, while they have arranged, as above stated, for new premises, did not allow the S. Carsley Co., to take possession of the uptown store on May 4, the last day of grace. While it is conceded that Scroggie's will move, the matter is now being fought out in the courts, and Scroggie remains in possession in the meantime.

The events of Tuesday morning, May 4, at the Scroggie store have, doubtless, never been duplicated. Briefly, the S. Carsley Co., when the days of grace were over, took possession of their premises, sending a force of clerks to the store. The Scroggie Co., acting upon legal advice, defended their property by forcibly ejecting the Carsley forces. The Carsley people finally decided to confine their attentions to legal force. There are two separate actions, one a writ of ejectment and the other damages for delay in securing possession of their property.

On May 3, 1906, the S. Carsley Co., the large Montreal down town departmental store, purchased the property occupied by the W. H. Scroggie Co., Ltd., the uptown departmental store, from the estate of the late John Ogilvie. The Carsley Co. assumed the lease of Scroggie's which expired on April 30, 1909. On Jan. 14, 1909, Scroggie's were notified that Carsley would require possession on May 1. On May 1, Scroggie's acknowledged the rights of Carsley to possession, and the latter had a force of contractors looking over the building in view of alterations. According to Quebec law three days are given in which the ingoing and the outgoing tenant are in possession, thus on May 4, the Carsley Co. were entitled to sole possession.

Developed from Small Things.

(Staff Correspondence.)

Winnipeg, April 29.—An interesting piece of history is that recorded by W. C. White, senior partner of White & Monahan, of this city. Since the year 1878 these men have been in touch with the men's furnishing business of Winnipeg. Mr. White began as a clerk in that year in the store of James Lyeter. Afterward Mr. White had charge of supply stores for John Ryan, the contractor for the first one hundred miles of railway (at that time a government road), west of the Red River—He continued in this line of work until 1882, when, in partnership with E. Monahan, he bought out his former employer, Mr. Lyeter. Mr. Monahan was employed until that time in the old Buffalo store, where he had been since 1877.

The partnership proved a success, but the business had not time to make any remarkable progress before the terrible stringency in the money market, which began about 1883, seriously impeded their business. These men have often since been congratulated for keeping above the surface during that seige, which lasted from '83 to '87, although they were a young firm, and when twenty-six other retail stores in Winnipeg were compelled to close their doors.

Perhaps it was on account of the pessimism that prevailed in Winnipeg at this time that influenced the firm to open up a store in Kenora, which was quite a progressive town. This store has had a very satisfactory history.

The present store was opened in 1900, and is equipped in a very neat, up-to-date manner. It is 25 feet wide and 179 feet long, with an entrance on both Albert and Main Sts. The stock carried in men's clothing is very heavy and that it may be properly carried a large wall cabinet was installed a few years ago.

Mr. White believes in giving the very best service in salesmanship, and also believes in obtaining only a reasonable profit from his goods. This policy, together with the firm conviction that scientific and persistent advertising pays, has developed the business and has put it upon a sure financial basis.

Examples of the Latest Millinery Vogue

The upper illustration is that of a Leghorn model indented at side. High crown with full willow trimming in pale lilac.

On the left is a low broad crown and drooping brim of black Neapolitan, with wreath of tiny roses in pastel shades and fancy paradise.

The large hat on the right is of black Milan faced with lavender satin. Wide satin ribbon stretched across crown; horseshoe arrangement of lavender; Rococo roses.



Fashion Paraded in all its Splendor at Atlantic City

Scene of the Greatest Easter Parade on Earth– Great Variety of Novel and Picturesque Creations—Most Noted Feature in Dress was the Low Necks.

Staff Correspondence.

ATLANTIC CITY, April 13.—This year the greatest Easter parade ever known to this seashore resort was witnessed by great multitudes of people. Aside from a slight coolness in the air, the weather conditions were ideal.

Many women wore boas or wraps of fur, although there were plenty who risked the weather and appeared in their new Spring costumes devoid of outer garments,

To the writer the styles viewed, from a fashion standpoint, were merely confirmations of the garments, etc., brought out earlier in the season by manufacturers, in many instances certain effects being more pronounced than others.

Strictly Tailored Suits

The most stylish and smartest dressed women and young girls were gowned in strictly tailored suits, rather plain, and devoid of much trimming. There was so much novelty in the cut of the coats that trimming would have made them unattractive as well as spoiled the lines of the garments.

Early indications in the garment trade foretold a plain tailormade season, and that has been truly confirmed by the showings at Atlantic City at this great parade. The models of this character noted were of the mannish order, the coats averaging from 36 to 42 inches in lengths. The most novelty seemed to be in the cut of the backs or sides of the coats, which showed some new treatments of the elongated waistline, with either tucks, stitched bands or braid trimmings ornamenting them. Many, however, were plain and either piped of the same material or contrasting fabric. This indicated strongly that the Moyen Age or mediaeval effects are to some extent being adopted by the garment manufacturers and that before the season is well advanced, this style will be a leading feature of all coats and tailored dresses. At least for the Summer we may see it developed in linens, white serge or other light-weight materials characteristic of Summer.

The skirts to these suits were in circular gored effects, rather plain, some buttoning at the side-front, others in the back, and a few had their fastenings at the sides un-

Elaborate Trimming Effects

Coats accompanying three-piece suits, were entirely different from those belonging to the two-piece garments. Three-piece suits were very popular and while not much of the bodices were visible, at dinner in the hotels they were seen to have elaborate trimming effects and in nearly every instance had lace or net yokes. The costumes were in Princess effects and much elaborated with braids, embroideries and buttons. The coats were in novelty cut, also ornamented with trimmings in similar styles with the costumes. Those suits that were new, in some way or other featured the long-waist-lines, either accomplished by the cut of the dress or by trimming. Many of the cuts had high rolling and standing collar effects, extended shawl collars and revers, and the collar with a square effect at the back similar to the sailor collar. The sleeves were deviod of fullness about the armhole and finished with fancy cuffs and cuff effects. The skirts were in walking and trailing lengths and plain in most cases.

New Elongated Waist-lines

It was in the new tailored dresses that were worn without coats that the new elongated waistlines and pleated skirts were mostly noted. These were numerous, but worn by the more wealthy dressers as every costume of this kind noted was so beautifully fashioned that it was plain that some expensive tailor or modiste had made it. These costumes created quite some attention on the board-walk, as aside from being entirely new in style, the women or young girls attired in them, were wrapless, despite the chilly atmosphere. This was indeed a very good way to display the costume to advantage.

About the newest thing in fashions was the pleated skirt. It was not the pleated skirt, however, that we have become accustomed to, but an entirely new departure in this connection. The pleats began at the extended waistline and while most of them were pleated all around, those with front and back panels and only side-pleats were numerous. Such skirts are no more nor less than the yoke-skirt. That is, the material above the hips is in close-fitted effect and forms somewhat of a yoke, from which pleats suspend. Many garment manufacturers will be glad to know that the pleated skirt is again to the front, as such skirts are far prettier than the close-fitted ones that are not only unbecoming to everyone, but are also hard to walk in as they will cling about the ankles.

Silk petticoat manufacturers also will be glad to know of this, as pleated skirts call for fuller petticoats. Those silk petticoats seen were full about the feet and in rather plain effects. The trimmed petticoat is no longer regarded for dressy tailor-mades. It is the tailored garments that are most preferred as was strongly indicated at the parade.

Diagonal Cheviots in Melanges

Materials of one color in plain and fancy weaves were perhaps the principal effects noted in the smart tailored suits. There was also a general sprinkling of fancy mixtures in serge, diagonal and cashmere weaves, and the corded effects were more popular than ever. Diagonal cheviots in Melanges were high style, usually noted in two-tone effects, thus to some extent indicating the departure from monotones. Rough-surfaced fabrics were more evident in the strictly mannish effect suits, while satin-surfaced ones prevailed in the dressy costumes. A few pongees and rough silks, also satin costumes, were seen, but owing to the chilly air, these were rather scarce.

Black and which check suits and one-piece dresses, also separte coats worn by the younger generation, were largely represented, but worn by the fashionables, rather than the masses.

Regular Riot of Colors

As to colors, ashes of roses looked most becoming and it was undoubtedly the popular shade on the board-walk. Catawba was next, and the solid types of blues, including navy, royal, peacock, gendarme and Copenhagen, were all seen. No shade could be said to predominate. There was a regular riot of colors, like a rainbow intermingling with each other in a baffling mix-up. Greens were fairly well represented, as were grey and brown mixtures,

with deep tones. Purples were strong, the most pleasing tones being heliotrope and wisteria shades.

Shoes Matched Colors of Costumes

Shoes were in some instances in matching colors with the costumes, in suede and kid. But the average dressers either wore bronzed slippers or high top bronze boots or black patent leather ties or boots. Women did not seem to care to match their shoes with the costumes as was the strong feature of last season's Easter parade.

The most noted feature in dress was the low necks. All the younger people wore low necks. There never was such an array of real Irish laces in neckwear, made into handsome collars and jabots, as were worn with the suits and costumes on this day. It seems that every one wore low neck. Those collars that were seen were so high that they appeared to be choking the women. The low collars are certainly indicative of a wide future vogue and we may expect to see them throughout the season, worn by both the old and the young. The collars were in Dutch outline, or when worn under the coat and not visible, the neck was bare and only a gold chain or narrow ribbon tied about the throat. This was rather trying, however, and necessitated a pretty face, as with the large hat, it was a hard style to wear.

Sleeves were all long so that the short length gloves prevailed. White and blacks were most prominent, although many wore the same color gloves as their suits.

Hair Dressing Very Simple

The dressing of the hair, as much as could be seen under the fancy shaped hats, appeared to be very simple. The pompadour is vanishing and the flatter the hair is worn in the front, the more stylish one seems to be. The puffs, as well as the loosely-worn false curls, were as pronounced as ever. However, the extreme Psyche is vanishing and the hair is arranged in flatter and looser style at the back from which the curls suspend to the neck. Bangs were also popular and were becoming to a great many people.

Exaggerated Styles in Millinery

A whole book could be written about the hats that appeared on the board-walk on this great day. There were many exaggerated styles of the peach-basket order, the bee-hive, and other extreme effects that created any amount of sensation. Streamers were on nearly every dressy hat and they were put on rather effectively, the ribbons extending from the front of the crown in front, around to the back and falling loosely down the back in knotted or fancifully-arranged effects, and the ends brought around to the front and either tied at the one side or else left falling gracefully over each shoulder. Flowers were used in great profusion, but the most prominent hats and the most stylish ones had the immense stiff velvet bow at the back, right, or left side, and nothing else on the hat. The bows were not in matching colors with the gowns, either. There seemed no desire on the parts of any one who was really fashionable to match colors, as regards hats or costumes. The most beautiful hats were very large on the Gainsborough type and trimmed with plumes.

Seeks Honest Advertising.

A despatch from Washington states that Representative Coudrey, of Missouri, recently introduced a bill making it a misdemeanor for any one to make any fraudulent representations in an advertisement, such as "bankrupt" "damaged goods," and "fire sales," when the goods offered for sale are not a part of a damaged or bankrupt stock. The bill resembles the pure food law, in that it requires advertisements of all goods to state precisely the materials contained in the goods.

Advertisements of claims of superior professional skill or containing offers of "no cure, no pay," "money back if not cured," or contract of cure offered, or false statements of any kind, come under the prohibitions of the bill, as do those containing fictitious testimonials.

Violations are punishable by a fine of not less than $100. Each day's continuance of the publication of such an advertisement is constituted a separate offence.

Trade Inquiries.

During the month of March the following enquiries were made relating to Canadian trade. The names of the firms making these enquiries, with their addresses, may be obtained by those specially interested in the respective commodities, upon application to "Trade Inquiries Branch The Department of Trade and Commerce, Ottawa." The reference number should be quoted in all cases :—

464.—An English manufacturers' agent in Shanghai, China, desires to get in touch with Canadian exporters.

471.—A South African firm of general merchants seeks a connection with Canadian exporters of office, school, church and house furniture.

396.—An Englishman who has spent several years in business in Canada is returning to his native country and is open to represent a few first-class Canadian firms.

398.—A well-known window roller manufacturer in Manchester, Eng., is in the market to purchase carload lots of cornice pole rings in white wood and maple squares of different dimensions. Would enter into a contract for a years supply, taking 500 gross at a time. Will pay cash against documents or on receipt of goods.

418—A London firm makes inquiry for the name of a Canadian firm manufacturing a patent cash carrier system.

422—A Cape Town firm of wholesale merchants dere to communicate with dealers in art calendars.

450—A Manchester firm asks for description and prices of cornice poles separate and fittings separate from Canadian manufacturers.

426—A Liverpool firm wishes to get into communication with some Canadian firms open to purchase wholesale parcels of new and second-hand bags.

Settled with Creditors.

Partridge's "Heart of the Town" store, 521 St. Catherine St., West, Montreal, which assigned for the creditors' benefit recently, has settled for 20c on the dollar and business is going on as usual. A sensational sale was held for the creditors' benefit conducted by T. R. Galvin. This store has been prominent since its start over a year ago on account of its extravagantly worded advertisements. The store carries a general line of clothing and men's furnishings. The wisdom of such advertising for building a permanent business has yet to be proven.

Where furniture and wall papers are carried the window is usually arranged as a room. Wall paper and drapery are arranged as a wall, and curtains and everything that goes to furnish a room are added. It is impossible to over-estimate the importance of demonstration.

Notable Style Features of Spring Displays in New York

New Costumes, Wraps, Materials and Dress Accessories Exhibited—Earlier Importations of Paris Models Displayed — Novel Manner of Exhibiting Garments—Latest Word on the Developments of Fashions.

Staff Correspondence.

Office of The Dry Goods Review,
622-624 Tribune Building, New York, April 22.

NEW York retail department stores who number dress-makers and tailors among their valued patrons, importers of foreign and domestic garments supplying the needs of both modiste and retailer, both here and throughout the country, have been making extensive showings of their Spring models, for the past two or three weeks.

Leading costume makers of Paris have been represented, together with the newest style developments in materials and dress accessories.

These exhibitions are an advantage to all in search of fashion developments, for many reasons. Firstly, they furnish those who are not in a position to go abroad, ideas of garments, etc., obtainable in the foreign market, not only as regards styles, but also fabrics which are always of most value in the making up of any garment.

The gowns were displayed in the most attractive manner, one merchant trying to outdo the other in his endeavor to this end. One very large department store in this city devoted almost an entire floor, (cloak and suit division) for the exhibition. An immense platform was built and decorated to simulate an attractive salon of Paris. About fifteen young women, gowned in the latest and most fashionable gowns, hats, shoes, wraps, etc., promenaded up and down before the public, the same as they do in Paris when being viewed by buyers and merchants who go over there to buy. This display was repeated for one week, a special attraction being offered each day. One of the other notable events in this same store was the display of corsets, which were put on the figures most adaptable for the styles presented. This was held in the corset salon at certain hours, twice a day, living models being employed the same as for the costumes. Crowds of people flocked to this store from here and near-by towns as the sight was worth the seeing.

Dressmakers' Convention.

Another feature in this connection was the "dressmakers' convention," which meets every season in New York, Chicago and Boston, to give dressmakers in those localities chance to see the newest features in costumes, wraps, etc. This convention has for its leader a woman well versed on fashions and who spends most of her time both abroad and here, studying style developments in detail. She lectures to the members every day for one week, at each city, illustrating her productions by attiring attractive and beautifully formed women in the gowns brought over for the occasion. She not only includes outer wraps, gowns, and hats, but all dress accessories, such as trimmings, materials, and everything that is included in a dressmaker's outfit.

All these exhibitions not only showed individual opinions regarding the fashions which are indicative of the season's developments, but furnished the different views of the many foreign buyers for leading American houses.

Modish gowns for wear on all occasions. High waist to be followed by the elongated waist line. Directoire vogue at its height, in modified forms. Merovingian or Moyen Age (Middle Ages) styles creating attention and accepted as the style novelty of the season.

Season's Style Novelty.

Conspicuously prominent in all the exhibitions were the models of the Moyen Age or Merovingian ages, which is the accepted style novelty of the season. These garments proved a drawing card for all the stores and houses figuring in the exhibitions, the same as the sheath models attracted attention and curiosity last Fall. Newspapers and trade papers made great sport of the mediaeval styles and each day another cartoon that was amusing to all who chanced to see them was presented.

The main features of the mediaeval or Merovingian styles are the very long waist line with its chemisette accessory, the long, straight, bolster-like skirt, and the elegant little narrow, jewelled girdle. The sleeves are long, coming down over the hand and having little puffs introduced above and below the elbow.

The revival of this exceedingly graceful, if not altogether comfortable and practical style, is due to the success in Paris of "Le Bon Roi Dagobert" at the Comedie Francaise. It is not likely to be adopted in its entirety this season, though individual features of it are incorporated in the season's various styles of skirt, blouse and coat.

From these indications, it goes without saying that hips are out of style. This quest of the hipless condition, though decreed by some as not conforming to ordinary standards of beauty, certainly has esthetic authority, even from the Greeks, if we will recall the fame of that ancient Grecian beauty known throughout history as "Lydia, the narrow-hipped," one time favorite of one of the great rulers of Greece.

Next in importance to the waistline is the general cut of the skirts as exhibited in the newest productions, at the recent showings of these models.

The watchword for skirts is plainness and scantiness. Some of the new models showed skirts so narrow that they looked like bolster cases, which is one of the descriptive terms applied to them in Paris. A change in this connection is anticipated before the season is over.

Tunics were shown in many of the best models, used on dresses of all lengths, from walking skirts to the long, dressy costume. The new skirt averages in width from two and a half to three yards around the bottom—a fulness sufficient to make walking graceful and easy. They are smooth-fitting over the hips, if hips can ever be admitted to exist in their present state of taboo, and give a general impression of being plain and flowing.

Sleeves Long and Tight.

The season's sleeves are modelled on the sheath lines. Like the skirt, it is generally without lining. It is long, coming down to the knuckles in many instances. Aside from the stipulation that it must be tight, there is no limit to the way in which it may be diversified with tucking, shirring, and all sorts of lace, net and beaded trimming.

As for collars, while the high, unliked lace affair will continue a favorite with many women, the low Dutch collar and the collarless dress were much in evidence especially for those possessed of fresh, full faces and pretty throats. The collarless dress is cut away about an inch below the regular collar line.

The separate coat (we are not speaking here of the suit coat) will be a greater favorite than ever this Summer, this to be accounted for by the demand for the complete dress, as opposed to the "skirt and shirt-waist."

The suit-coat most favorable this season is knee-length, semi-fitting, hipless; and the dressier models have the fronts more or less cutaway, fastening with ornamental buttons across the front. The suit-coat, as the separate coat, is straight around the bottom or irregular in outline, pointed back or front, according to taste.

✠

Waistlines Lower.

Three-piece suits were much in evidence in the exhibitions, the garments being developed in all the latest materials, etc. The dresses that made up part of these three-piece suits were all of the princess order, although the waistlines were considerably lower than the regulation princess models.

They fitted easily and somewhat loosely about the waist and hips, the skirts being quite plain. The bodice portions, however, were elaborate. In many of the smart models the bodices were ornamented with braid or embroidery, with guimpe and stock of lace, while others had the collarless bodices. The sleeves were long and very close fitting, and when they were of net or lace, they were always of full length, but when of self materials, the coats were of the sleeveless variety, the armholes being so fitted that the sleeves of the dress had the appearance of belonging to the coat.

It must not be imagined, however, that the three-piece costume is supplanting the favorite two-piece article so long in favor with women. Many of the two-piece suits exhibited were stunning, being developed in serges, of the wide wale, in lovely pastel and slightly deeper shades. These suits are available for the street or country, and can be worn into the summer, as many of them this season are made of very light weight materials.

Besides these suit costumes there were, of course, hundreds of varieties of exquisite gowns for every possible occasion.

Silk is the favorite, foulard being used perhaps more than any other variety. Gowns of foulard may be worn simple for general wear, and more elaborate suitable for dressy occasions, etc., as it is a material both cool and serviceable for mid-Summer wear.

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Lingerie Gowns.

The lingerie gown figured prominently in the displays and the vogue of such gowns is unquestioned for this season. They are masses of embroidery, lace, ruffles, and ribbons. One wonders how the designer can find room for all the multitudinous yards of insertion, flouncings and bandings employed therein. Of course these gowns are to be worn over silk slips of different colors.

The lingerie waists are designed in the same way, and are of the finest batistes and other sheer materials. They close down the back, and are tucked and trimmed to the last degree.

As to materials, one of the most pronounced novelty fabrics of the displays closely resembled the old-fashioned Bedford cord, but somewhat lighter in weight. Inasmuch as stripes are still popular, materials of the corded order are sure to meet with a good reception.

Diagonal cheviots in melanges were popular, usually shown in two-tone style, in a given color, thus to some extent indicating the departure from monotones. These weaves are creating quite some attention in the retail establishments.

Materials of one color in plain and fancy weaves were perhaps the principal fabrics shown. This was due perhaps in a great measure to the marked simplicity of the present vogue of costumes, suits, etc.

Fine French serges of a satiny finish and fabrics of the cashmere order have found great favor this season and dressmakers have shown quite some favor for them. While plain and fancy serges are having a big vogue, the satin-surfaced fabrics are a leading feature.

Satin soleil, satin berer and henriettas figured prominently. Their smooth, lustrous surface, and their unmatchable draping qualities make them peculiarly adaptable to the requirements of the present demands of fashion.

Fancy dyed worsted suitings in what is familiarly termed mannish mixtures, chiefly developed in unobtrusive stripes and mixtures, stripes holding the principle selling, were also noted.

✠

Shadow Stripes and Checks.

There were more variety and better selections of mohairs shown than earlier in the season. New shadow stripes and checks were the leaders, but other fancies, notably crepes and new plain weaves, were strong. Their soft and brilliant surface and their dust-shedding qualities make them particularly desirable as Spring fabrics.

Voiles were shown as staples and are selling well, especially in blacks.

It is simply impossible to do justice to the colors of these materials taking, as they do, the whole gamut of possibilities. Dyers are certainly outdoing themselves in producing such a varied assortment of alluring shades as are to be found in this season's materials. The art of dyeing has indeed reached a high plane.

The favorite color for street wear is called "tea green." Then there is a new mustard shade known as "khahi d'or." In the pastel shades the favorites displayed are "peach blossoms" and "cloud blue" and "cloud gray."

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Gown with 500 Buttons.

One of the most pleasing as well as the most attractive of all the recent exhibitions of costumes was the gown with 500 buttons on it. The five hundred buttons were one of the accessories to this ecclesiastical model. It was developed in a crepe material known as Ottoman Royale, and in wistaria shade. It consisted of a princess gown, very artistically designed, and a hipless, cutaway coat. The buttons were of pearl in wistaria shade.

Never has so much care and taste been used in the construction of women's shoes as during the recent

(Concluded on Page 92.)

Give Reasonable Notice of New French Treaty Date

Opinions Indicate Some Anxiety Lest New Schedule Takes Effect at Disadvantageous Time — Rates Favor Direct Steamship Service.

THE one question that is now outstanding in connection with the new French treaty is, When shall it come into force? Enquiry at Ottawa brings the reply that no opinion can yet be given on that matter. Not until the ratifications have been exchanged at Paris shall the treaty come into force. It is expected that this formality will take place during the present month. The treaty is to stand for a term of ten years unless one of the contracting parties shall signify to the other its desire to drop out, in which case twelve months' notice shall be given.

The one great objection emphasized by importers interviewed with reference to the treaty is that it may become effective at a time when they will not be able to take immediate advantage of the reduced tariffs—that is, some of them may have heavy advance orders in shipment upon which they could not apply the new terms, while others, by holding off for a brief spell, may at once be placed in a position to give better terms to their customers, by reason of reduced tariff, than the importers who went to market earlier. The second man would, it is felt, be in a position to overtake any advantage his competitors might have secured through early buying. This, however, is regarded by some as a far-fetched view. While there is a certain degree of uncertainty about the date and a well-rooted desire that ample notice should be given in order that advance importations might not be affected disadvantageously, there are not a few who express their confidence that the best interests of commerce, so far as the two countries are concerned, will not be overlooked.

Develop Merchant Marine

There are those who look upon the new treaty as another step in the direction of development of Canada's merchant marine. A reciprocal treaty with France, they declare, will lead to similar arrangements with other countries; that direct steamship connection will be necessary; that the increase in trade thereby created will enforce the necessity of a distinctly Canadian service. In this connection it may be of interest to state that in reply to a question by the French Minister of Commerce and Industry, Hon. Mr. Fielding pointed out that the Canadian Government had established a direct steamship service between France and Canada, which had been in successful operation for several years, and that with the object of providing for more extensive service the Government had already taken power to pay an increased subsidy up to $200,000 for a period of ten years. The contract provided that the freight rates shall not exceed the rates charged by regular passenger steamers plying between Havre and United States, and that there shall be no discrimination in charges as between shippers. Mr. Fielding further pointed out that there would be no trouble in obtaining through bills of lading, and that the Government had every confidence that the service would be improved between Havre and Canada to provide for increased trade, and that there was good reason to believe that, with the development of trade, other lines than those existing would be established.

Comparison of Rates

It is also of interest to note that among the correspondence relating to the treaty was a tabulated list of rates for Montreal and Toronto, Summer and Winter service, via New York and by the direct route. It was pointed out in that connection that the differences in the rates were much in favor of the direct service and that as regards Winter rates for Toronto, which was a bone of contention, the advantage was still in favor of the direct service. For instance, the Winter and Summer rates on wool and cotton fabrics were given to be, by direct route, 28 and 25 francs, respectively, and via New York, 46 francs. The direct route rate to Toronto on the same goods was stated to be 32 francs, Winter service, and via New York, 46 francs.

It must be pointed out that the French minister also enquired with reference to the taxation of commercial travelers, thus indicating that representation in Canada was a point worthy of consideration on behalf of French exporters. Mr. Fielding replied that the taxation of that character was of a very limited extent, and would be regarded as in no way at variance with any article of the treaty. While the Canadian Government could not interfere with constitutional rights of the provinces as regards raising of revenues, through friendly negotiation this system of taxation had been reduced to very small limits.

The Swiss Treaty

The unfortunate feature in negotiations was the discovery of the fact that the official publication of the Department of Canadian Customs, which was used in framing the agreement, did not mention Switzerland among the nations benefitting by the treatment. This, Mr. Fielding pointed out, was due to an error. The Swiss treaty of 1855, on being carefully examined by Imperial and Canadian Governments, was declared to entitle Switzerland to favored nation treatment by Canada. This piece of news naturally was not the most welcome to certain French manufacturers, who had not reckoned upon possible development of Swiss competition in the Canadian market.

"While aware that the participation of Switzerland in the privileges of the new treaty has been the subject of adverse comment in some quarters in France," said Mr. Fielding, on this subject, "our Government has not regarded the point as a material one, inasmuch, if that treaty with Switzerland did not exist, we should be entirely free to make one with that country at any moment."

The Canadian Minister further explained that goods coming from France to Canada could not be discharged at an American port for warehousing or transhipment, but if the goods remained on the ship they would be deemed as coming by direct shipment and would be entitled to reduced rates.

Exchange of Privileges

By the new treaty certain Canadian products are admitted to the benefits of the French minimum tariff, while on the other hand, certain French products are allowed to come in under the Canadian intermediate and a special schedule. The countries grant to each other the most favored nation treatment.

By this new treaty, France and Canada reciprocate in the privileges of each other's minimum and intermediate schedule and agree upon a like exchange on ar-

ticles listed under a special tariff. The countries grant to each other the most favored nation treatment for the protection of trade marks, patents, commercial names and industrial designs and patterns, and also in everything relating to importation, exportation, warehousing, storage, and in general to everything relating to the pursuit of trade and commerce.

It may be of interest to the dry goods and associated trades to note that among the Canadian products enjoying the benefits of the French minimum schedule are: Skins and hides, boots and shoes, gloves, hemp yarns, transmission belts or hose of leather, trunks of wood or pasteboard, covered with leather, peltries prepared or in sewn pieces, peltries made up into articles, and certain classes of furniture.

What France Gets

French goods admitted under the intermediate schedule are furniture, white and cream colored lace, and embroideries of cotton or linen, cotton or linen thread, n.o.p., crochet and knitting cotton, women's and children's dress goods, coat linings, Italian cloths, alpacas, Orleans, cashmeres, henriettas, serges, buntings, nun's cloth, bengalines, whip cords, twills, plains or jacquards of similar fabrics, composed wholly or in part of wool, worsted, the hair of the camel, alpaca, goat, or like animal, not exceeding in weight six ounces to the square yard, when imported in the grey or unfinished state for the purpose of being dyed or finished in Canada, under regulations prescribed by the Minister of Customs.

Fabrics, manufactures, wearing apparel and ready-made clothing composed wholly or in part of wool worsted, the hair of the goat or other like animal, n.o.p,; cloths, doeskins, cashmeres, tweeds, coatings, overcoatings and felt cloth, n.o.p. (The duties on the above are identical in the general and intermediate tariff).

Carriage or door mats, other than metal, n.o.p.; carpeting, rugs, mats and matting of cocoa, straw, hemp or jute; carpet linings and stair pads; church vestments of any material; white cotton bobinet, plain, in the web; braids, n.o.p.; fringes, n.o.p.; cords; elastic; tassels; handkerchiefs of all kinds; shams and curtains, when made up, trimmed or untrimmed; corsets of all kinds; linen or cotton clothing, n.o.p.; black mourning crapes; velvets, other than of pure silk, velveteens, and plush fabrics; feathers and manufactures of feathers, n.o.p.; artificial feathers, fruits, grains, leaves and flowers suitable for ornamenting hats; corset clasps, busks, blanks and steels, and covered corset wires, cut to lengths, tipped or untipped; reed, rattan and horn, covered; buttons of all kinds, covered or not, n.o.p., including recognition buttons and cuffs or collar buttons; combs for dress or toilet.

French products enjoying the benefit of a special tariff are: Embroideries, n.o.p.; lace, n.o.p.; collars or collarettes in lace and all manufactures of lace; netting of cotton, linen, silk, or other material, n.o.p., 27½ per cent.; velvets of pure silk and silk fabrics, 20 per cent.; ribbons of all kinds and materials, 25 per cent.; manufactures of silk or of which silk is the component part of chief value, n.o.p., 32½ per cent.

Canada's Prospective Market

Of the comments upon the treaty, probably one of the most interesting is that of A. F. Reval, of Perrin, Freres & Cie., since it weighs the advantages obtained by both countries. Mr. Reval states:—

The French Chamber or Parliament is expected to ratify the amended French treaty shortly, so that it will be possib'e to have the treaty in detail before the Canadian Parliament in May, long before the session closes. This means that the trade generally, if all goes as anticipated, will see the treaty in force this month. As soon as our Parliament has passed the new terms it will go into force.

The considerable delay has been annoying, not only to the trade in Canada generally, but possible to the Canadian representatives, who visited Paris. The fact that the treaty was blocked in the French Senate is good evidence that Canada is getting a splendid bargain. Canada, of course, has a prospective market of forty millions of people, while France gets a better hold upon but seven million. The delay has resulted in importers of many lines, especially in Montreal, holding goods in bond for many months, expecting to take advantage of the new tariff.

As applied to gloves, the reduction of five per cent. will make possible the giving of better values to Canadian consumers, though millinery wholesale and retail prices will not likely be changed, silks and ribbons, where the difference in duty is 15 p.c., will be available at more favorable prices, and consumption will likely increase. Once the treaty is settled, trade will run more smoothly, as some firms have been buying from hand-to-mouth, waiting until definite news was obtained.

If the treaty goes through, outside of the benefits to Canadian consumers, the export end is of vast importance. Agricultural implements will be welcomed in France, owing to a lower duty. Typewriters and other business appliances are also invited. This will help Canadian manufacturers, and probably induce United States manufacturers to establish factories in Canada in order to export to France at a lower duty than exists in the United States. This is one of the means Canada has of furthering its manufacturing interests.

Another provision in the new treaty is the fact that a direct route of shipment is insisted upon. This may be changed, but it means ultimately the establishment of better steamship connections between Canada and France. The recent proposal of a subsidy of $300,000 for this purpose is along the right lines.

Notable Style Features.

(Concluded from page 90.)

season. Shoes were displayed in both high and low, in useful and dressy materials, for street and housewear. Toes are round or pointed, and in general shoes are much ornamented with fancy tips, stitchings, puncturing, beading, etc. This is true of not only the dressy shoes but also of those to be worn on the street.

The pump will undoubtedly be the most fashionable foot garb for Spring and Summer, and endless varieties of these styles are displayed.

Suede shoes to match costumes will be as popular as ever. Gray is the foremost color, made up in buckskin and is designed to be worn with cloth, silk and linen gowns of the same shade. Brown buckskin also seems to be a favorite, but it can be definitely stated that the tan shoe is decidedly passe. The bronze shoe and slipper is the leading fashion of the moment and is expected to have an immense vogue throughout the Spring and Summer.

In stockings, the plain thin hose are by far the most popular and smartest. They are shown in all shades and varying degrees of firmness. To insure their popularity, the better makes have a double top, this to prevent the havoc made by the garter clasps.

Store Kinks that are Giving Good Results

The REVIEW is willing to pay $1.00 for each article which may be of use in this department. It is not necessary that these paragraphs be already prepared for publication; a statement describing the manner in which the "kink" is applied and how it is working out is all that is necessary.

RIGHT THING, RIGHT TIME, RIGHT WAY. Geddes Bros., Sarnia, who have become settled in their new store, have issued a rule book, outlining in short, direct form, the service required of their employes. It is prefaced by the business creed of the firm, which reads as follows: "To do the right thing at the right time in the right way; to do some things better than they were ever done before; to eliminate errors; to know both sides of the question; to be courteous; to be an example; to work for the love of work; to anticipate requirements; to master circumstances; to develop resources; to recognize no impediment; to act from reason rather than rule; to be satisfied with nothing short of perfection." Under the heading "Treatment of Customers," the firm has this to say: "Every person is reminded that every person entering the store is, in a sense, our invited guest, and should be made welcome. They should be made to feel that an active, courteous and helpful interest on our part is their right and our pleasure. Anything in the nature of haughtiness, insolence, indifference, sarcasm, cold reserve, a condescending air, or the like, is absolutely fatal to good business principles and will not be tolerated. Never let a day pass without having some specials for introduction, either because of novelty, quality or value. The management will gladly receive and carefully consider suggestions from any employe relative to the business. Let our business watchword be 'We Aim to Excel.'"

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USED TOWN HALL FOR SPECIAL CARPET DISPLAY. To the merchants in the small towns who have a limited space for displaying their carpets, rugs, and other house furnishings, a plan which was adopted by Scott's, "The Busy Store" Smith's Falls, O., is worthy of consideration. They secured the town hall in their town for several days, advertised the fact, and extended an invitation to every housekeeper in Smith's Falls and vicinity. The store was decorated with furnishings, each display being carded calling attention to the display in the hall. From a sales standpoint the exhibit was a grand success, and no doubt will prove a great business "booster" for the house furnishing department.

The scheme was also strengthened by the aid of several of the large carpet manufacturers who supplied samples and advertising matter.

As a means of combating the mail order influence in this line and to acquaint the buying public with the values and variety of stock in the local stores, the plan may undoubtedly be very effectively used.

✝

THE FARMER PAID UP ON THE SPOT. The article recently published by The Review protesting against the development of an unreasonable desire by farmers to hoard their money in banks, has caused much comment. One country merchant writes to the effect that in October last, a farmer, in remitting money found himself $5 short. He borrowed the V. from the storekeeper, who was the postmaster. The latter took the I.O.U. for the amount. At Christmastime the farmer asked the merchant for the I. O. U., and offered the $5 in payment. Without a thought of interest for the loan, the farmer strolled towards the show case, where some pipes were on exhibit, and looked them over. It looked like a sale, but the farmer was looking for favors and observed, "Well, I don't know; my old pipe is getting pretty strong, and I thought perhaps as I was settling up, you might give a fellow a pipe." He didn't get it. Another merchant tells a somewhat similar story, but when the wealthy farmer was negotiating for credit the merchant showed him a copy of the article in Dry Goods Review. The farmer read it through without a word, finally observed that it had never struck him that way and paid on the spot.

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"NEW METHOD" IN REDUCING STOCK. So many retail merchants have been in the habit of announcing, through their newspaper advertisements, that they will allow for a specified time certain discounts on all purchases, and then not keeping faith with the public, that advertisements of 25 per cent. reduction sales nowadays rarely produce the wished-for results.

A merchant in a large western city, who desired to reduce his stock and was willing to make a liberal sacrifice to accomplish it, advertised freely in the newspapers a "tremendous 25 per cent. reduction sale," with the usual result. Very few customers were attracted by the advertisement, and the sale was practically a failure.

He resolved to try a new method, and after much thought advertised that every fourth yard, or every fourth article at the same price, would be sold for nine cents, regardless of whether the price was ten cents or ten dollars.

It worked this way. Say a purchaser bought four yards of cloth at a dollar a yard; the first three yards cost three dollars, the fourth yard, of course, nine cents, as advertised; total cost of the four yards, $3.09. So that the merchant realized just nine cents more than he would have received had a straight discount of 25 per cent been allowed.

The store was jammed, and the sale was a tremendous success, and yet it was practically a "25 per cent. reduction sale," which was advertised so unsuccessfully previously. The "new method" did the trick.

INTERESTING AS WELL AS NECESSARY. "It speaks very highly for these publications that they are becoming so interesting and necessary to the trade." Thus does a subscriber, an importer, speak with reference to the MacLean publications. He does The Review the honor of selection for special mention. The words "interesting" and "necessary" sum up in a nutshell the aim of The Review. The trade paper to which these terms cannot be applied is failing in its purpose. The Review feels that so long as its effort concentrates upon the news of business as well as upon those essentials which must make it an authoritative guide on matters having a direct bearing upon mercantile progress, it will not fail of appreciation.



Ladies Neckwear Belts and Blouses

Judging from present indications and advices from European and American centres, there is no doubt but that the new Dutch Collar will be one of the great features in Ladies' Neckwear for Summer.

The graceful and pleasing ideas that our designers have brought to light, have made the merchant's lot an easy one in selecting designs which will keep that most attractive department (The Ladies' Neckwear Circle) ever to the fore as a drawing card and as a factor in profits.

Our salesmen cover the Dominion from coast to coast and are now out with Fall lines of Dutch collars, stiff embroidered collars, bows, jabots, neckwear and belts, in which specialties we excel.

LADIES WEAR LIMITED

64 WELLINGTON STREET WEST

TORONTO

Latest Ideas of Fashion in Dress Accessories

The Dutch Collar Prominent in Neckwear Vogue – Improvement in Demand for Linens—Shortage of Short Kid Gloves Reported – Delay in Ribbon Deliveries Causing Anxiety—What Retail Stores are Showing.

Wash effects in neckwear occupy a very prominent position in the market at the present time.

Unusual interest is shown in neckwear novelties of real lace.

The vogue of low-necked dresses has developed some demand for tiny tucked or embroidered bands.

Delay in deliveries of ribbons is causing the importers some anxiety.

There is a scarcity in the supply of short kid gloves. Good import orders are being placed for Fall.

Ladies' Neckwear

NECKWEAR departments from the many pretty effects shown are extremely attractive this Spring. The retail stores are making a big show of neckwear novelties, and are very well rewarded for so doing, as sales are large.

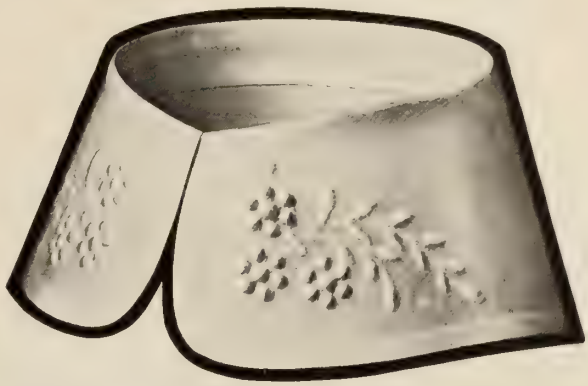
Though there is some demand, particularly in some localities, for net and chiffon, and silk and lace trimmed stocks, in the larger centres the kind of neckwear selling is, to a considerable extent, confined to wash ideas. The



New Jabot made of Lawn, Trimmed with Valenciennes and Guipure Lace—Shown by R. D. Fairbairn Co.

Canadian houses have met the demand by putting on the market a very large range of dainty and pretty effects in neckwear novelties. Paris and New York fashions are shown here as soon as they are launched in either centre, for the home manufacturers are in close touch. Members of firms and designers are making frequent visits both to Paris and New York. As the trade well know, the very extreme ideas have to be modified to suit the taste of the Canadian woman, and it is only a limited number of stores in the very large cities that find a ale for the more extreme modes.

The Dutch collar is one of the most pronounced features in neckwear modes. They are shown in both real and imitation laces, and these laces as well as embroideries, sheer



Embroidered Stiff Dutch Collar.—Shown by Ladies' Wear, Limited, Toronto.

lawn, linen and other cotton fabrics are used. Many novelties in both shape and trimming are being constantly introduced. For instance, the plain round collars at first put out take on now a varied outline. Some are square at the back having points on the shoulders, and the outline is broken in many ways. Not a few are cut so as to leave a small V at the neck, and this shape promises to increase in favor as the season progresses. Not only are the fancy lingerie collars selling, but starched embroidered Dutch or Gretchen collars, are in good demand. Turn down stiff collars chiefly embroidered are very strong sellers and the importing houses are finding it difficult to keep stocks assorted. With all these styles jabots are used as the neck-finish and each week sees some new conception of the designer's skill. Pleated effects generally in the single style are selling, but double and even three-decker models are shown. Some are cut square at the ends and others are pointed, while again those with the slanting finish are numerous. Real Irish, imitation Irish, and Nottingham laces that imitate crochet, are the fashionable trimmings. Cotton Clunys are much used, and round meshed Valenciennes having a heavy pattern. Jabots having neat bow effects are selling for wear with stiff linen collars.

The stocks are of lace and lawn, and have, invariably, the jabot finish either with or without the small lingerie bow.

Unusual interest is shown in neckwear novelties of real lace. The Robert Simpson Co., Toronto, had in their windows for the Easter season a very interesting exhibit. Dutch collars, bows and jabots, yokes collar and cuff sets, and stocks of real laces were shown. Heavy and

baby Irish made up the chief part of the exhibit, but Limerick, Carrick-ma-cross, and Brussels lace neckwear were also shown.

The fashion of wearing low necked dresses has certainly "caught on" in New York and the latest neckwear idea there is a tiny tucked or embroidered band of linen or lawn. This has a small bow of the embroidered lawn or of lace in front, and is finished with a narrow net or tourist frilling on top. This band is designed to



Traveling and Motor Veil—Shown by Debenhams (Canada) Limited.

cover the collar band of the dress or blouse and should it catch on it will be good news for the manufacturers of frillings.

Frillings are selling freely to the popular priced trade, but this style will serve to bring them again into the lime light of fashion.

The Linen Market

Conditions continue to improve in the linen market. The Belfast manufacturers report that they have orders ahead for some months now and prices in many lines show a decided advance—indeed it may be said that all along the line prices are a shade higher. Deliveries also are not so good as they were a couple of months ago. The last three months of 1908 saw a decided improvement in the demand for linens. The Spring business has been unusually good as the retailers' stocks are certainly not heavy, and, as trade is improving the outlook for Fall business is very promising. Travelers are now on the road with samples for the Fall and for the holiday trade and report the receipt of some very large orders.

The sale of dress linens is already very great and the big stores are finding some difficulty in keeping up the assortment of colors, etc. There is an increasing demand for linens in the natural for suits and for separate coats.

Not only are dress linens good, but all kinds of household linens are in free demand. The better class trade



Coat Set of Lawn, Trimmed with Cluny Lace Shown by R. D. Fairbairn Co.

is featuring individual towels. A novelty in towels is the monogram. The pattern is so designed as to leave an oval space upon which the monogram may be embroidered.

Embroideries

The retail trade has, up to now, experienced a particularly good advance season in the embroidery department. Bandings, beadings, edgings, deep flouncings and corset cover embroideries have been the leading sellers. Some stores have featured blouse fronts in lengths and have done a good business. Now that the wash fabric section is beginning to get busy there is a corresponding activity in embroideries, for embroidery is to be the trimming in demand this season and where not executed on the material it will be embroidery by the yard that will be wanted. As the season advances yokes and sleeves will be made of embroideries. Heavy eyelet patterns are in high favor, and many blind effects, particularly when large dots are introduced, play an important part. Entire

R. D. Fairbairn Co., Limited

MANUFACTURERS

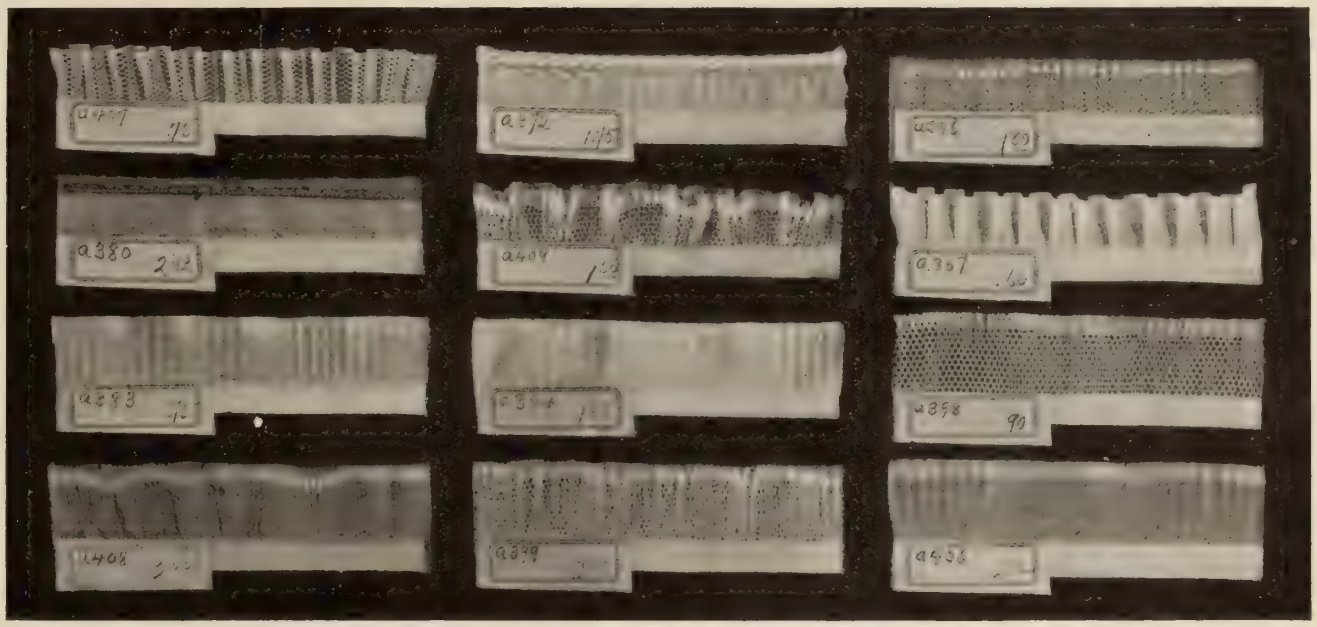


Dutch Collars, Jabots and **Coat Sets** are in great demand, and we are showing a large range in lawn, lace-trimmed and braided effects.

Our range also comprises many new ideas in **Stocks** and **Gibson Collars.**

Line illustrated is made in all white or white with colored edges. No. D330, at **$4.25** per doz.

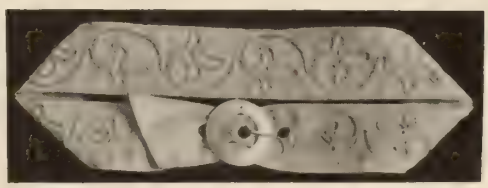
Order now and ensure early delivery for holiday trade.



Just a few **new** styles in **Lawn, Lace** and **Lisse Summer Ruchings.**

Wash Belts are again in demand for the Summer season, and our range comprises many new ideas in braided designs.

We are showing a large range, and **making prompt delivery,** in Braid and Elastic Belts, at popular prices.



Belt illustrated is made of white pique, embroidered with mercerized white soutache braid; a very new effect; pearl buckle. No. C381, at $2.00 per doz.

107 Simcoe Street - Toronto

gowns in princess effect with panels of wide insertions back and front will be a feature.

Veilings for Summer

In veilings, the call is still for the Russian nets. Though the larger meshes are still selling freely, the Summer demand promises to run along the line of the finer effects. These have very small dots of the pin head variety. The black veil of the early season has given way to a multiplicity of colors. As a fact, all the leading millinery colors will be wanted. Another new idea that promises to take is the introduction of a thread of black twisted in with the color. This makes an exceptionally becoming veil.

The season for the selling of motor veils is now coming on and, this year, the individual promises to be a heavy seller. The effect most liked is the border of satin stripes. Motor veils are very handsome and new ideas are constantly introduced. There is a big call for the colored veil—tan and taupe being about the best sellers.



Russian Net Veil—Shown by Debenhams (Canada) Limited.

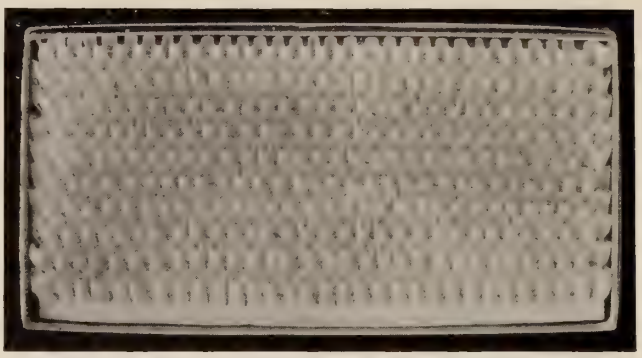
The Vogue in Lace.

Just at present tuckings in nets are the popular article and it matters little whether the tucks are real or simulated. As a matter of fact, the latter seem to sell better than those tucked into the net. Plain nets are very much in evidence, and the sales promise to be very large before the season is over. Not only are the nets shown in cream, ecru, or white and black but all the leading colors are asked for. Among the nets that promise well Toscas are prominent. This net comes at a popular price, and is a coarse weave mesh net, something on the order of the net used so extensively for curtains and bed spreads.

As the season advances there promises to be more activity in those laces used for the trimming of lingerie and summer dresses. This year fine torchons are much in evidence and imitation crochet and Irish are much used for this purpose. There is always a certain sale for Valenciennes and a staple business is being done in this lace.

The real Irish and baby Irish laces and the imitation laces of this character are the big thing in the neckwear end of the business.

Handsome collars and yokes and coat sets in these



New Style of Tourist Lawn Ruching, 5 Yards to the Box —Shown by R. D. Fairbairn Co.

laces are shown. This is a demand that the trade was hardly prepared for and there is some difficulty experienced in getting supplies. As soon as furs were discarded, collars of lace appeared upon the suits. This fashion is akin to the Dutch collar fad and is only as yet at the beginning.

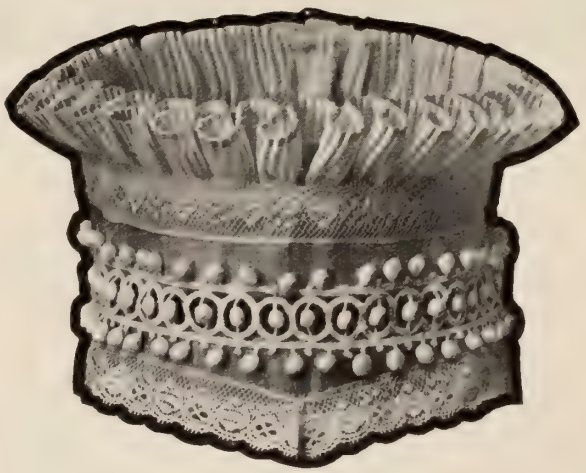
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Ribbons.

The question of deliveries of ribbons is causing importers some anxiety. Manufacturers of ribbons are not promising delivery of goods ordered now before August and September, asking for five months on satin ribbons and four months on taffetas. Satin ribbons are first made and then dyed and the dyeing requires at least six weeks.

Satins still hold first place but taffetas are in good demand. The wider widths are the best sellers from 4 inches up to 8 inches. This applies both to satins and taffetas. Plain colors are strongest, but a few fancies are being shown. Striped ribbons, plain stripes, alternating with Dresden, are among the new designs, and seem likely to sell well. Velvet ribbons are in good demand at the present time for millinery purposes.

So far ribbon orders have been good and are keeping up well. Evidently retailers appreciate the fact that if



Wash Collar, Featuring St. Gall Effect Lace—Shown by Ladies' Wear Limited, Toronto.

they want to get the goods in time they must not delay. This is resulting in Fall orders being placed without delay.

TELEPHONES BELL MAIN 4017 MERCHANTS 759

IMPERIAL BANK BUILDING

Walter H. Barry & Co.

THE RIBBON HOUSE OF CANADA.

CABLE ADDRESS "WALBARRY" MONTREAL

AGENTS
THE CROMPTON CORSET CO.
(LIMITED)

Montreal, May 5, '09.

Mr. Ribbon Importer,
Canada.

Subject: Import Ribbon Buying

Dear Sir:--

It is most gratifying to us to note each season the increasing size and number of our Import Orders.

It is an undoubted fact that our very best orders are from the large retailers who formerly bought from foreign houses. Doubtless these merchants who still send their buyers to Europe have very good reasons for placing their orders with us.

While buying from these foreign houses there was a marked tendency to order too much Then, knowing that heavy shipments were contracted for, the ribbon department was starved for one or two months each season, and therefore a loss of trade. When their import orders did arrive, often in driblets, with heavy express and packing charges, it was always found that they had an over supply in many shades in different lines which meant carrying at least double the stock they really should require. Their stock sheets at the end of the year proved this.

Buying from us, these firms no doubt find that we show an equal assortment of lines at really advantageous prices. Further, they know we carry a stock of every line we show for import, and repeat orders can be filled by return.

We certainly can help when goods are needed most ; the other fellows are too far away to do so.

Carrying actual stock right here on the spot gives us many advantages.

Think it over ; our business is certainly not growing without good reason.

Our Fall range is now ready for your inspection. Please give us the opportunity to show you what we can do.

Very truly yours,

W. H. Barry & Co.

By Walter H. Barry

N.B. How much of your present stock of ribbons is off in color or style? Eggs go rotten--so will ribbons if you keep them long enough. Buying from us, you do as we do, turn your stock over at least six times.

Pewney & Carret

FALL 1909

We strongly advise the placing of Fall Kid Glove orders

Now

This will ensure delivery of Gloves when you want them, and also right prices

SOLE AGENTS FOR CANADA:

Greenshields Limited

MONTREAL

Fancy Parasols

A complete new line now in the hands of our travellers

Your Inspection Invited

THE IRVING UMBRELLA CO. Limited

Manufacturers

79-83 Wellington Street East, Toronto

Gloves

The great problem in the kid glove market at present is the shortage of short kid gloves. This state of affairs should be a lesson to merchants, and already seems to have taken effect in the Fall import orders that have been placed. Orders for Spring were light and many thought that they would be able to buy from stock. The importer was looking out for his own interests and did not stock heavily and, as a result, now that there is a run on short stuff, there is nothing like enough goods to supply the demand. When things were quiet, manufacturers let a great many of their hands go. These have scattered to different places, and now that manufacturers are anxious to turn out goods at short notice they are unable to secure sufficient help. Importers here have very little stock of short gloves, and cannot secure them. As a result much business has been lost, both on the part of the importer and the retailer.

The simplest solution of this difficulty is for buyers to place good import orders, and, judging by orders that have been received for Fall, merchants are beginning to realize this. A great many orders that have been placed, are double in size of those placed for Spring. The glove trade on the whole seems to be in a very healthy condition.

Still another reason for good-sized Fall kid glove orders is the prospective higher tariff in the United States. This has resulted in large orders being placed in France by United States importers. Some of the Canadian glove houses anticipate that on this account advances will be asked, although present prices are distinctly favorable for buying. One importer gave instances to The Review of advances asked now as compared to last December. Other importers contend that they see no real reason for advance in prices when the Fall season opens.

Fabric glove values for this season are better than they have ever been. Both lisle and silk are selling at a low figure and remarkable values are offered. Tans, white, and black are the big sellers, and few colors are called for. Already large quantities of both silk and lisle have been sold. One firm reports their entire stock of lisles has been cleared out.

Evidently the reign of long glove styles has had a good effect on the glove trade. Merchants have become so accustomed to paying a high figure per dozen for long gloves that the wrist length gloves seem very low priced in comparison. As a result better gloves are selling, which is very satisfactory to all concerned. The same applies to the consumer. Ladies who have become accustomed to paying the high price of long gloves do not mind paying what formerly seemed too much to pay for a pair of short gloves.

Corset Exhibits in New York

New York, April 27, 1909.

Never has the corset occupied so important a position as it does at the moment. The correct corset is absolutely essential in making up any garment regardless of its material or style, as the lines of the present fashionable model are so severe and novel in design, that unles a woman be properly corsetted, she is liable to have a very unattractive figure.

It is not necessary for a woman to wear the most extreme novelty corset to produce a proper figure line, but the smartest model, properly adjusted and well fitted, effects a most attractive and graceful appearance to any person.

Some very wonderful models, extreme in lengths, but

Why Not Buy From the House That is Catering for Your Trade?

Our travellers are showing the very latest novelties for Fall, which comprise two-toned Satin Cloths, Satin Traverse, Satin Coutilles, Satin Striped Shantungs, Satin Victorias. Worsteds of one color and two-toned effects, also a splendid range of staple lines.

Wait and see this collection before placing your order for Fall

The John V. Godwin Co.

ESTABLISHED 1851

Head Office: Peel Place, Bradford
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BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

GOLD MEDALLIST DYERS
JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP
Also
FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED.
MONTREAL TORONTO OTTAWA QUEBEC

Men Who Sell Things

By Walter D. Moody
Business Manager of Chicago Association of Commerce

This "Salesman's Blue Book," written for Manufacturers, Merchants, Employers, and all Sellers of Goods, gives the author's Observations and Experiences of over 20 years as Travelling Salesman, European Buyer, Sales Manager and Employer. It shows "HOW TO INCREASE THE EFFICIENCY OF YOUR SELLING SERVICE" and "HOW TO INCREASE YOUR BUSINESS." Adopting these up-to-date suggestions means MONEY FOR YOU. Three of the 22 subjects are: The Order Taker, Right Kind of Salesman, Letters to the Trade.

295 pp. *Net, $1.00* *By Mail, $1.10*

Technical Books : : *10 Front St. East, Toronto*

excellent in fit after being properly adjusted to the figure, have recently been created and shown by the American corset manufacturers. At first sight, it would seem impossible that such corsets could be worn with any degree of comfort, yet, owing to the clever and scientific construction they can be worn with as much ease and comfort as the shorter models, besides being more hygienic than corsets have ever been before.

In the recent Spring fashion exhibitions held in this city recently, the corset departments figured prominently, many attractive means having been employed for making the department worth the while for visiting.

Retailers in an endeavor to build up a successful corset department are constantly confronted with the difficulty of educating their helpers and of assisting the customers regarding the technical points in corseting. A help for this is to have the head of the department thoroughly versed in everything concerning a corset and have her instruct her co-workers in this respect as often as she can do so. One of the leading corset departments in this city has an expert fitter in the department who watches the salesladies very carefully and aids them to such an extent, that when a woman comes in to buy a corset they know at once what to give her.

Demand for Novelty Corsets.

At the moment, the corset manufacturers are having a big demand for novelty corsets. At first they were not going to do much in this regard, but as the season advanced and models were being brought over from abroad, they decided that in order to keep up with the corset industry they must follow the lines of foreign corset makers, with a result that every corset house in America is not only making staple models, but novelties, as well.

The Directoire corsets are meeting with ready sales throughout the country. These models are quite long, fashionably designed, and cut for high bust, long, flat hips and have very long backs. They are made of coutil or batiste, either one offered for the demand of the merchant. The models are designed for the average figures for full figures and are indeed most satisfactory in every respect.

These new style corsets change one's figure so as to meet the present needs of Dame Fashion. They effect a larger waistline, but smaller effect over the hips, which is the decided figure of the day. Some women are laboring under the impression that to have a larger waistline means an unattractive figure, but when convinced that by raising the abdomen to its proper place under the corset this takes in the hips and expands the waistline, thus giving a beautiful curve and outline to the figure.

While style has always been, and is to-day, the dominant factor of all corsets, and manufacturers have strongly indicated this in all their productions this season, the fit and quality of the models is the real basis of corset merit. To this end the manufacturers are striving, as will be noted in viewing the newest corsets now being offered.

Montreal Garment Failure.

Shaer & Eliasoph, 40 St. Antoine St., Montreal, assigned last month for the benefit of their creditors on the demand of the Montreal Sponging Co., with a claim of $236. The liabilities of the firm amount to about $35 000, $27,000 direct and $7,000 indirect (secured), to Montreal banks. Among the heaviest creditors are E. J. Dingnum, Toronto, $930; H. Bernstein & Son, $659; the Yorkshire Importing Co., $800; Cornel & Sillig, $903; Heiling, Joseph & Co., $935; Lapin Bros., $630; J. Bourdeau & Son, $819; W. R. Brock Co., Limited, $1,176, all of Montreal. The assets are valued at about $8,000. A meeting of the creditors was held at which A. W. Wilks of Messrs. Wilks & Michaud, Montreal, was appointed provisional guardian. At a meeting of the creditors called by Mr. Wilks, an offer of 25 cents on the dollar was made, but this was not accepted. Another meeting takes place this month.

Shaer & Eliasoph started business a little over a year ago, manufacturing the better class of ladies' cloaks, suits and skirts.

The Poitras Woolen Mills, head office Joliette, Que., have been incorporated with $45,000 capital. In addition to manufacturing fabrics they will also make clothing and knitted goods. The incorporators are J. C. Lamothe, Chas. Champoux, J. L. Duplessis, of Montreal.



It is a

Fownes

That is all you require
to know about a glove.

Ready to Fill Your
Immediate Wants

Fownes Bros. & Co.

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MONTREAL

The Glove House of Canada

Men's Gloves



Spring Stocks are very complete in all our leading lines of gloves for street or dress wear.

Men's Dogskin Caps, Pique or P. X. M. Sewn	**To retail**
" Fine Kid, Pique or Roundseam Sewn	**from $1.00 to $2.00**
" Fine Suedes, in Greys or Tans	**All guaranteed**

MEN'S HOSIERY, SPRING 1909

A splendid assortment ready for immediate shipment. Extra values to retail at 25 and 50 cents. Solid colors are leading in Tans, Grey, Olives, New Blues, etc., etc.

Look for our trade mark stamped on every pair.

Men's Underwear, "Raguet"

We have had for many years the sole agency for this well known make of French Underwear. We are ready to fill orders for "Balbriggan," "Sea Island Cotton," or "Fine Lisle," in all the new shades. Extra value in Balbriggan Underwear to retail at 50 cents.



Fifteen of our Representatives are now on the road with our complete range

Perrin, Freres & Cie., 28 Victoria Square MONTREAL

Sample Rooms: Halifax, Toronto, Winnipeg, Vancouver

Canada Should Not be Hampered by Unwise Tariffs

Mr. Ritch, of Manchester, Eng., Points Out that Artificial Fostering of Unnatural Industries Would Handicap Expansion of Natural Wealth — The Canadian Farmer Should Have Special Attention.

DRY goods wholesalers and manufacturers who view the Canadian tariff from an unselfish standpoint, naturally bear in mind that Canada is above all a farming country, and agricultural produce must always be its chief industry. As a result, the first axiom that economic students lay down is, that the cost of living in Canada must not be unnecessarily burdened. Further, as Canada—like all new countries—needs a revenue tariff on necessaries as well as luxuries, the basic principle is to protect only those industries that are natural to the country. The duty on other commodities not suited to present resources and climatic conditions, should be for revenue purposes only, and therefore much smaller than a tariff for the protection or nursing of a suitable domestic industry. With these points in view, The Review has recently approached several close students of world-wide tariff problems.

What The Review wished was a disinterested opinion as near as can be obtained.

Mr. Ritch, of Manchester, England, who was in Montreal a few weeks ago, has made a careful study of tariff problems in many countries, and the British Colonies in particular. As a buyer of raw material at one time and a seller of manufactured goods at another, he has been brought into actual touch with many industries and his opinions are practical, impartial and free from the slightest trace of party politics. His experience in Canada is not that of a mere sight-seer, but of a business man with the welfare of the country at heart. He has investigated at first hand in every province of the Dominion, the problems confronting Canadians. His remarks voice clearly the theory of an ideal tariff for Canada, and assuredly meet with the views of many broad minded Canadians.

Resent Patronizing Suggestions

Mr. Ritch was rather reticent on the subject at first, as he dislikes the way some English politicians and newspaper men set themselves up as advisers and teachers of tariff questions whenever they visit Canada. He dislikes the way in which some Canadians would like to revolutionize the fiscal policy in England.

"I believe" he said, "that every country knows its own tariff problems best, especially young countries. A protection tariff that might be the making of a new country with unlimited natural resources, and manufacturing for its own consumption, would mean the ruin of some old countries dependent on others for raw material, and manufacturing chiefly for export purposes. To fight keen competition and high tariffs abroad, it is necessary to keep down the cost of production at home. If Canada considers her present tariff system satisfactory for raising a revenue without being a burden on the people generally, then I have nothing to say on the matter. Canada ought to know here own business best in that respect and should resent patronizing suggestions she has recently had from certain English peers and newspaper editors.

"When you ask me if the present tariff on textile goods is well arranged for giving sufficient protection to natural industries, without imposing heavy duties on imported goods that cannot be produced satisfactorily in Canada, that is another question altogether. The present tariff on various articles in the dry goods business is not satisfactory to the majority of manufacturers and merchants, and in some cases it is detrimental to the progress of suitable industries. The sooner it is revised and re-arranged the better, and this should be done by an impartial expert who thoroughly understands the climatic conditions and local resources necessary for natural industries."

Protect Natural Industries

The woolen industry, which has received so much publicity, of course, came in for special consideration. Mr. Ritch is not only an expert in textile fabrics generally, but has a practical knowledge of woolen manufacture, and was connected with a Yorkshire mill for sixteen years. His conclusions regarding the Canadian woolen and tweed industry are thus aptly summarized:

"Protect and give every possible encouragement to certain makes of woolens that are in many ways natural to Canada. Help only those lines that can be successfully produced in Canada. By this, I mean that Canada through various reasons, cannot successfully manufacture the extremities,—very low qualities, or very high class goods—with a characteristic finish peculiar to certain districts in the Old Country. Certainly a full range of all grades cannot be manufactured in any one mill.

"It appears to me that Canadian manufacturers are making a fair success of what might be called Huddersfield woolens. I do not think that for many years to come, Canadian mills should attempt to manufacture fine Roubaise goods, or fine Bradford goods,—especially piece dyed, or superior West of England goods, or higher grade Scotch tweeds. I question if Canada will ever be able to turn out many of these makes successfully.

"I contend that Yorkshire tweeds are most suited to Canada, as they are less subject to climatic conditions than most other makes. Huddersfield woolens of the better class should therefore be the aiming point of progressive manufacturers in Canada, and mills turning out this class of goods deserve special consideration and protection. The very high-class lines and characteristic makes require specialization which is not practicable in Canada. While certain districts in England can hold their own with special makes against others only a few miles away, it is only wasted energy for Canada to attemt them at present.

"Shoddy goods made here cannot compete successfully with Dewsbury and Batley, owing to the cost of labor and lack of facilities for obtaining raw material. Old Country manufacturers specialize in a few makes in each mill, and never attempt too many, besides, they have an enormous outlet and can therefore afford to work on very small profits. Shoddy woolens are never satisfactory to the wearer, and in a new country they should not be encouraged,—neither domestic nor imported.

Scientific System of Wool Growing

"When providing for an increased production of Yorkshire tweeds in Canada, the farmer must not be left out of consideration,—in fact he should have special attention.

"The revenue derived from an increased duty of 5 per cent. should be devoted temporarily to the assistance and proper education of farmers on sheep raising, the scientific system of wool growing, the correct style of clipping, and the proper treatment of the fleece. A perfect sheep dipping act should also be strictly enforced by the government.

"Canada has a large amount of territory suitable for profitable sheep farming with certain breeds of hardy sheep. With proper attention and encouragement, there is no reason why Canadian sheep farmers should not only produce sufficient coarse wool for Canadian mills, but also export wool to other countries. Canadian wool would never clash with Australian wool as the latter is a much finer texture. In order to get the proper finish on certain makes of woolen goods, Canadian manufacturers would still have to use some fine Australian wools. On the other hand, Australian mills might possibly require some coarse long staple Canadian wools in the near future. At any rate, some of the Americans who now buy largely at English wool fairs, as well as the sales in London, might then turn their attention to Canada.

"Canadian wool ought to compete with certain grades of English wool, if farmers were as up-to-date in wool growing as they are in wheat growing in the West. With proper attention, best Canadian wools might compete with Lincolnshires, Cheviots, Leicestershires, and possibly Shropshires. Not only is Canadian wool often higher than superior English clips, but handled by the farmers in such a crude way, that it does not give the manufacturer a fair chance to compete favorably.

Canada Should be Huge Exporting Country

"There is no reason why Canada should not be a huge exporting country of raw material as well as wheat and other food stuffs. Australia and New Zealand are too far removed from the Old Country to compete with Canada in many things besides wheat. The success of the Argentine Republic in the English markets during the past few years is due largely to the progressiveness of it's farmers in cattle breeding and sheep raising.

"When a young country has a vast future for exporting food, raw material and partly manufactured goods, great care should be taken to prevent unwise tariffs and the artificial fostering of unnatural industries from hampering its progress and the expansion of its natural wealth.

"It is an easy matter to tie up a young country to a false value at home and hundreds may make big fortunes, but millions are eventually made comparatively poor when exports are crippled in competition abroad, through the inflated cost of production.

Mistake in Regarding States as Model

"Canada's great mistake is taking her pushful self-confident neighbor as a model in everything. Making due allowance for enterprise, Nature has placed the United States in such a position that she can be largely independent.

"Canada is quite different in many ways. Her climate, her natural resources, and her vast undeveloped northern territory, will never permit her to expand successfully by following on the same lines as the United States. Instead of trying to be commercially independent to a great measure, she should aim at being interdependent.

"Everything that cannot be manufactured to advantage at home, should be imported as cheaply as possible, and this would keep down the cost of living, and the cost of production so that exports could defy competition and low wages in overtaxed European countries. I am confident this policy would enable Canada to make money quicker, and develop her natural resources faster than the United States."

A side issue of the woolen question which appeals strongly to Mr. Ritch was the fact that in the Canadian tariff, no difference is made between fine dress goods and tailors' woolens.

"I feel so strongly on this point" he said, "that I would advocate a reduction of 15 per cent. on fine dress goods. These goods are not made in Canada and it is very doubtful if they will ever be made here for a great many years to come. This would reduce the cost of living to fully half of Canada's population, so that the increase of 5 per cent. duty on tweeds for men's wear, would never be felt—in fact the cost of clothing would be considerably less than it is at present in a mixed family. Dress tweeds are made in Canada with promising results and this particular material might remain at its present duty.

Reduce Tariff on Fine Dress Goods

"The reduction of the duty on fine dress goods would also mean an increased sale, and create more employment for dressmakers, because it would encourage dry goods retailers in small towns to keep a staff of dressmakers on the premises. Dressmakers are scarce in Western Canada but there are plenty in the Old Country who could be induced to come out here with the certainty of steady employment at fixed wages in the workrooms of retail stores. This would bring a more refined and intelligent class of women into Western Canada, where most of the female immigrants belong to the rougher laboring coass."

Speaking of the general tariff on dry goods as applied to Canada, he briefly stated: "Extreme protectionists always ignore natural conditions, and have one remedy for every business failure.—'A higher tariff.' Like patent medicine makers, they have one pill that will instantly relieve any kind of pain, and cure any form of disease in any constitution, no matter from what cause the complaint arises. Very often a medicine that will cure one man will poison another. So it is with tariffs.

Protect the Factories

"In general, Canada should protect its factories rather than its mills. Protect only the mills than can turn out goods under a reasonable tariff, as satisfactory as the average imported article. Do not bother with too highly specialized or too highly intricate goods, or fabrics unsuited by climatic or other conditions to Canadian manufacture.

"Canada has a long cold Winter, and needs much woolen goods yet I can see no reason why Canada should not make the bulk of the medium priced heavy woolens and blankets required for home consumption.

"Domestic woollen mills should cater more for the wholesale garment factories, and less for the retail tailor. A tailor caters more for the well-to-do and expensively dressed man, and has to study his customer's taste and fads regarding cloth as well as cut and style, therefore a tailor will always be more or less an importer of woolens. Then the fashionable tailor does not order in large quantities, and frequently sorts from the stock held by the manufacturer. As a rule tailors give long credit, and they don't have the reputation of being quick payers. This means trading capital locked up.

"With the wholesale garment factories, this is quite different. They are in a position to pay quickly, give big

orders some time in advance, and they must hold a big stock themselves to keep their machines going. Manufacturers catering for the garment factories and wholesalers, have very little expense in selling, as they need few travellers. Working the retailer makes selling very expensive.

"Regarding factories in the dry goods trade, these are essentially suited to Canada. The climate is suitable, the light is excellent and power is generally convenient, while the class of labor available is equal to any in Europe.

Reason to Feel Proud

"I have been much struck with the appearance of Canada's whitewear and other garment factories. They seem healthy and sanitary from all points of view, and I noticed no garments made by the "sweated" labor of "out workers." Although smaller than those of Europe, they have every reason to feel proud of themselves in other respects. Canadian factories deserve the share of protection they enjoy at present, and there would be very little excuse for the importation of ready-to-wear garments if the tariff on piece goods were revised and readjusted."

Drifting from the subject of woolens to that of garment factories, Mr. Ritch gave The Review some interesting and instructive information about the manufacture of linen. Space will not permit to give full details, but one or two points will be welcomed by shirt and collar makers.

"In many ways," he continued, "the manufacture of linen is more subject to climatic and local conditions than wool and cotton. In other ways it is not, yet of all textile industries it happens to be one of the most difficult to transplant from one locality to another."

Here he explained why the linen industry in the Old Country was confined to the North of Ireland and a small portion of the East of Scotland, and scarcely had any existence in England. "What England finds impracticable," he added, "with her unique climate great wealth, long experience and millions of highly skilled operatives, must be wasted energy for Canada to attempt—in textile fabrics. If Canada wants to boast of a linen mill, let it confine itself to rough towellings, crashes, ticks, sun blinds, union apron cloths and kindred fabrics, and leave high-grade pure linens alone.

Tariffs on Linens.

"The 20 per cent. duty on bleached damasks should then be reduced to 10 per cent., and the 17½ per cent. duty on fronting linen should be reduced to 2½ per cent. The former reduction could be left to lessen the present cost of living, or transferred to another industry more deserving, while the latter would create employment for thousands of shirt and collar makers, and the people would enjoy more of the luxury of linen instead of cotton or part linen. Why should Austrian and American collars be imported by Canada as they are at present? Austrian linen is inferior to Irish and less durable, and there is nothing in the cut of a collar to trouble a Canadian factory. There is no reason why Canada should import any collars, but it is not impossible for Canada to sell collars to Americans with 15 per cent. reduction on fine Irish linen.

"There are many other items in the tariff on dry goods which could be revised in favor of the country generally, and factories in particular." When asked if these reductions would not mean a loss of revenue he replied. "I don't think so. The increased importation of piece goods would make up the difference. If not raise revenue on other things, such as a two-cent stamp on bank cheques, or transfer these reductions to other industries more deserving of protection.

"I am now wandering from a few imperfections in dry goods tariffs to the tariff problems of the country, and I consider I am quite out of place in making suggestions in that direction."

In conclusion, Mr. Ritch said he thought Canadians, generally, were a well dressed people, considering their positions and occupations, and deserving of encouragement in that respect.

Smith & Ash's New Store.

Smith & Ash's new store in Chatham was filled with people from eight o'clock in the morning until the closing time, on the occasion of the opening recently. An orchestra rendered an attractive programme. The Sarnia firm have a store which is a credit to the Maple City. Mr. Smith remains in Sarnia, while Mr. Ash will have charge of the new emporium.

The store has all new stock and the very latest patterns and designs are shown. Immediately at the front and to the left is the dress goods department, and following this is the linen department and cotton dress goods. At the rear is the staples department. Immediately at the front and to the right is the notion and novelty department, behind this the gloves and hosiery, of which there are large assortments. Following this again is the corsets and ladies' underwear department.

The balcony and sub-basement are entirely used for carpet squares, rugs, curtains and linoleums. This in addition to the stock of H. W. Ball and Co. They did not carry squares, rugs or linoleums. Of these the stock of Smith & Ash contains the latest and most up-to-date patterns.

The second floor is devoted entirely to ladies' ready-to-wear goods, among which are several lines of distinct muslin gowns, of which this store controls the output in the Maple City.

It is predicted that the new firm will do a thriving business in Chatham. They are situated in the stand formerly occupied by the H. W. Ball Company, which is most favorable for an establishment of this kind. The new proprietors are men of business and hustle, with plenty of experience in choosing the stock which is most necessary and desirable on the part of all best dressed ladies. The opening was a popular one, and the impression created by the event could not be more favorable to Messrs. Smith & Ash.

Ladies' Rubberized Coats.

There is an ever increasing demand for ladies' rubberized garments. These have proven a most desirable addition to a wardrobe, and give all round good service. They are sightly and durable, and in contrast to other so-called rain proof garments, are really rain proof.

The favorite style is the loose back, full length, buttoning close to the neck, with a high turn-over collar, thus giving adequate protection at the neck.

Stripes are strong, and a few moires are called for. Black self striped, and black combined with green, brown and blue are favored. Self striped blue coats are in good demand and browns are selling. Plain materials in silk, satin, and mercerized fabrics are also doing well. Coats of popular-priced rubberized materials meet the demand for a low priced garment.

City stores are selling these coats at prices ranging from $8.50 to $40.00

Manufacturers in Montreal are having difficulty in supplying the demand.



Solid colours will be favourites in dress goods for fall and the sale of satin finished fabrics, venetians, boxcloths and broadcloths promises to be very heavy.

Blues, taupes, dark greys, vieux rose and wistarias are among the most popular shades.

Self stripes, too, will be largely worn and we have some very beautiful effects to offer.

Our traveller is on his way to see you now with the best range of dress goods that we have ever shown.

Don't you think it would pay to wait for him?

The W. R. Brock Company, Limited

MONTREAL

Please mention The Review to Advertisers and Their Travelers

Algerian Silk

32 ins. wide, retails from 25 to 30c. A highly mercerized fabric of uniform weave—looks like China silk.

Not-Silk

32 ins. wide, retails from 25c. to 30c. A mercerized fabric with the appearance of Shantung silk.

Fabrics of this order are all the rage in New York. Your wholesaler has Algerian Silk, and Not-Silk in stock

White Fancy Muslins
In stripes and checks

Costume Ducks and Drills
In novelty shades

Victoria Lawns, 40 inches

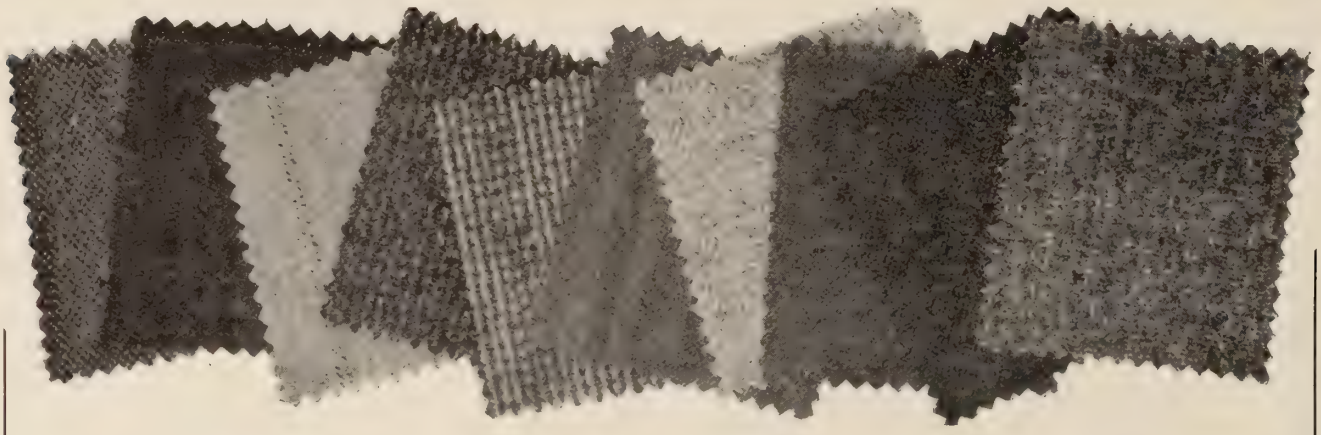
Ask Your Wholesaler to Show You These Lines

MANUFACTURED BY

Montreal Cotton Company

Sales Offices and New Address, E. T. Bank Bldg.

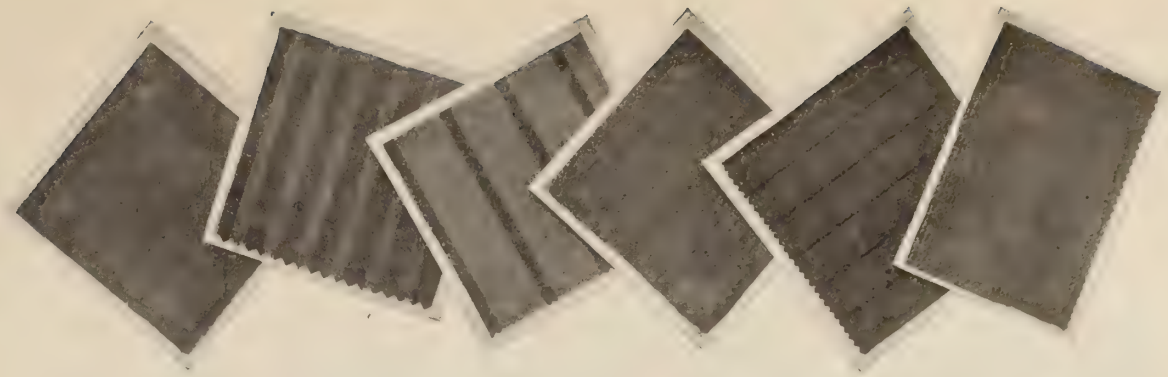
TORONTO MONTREAL WINNIPEG



HEWSON PURE WOOL FABRICS

are maintaining their high reputation for **Quality** and are making rapid advances in elegance of coloring and design. ¶ Inspection of new samples in our travellers' hands will not only convince, but doubtless **surprise** good judges of woolens and worsteds.

Hewson Woolen Mills, Limited, AMHERST, N.S.



Fancy Striped Venetian, Black and Grey Striped Serge Suiting, Two-toned Fancy Striped Venetian, Cote de Cheval, Striped Directoire Satin, Fancy Traverse—New Fall Dress Goods shown by W. R. Brock Co., Toronto.

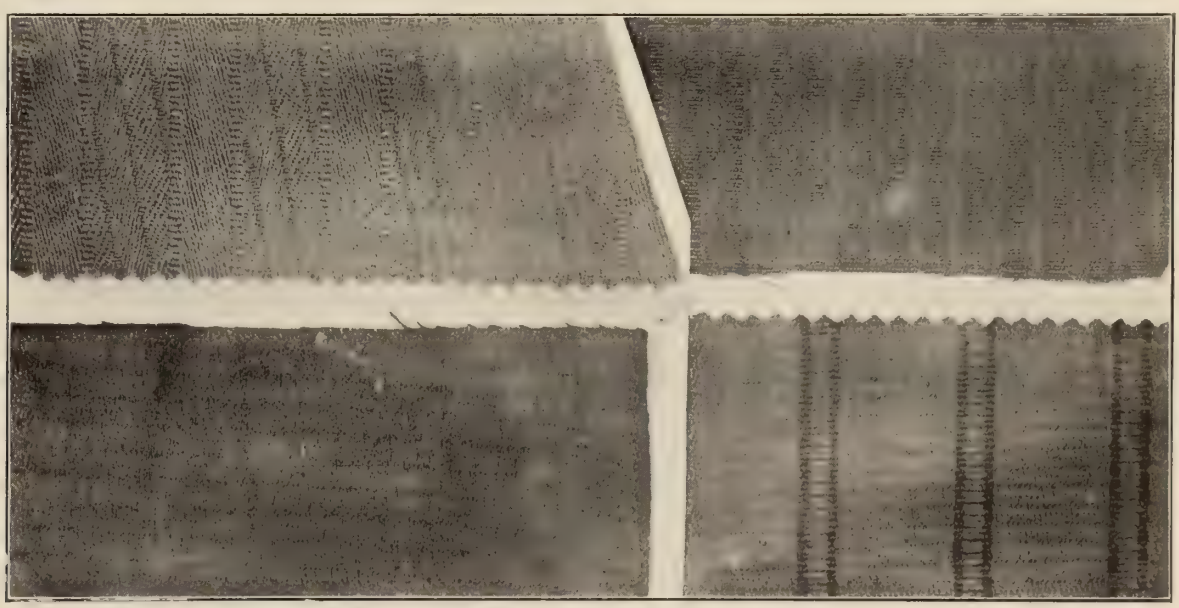
Trend of Styles in Canadian Dress Goods

Fall Business has Opened with More Liberal Planning than was the Case Last Year — Advanced Prices in Prospect — Weaves for Season.

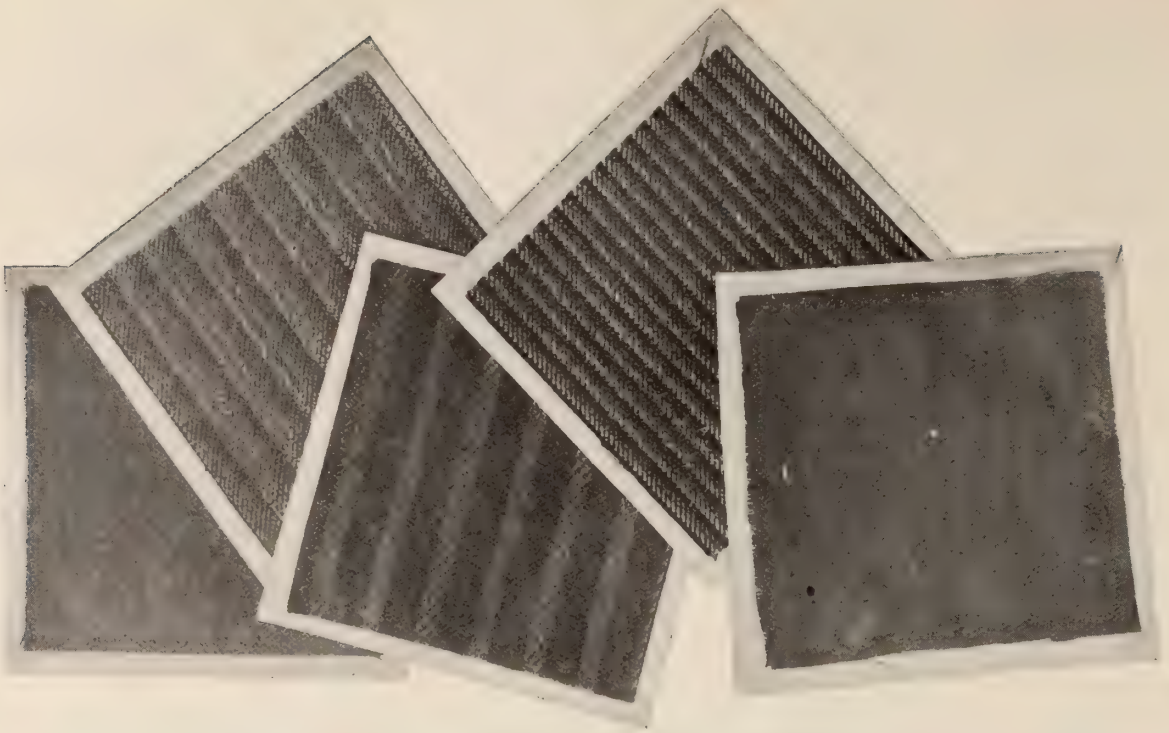
THE retail trade is beginning its general buying for the Fall season under totally different conditions than those that characterized the opening of the Spring season. When early orders were placed for Spring the trade was just beginning to realize that the general depression was lifting. Buyers naturally were cautious and wished to feel their way before placing large orders. The wholesale trade and the manufacturers had heavy stocks to move and the season before the trade generally was caught with stocks of undesirable goods. Then, too, wool was down and many were of the opinion that its recovery would be somewhat slow. Therefore, there was every inducement for the prudent buyer to go slow.

The very conservative basis upon which the Spring orders were placed has resulted in a decided shortage this Spring, a shortage that has, to a certain extent, restricted selling now that the season has opened. Stocks, therefore, are light and buyers are impressed with the necessity of properly supplying their needs. Moreover, these conditions were general and not confined to the Canadian market alone, therefore, the manufacturers making the particular class now in demand are away behind in their deliveries. Goods that, in an ordinary season, could be obtained in from two to three weeks, now take from seven to eight weeks to be delivered. The dyers also are a factor. Because of the pressure of business, they also take an extra time to deal with the work in hand. The number of fancy shades required is an additional handicap. And as the goods now fashionable are largely the product of the French manufacturers, labor troubles in Roubaix and Mazamet are having a retarding influence.

Another feature is the way in which wool values have advanced from the beginning of the year. Since importers began to send forward last October, the price of super 60's have advanced 4d. and 40's 2½d. Merinos are the popular article and the tendency is for their continuance, and for an extension of their present use; therefore, further advances in the price of merino wools



Fancy Striped Venetian, Fancy Cord Weave, Bayadere Suiting. Striped Satin Soliel—Fall Dress Goods shown by Gault Bros., Montreal.



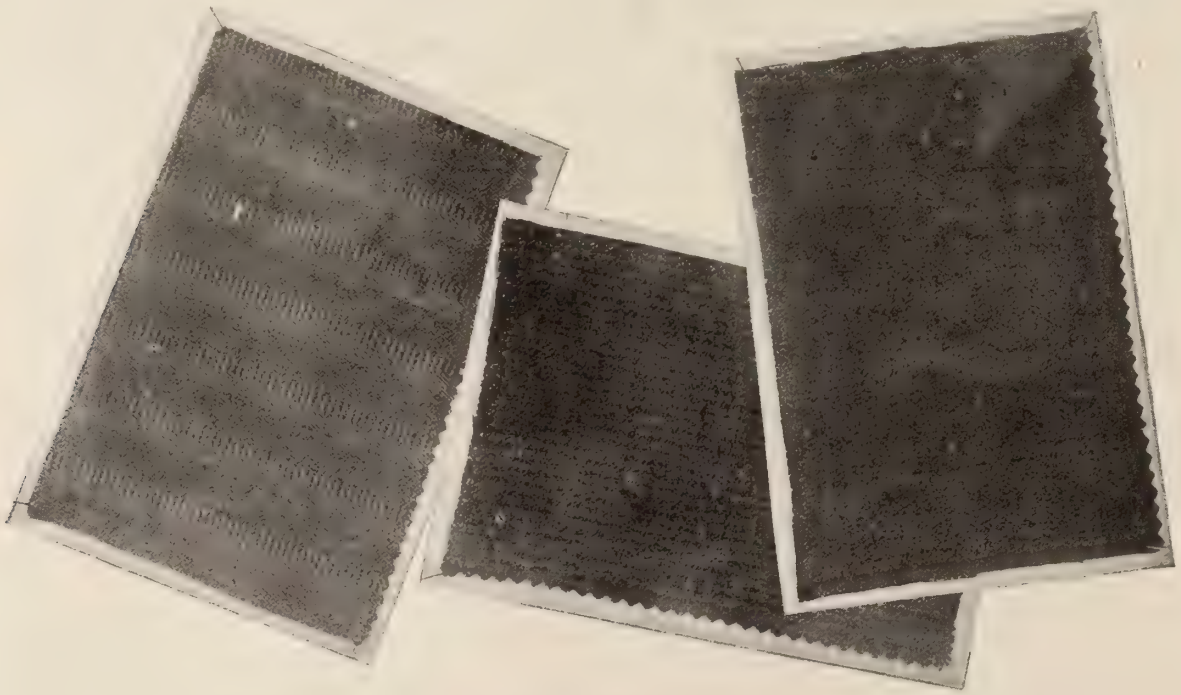
Satin Traverse, Black and White Mixtures, Striped Suitings, Two-toned Striped Venetian, Fancy Satin Striped Venetian — Fall Dress Goods shown by W. R. Brock Co., Montreal.

need cause no surprise. Medium and fine crossbreds are also advancing and good 40's are now worth 14d., 50's, 17d. and 56's, 20½d. to 21d. At these advanced prices, the wool combers are finding enough business to keep them fully employed. It is a significant fact that the raw material is, at the present moment, relatively 5 per cent. dearer than the yarn product while yarns are nearly 5 per cent. higher than the manufactured fabric. The wholesale trade are having to pay advances upon present orders and repeats for Spring business for 1910 must be upon an advanced basis.

Call for Plain Cloths.

For the coming Fall orders now taken call largely for plain cloths. Chiffon weights in broadcloths, Sedans, Venetians, etc., are good, and buyers are of the opinion that in the Canadian market at least, the big call will be for plain cloths. Satin-finished fabrics, that had their popular showing in the Spring have made a big advance and will do even better than they have done for the Spring season. This applies to satin directoires, soliels, fine serges, henriettas, and cashmere weaves. These are shown in both plain and self-striped fabrics and promise to be the leading sellers of the season.

The cord or cotele weaves are shown in such a number of effects that they are almost passing out of the novelty stage. The cote de chevals—that the combination of flattened cords with other weaves in quiet stripe effects seem to strike the popular taste better than the self cord effects. Traverse weaves are attracting attention and are favored by many buyers.



Raye Satin Cloth, Traverse Elegans, Cote Cheval—From the Fall Dress Goods Line of J. & N. Philips & Co., Manchester, Eng.

Cashemir Recamier, Regd.

(Duplex Satin Finish)

This unique fabric is the leading speciality in our French Dress Goods Department for next season. It is exquisitely soft and brilliant and suits the new style of draping better than any all-wool fabric invented this year. Nothing more refined and artistic could be desired by the most fastidious of fashionable ladies, and the attractive get up in two tone art paper will please the most exacting window trimmer and progressive sales clerk. It is manufactured expressly for us and cannot be had elsewhere. Other Fashionable French Novelties are:—

Cotele Premiere	**Cotele Strasburg**	**Cashemir de l'Inde**
"Travere Elegans"	**"Travere Sedan"**	**"Travere Vigoureux"**
Cote Cheval	**Cote Cheval Raye**	**Zibeline** **Bruine Cotele**
Raye Satin Cloth	**Raye Venetienne**	**Raye Sedan**
Raye Zibeline	**Raye Cheviot**	**Raye Soliel**
"Satin Directoire" (new velvet finish)		**"Satin Directoire De Luxe"**

and the very latest—Directoire Serge, Diverging Weave.

"Chevera" Cloth, Registered

This is the leading speciality in our Bradford Department for winter wear. A more serviceable cloth at a popular price could not be desired, because it is not only durable but unshrinkable and unspottable. It is made for us by special contract and comes in all the leading shades. Other fashionable English specialities are:—

"Permo" Reps,	**"Permo" Cotele**	**"Permo" Stripes**
Soliel Ottomans	**"Pirle" Serges**	**Fancy Stripe Worsteds**

Self Stripe Satin Cloths, "Reflex" Satin Cloth
and the new "Wulmella" Heavy Pile Lustre Satin Cloth.

Blacks will be very much worn this fall and we anticipate a big demand for our far-famed Brilliant Blue-Blacks.

J. & N. PHILIPS & CO.

Manchester, England

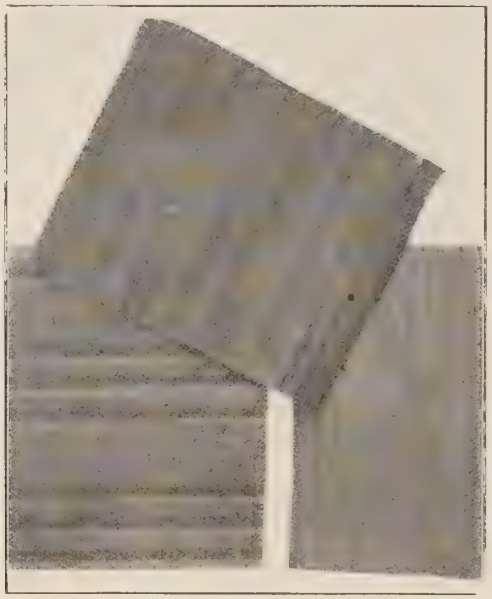
and 20 Cheapside, London, E.C.

211 Lindsay Building,
St. Catherine St. West, MONTREAL

611 Empire Building
Wellington St. West, TORONTO

The fancies shown are almost exclusively confined to stripes. The better liked being stripes in the weave and all in the one color. Where other colors are introduced the effect is most subdued.

The high-class trade is inclining somewhat to fancy cheviots and rough finished serges. Homespuns are also shown and zibelines must also be placed in the list of materials that interest this branch of the trade.



Fancy Satin Cloth
Fancy Striped Suiting, Fancy Traverse Suiting—Fall Dress Goods Samples from the line of Brophy, Parsons & Rodden.

The trend of fashion in colors certainly will form an interesting study this Fall. All indications point to a continued vogue for the fashionable art shades in dull and sombre tones. The color list is a long one and The Review can only repeat the advice previously given to look to the color list rather than the fabric list when buying.

Deep purple reds, deep amethyst shades, smoke greys, dull blues, and bronze greens, and soft browns stand high on the list. The color scheme seems, however, to comprehend almost every shade and new colors or colors that are not new are making their appearance under new names. Buyers will have to study carefully their trade and buy accordingly.

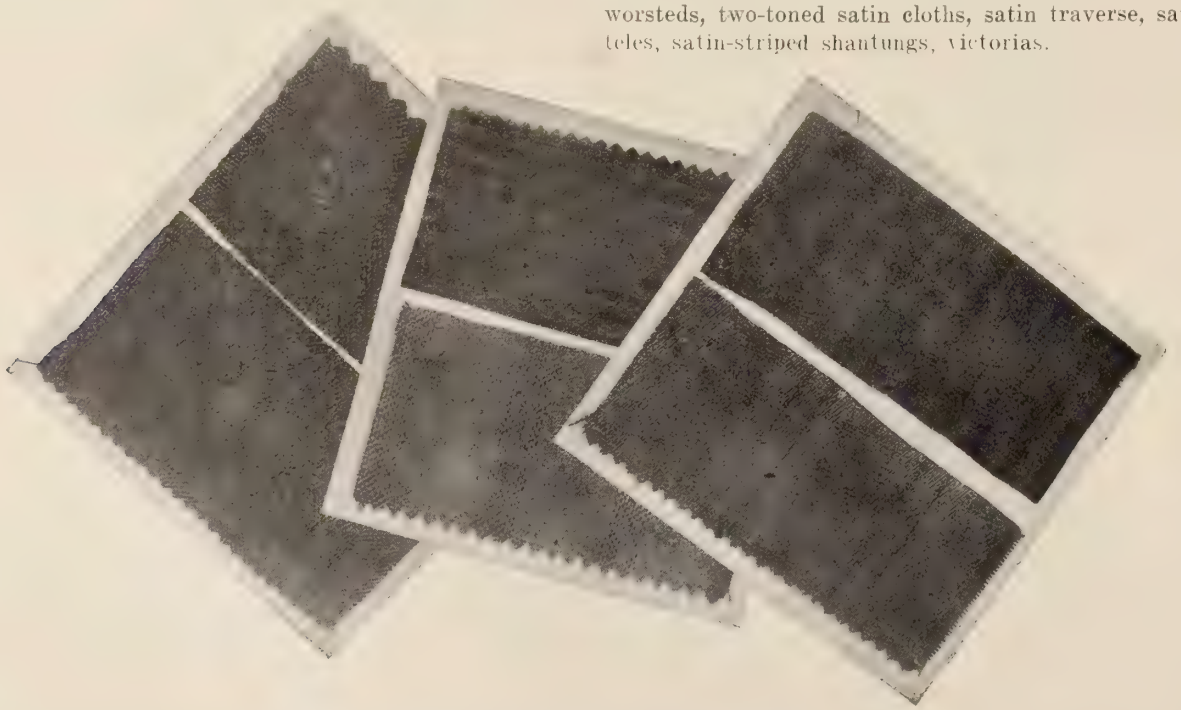
Silks for Fall.

The silk business for Fall is practically a broadening and a development of the Spring business. Soft-finished makes are the mode and satins and kindred weaves still hold the centre of the stage. Here, however, the development is in favor of duller effects, and for weaves having a crepe or fine twilled surface. Peau de soie, pailette, satin de Chine and, even a step further in this direction, cashmere weaves in silk are coming into prominence. Messalines are selling largely to the cutting-up trade. A new weave introduced by one prominent silk house is pailette messaline. This is much on the order of satin de Chine and promises to be a big feature. It is shown in both single and double width fabric. In fancies, the high novelty is the short effects with a contrasting color in their filling, and these are being taken up by the millinery trade. Shot merves, shot pailettes, shot taffetas, chiffons, shot satins, are all shown, and newer still, are the shot cashemire de soies and moires.

Ribbed weaves of light weight and with the rib effect flattened out or indicated by the weave are good. Moires are wanted now by the high-class dressmaking trade, and as Paris is featuring them prominently for costumes, coats and trimmings their day in the popular trade seems to be at hand. The moire-covered button is another indication in this direction as well as the growing vogue of moire fabrics for the fashionable petticoat. The moires used are soft and light in weight.

Fancies for popular selling are taking the form of stripes. Striped messalines, striped satins, striped cords, and small shot effects are quite popular.

S. L. Grix, representing John V. Godwin & Co., of Bradford, England, is calling on the Canadian trade. He is showing an extensive line of dress goods, including worsteds, two-toned satin cloths, satin traverse, satin cotèles, satin-striped shantungs, victorias.



Fancy Worsted Stripes, Fancy Satin Traverse Stripes, Striped Directoire Satins—From the Fall Dress Goods Line of The John Macdonald Co.

Canadian Buyers Praised

"All praise to Canadian buyers for their wisdom in courteously treating travelers, and their willingness to look at samples."

These are the words of R. C. Poyser, representing Barlow & Jones, Manchester, Eng., Mr. Poyser is making his third visit to Canada, and when seen by The Review recently in Montreal, gave unstinted praise to Canadian retail buyers for their willingness to investigate the claims made by houses comparatively new to them.

Mr. Poyser, while not wishing to make invidious comparisons, regards the Canadian retail buyer as superior in courtesy to his British confrere. He also drew attention to the difference in selling goods in Canada and in England. In Canada, as everyone knows, a sample room is obtained, and the buyer carefully inspects the samples there. In England, the hawking system, or what might be called the push cart system, still prevails. The salesman leaves his cart around the corner, and takes in the samples wanted by the retail firm.

Mr. Poyser has unbounded enthusiasm for Canada and Canadians, and enjoys his visits to Canada immensely. When asked his opinion regarding the Canadian tariff, he expressed his belief that when a country could not successfully manufacture any class of goods with 25 per cent. protection, that line of goods should not be protected. He spoke of what he considered the improvement in Canadian manufactures, and felt that each year Canada would show a marked improvement in certain lines.

Carpets for the Prince George.

The W. A. Murray Co., Toronto, are making preparations to carry out their part of the contract in connection with the furnishing of the Prince George hotel, formerly the Rossin House, in that city. The floor covering for the halls will be an Axboro carpet, of which the predominating tone will be a rich Oriental red. In the bedroom, the principal color will be soft green with crimson and brown also in the symphony. The special design which featurizes the lace curtains consists of a wreath and torch, with monogram bearing the name, "Prince George Hotel, Toronto." Covers of dainty figured dimity, with neat border, are being prepared for the dressers.

Company Reorganized.

The growing popularity of "Progress Brand" clothing made by the H. Vineberg Co., Montreal, has made greater facilities a necessity, and the old company has been reorganized into a limited liability company with a paid up capital of $250,000. Several prominent English and Canadian capitalists are among the shareholders.

Mr. H. Vineberg, who founded the business, remains president of the new company, which will be known as H. Vineberg & Co., Ltd.

Begg Bros., of North Bay, dry goods merchants and clothiers, were burned out on the night of Saturday, May 1. The loss is estimated at $22,000. The stock had just been transferred and it is not known whether the insurance was also transferred at the time. Burglars are supposed to have started the fire. Begg Bros. also have stores at Collingwood and Parry Sound.

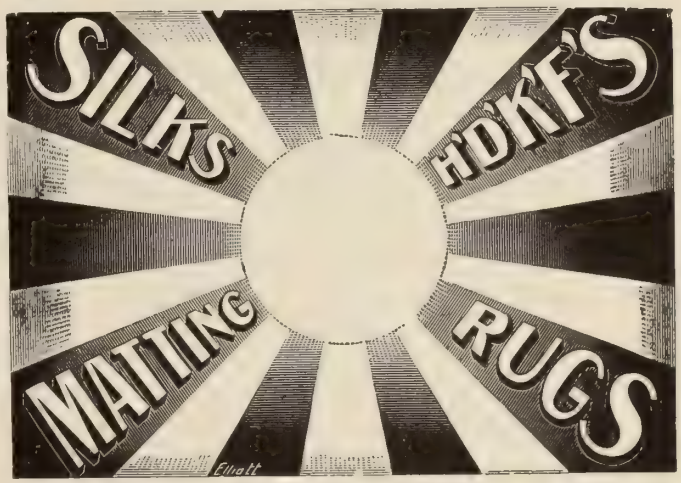
THE
Trade Mark of Quality



Ladies' Suitings,
Mantle Cloths,
Woollen Sheets,
Blankets, Yarns.

Harris & Co., Limited
ROCKWOOD, - . - ONTARIO

Representatives
MONTREAL - HECTOR PREVOST, 710 St. Hubert Street
HALIFAX - G. A. WOODILL, Roy Building
LONDON - J. A. IRWIN, 141 Princess Avenue
WINNIPEG - McRAE & WALKER, Ashdown Block



K. Ishikawa & Co.

Manufacturers and Importers

24 Wellington Street West,

TORONTO

TRADE Laurentian MARK

The Mark of Quality for Whitewear, Blouses, Hemmed Sheets and Pillow Slips.

SUCCESS—
Then More Success

No disputing the fact Laurentian Whitewear and Lawn Waists have done **the** business this season. Yes, **Laurentian** is a success.

Since January 1st we **doubled our capacity,** and yet we must ask the indulgence of our customers for the delivery of repeats.

Now we're planning for the new Range for your January Whitewear Sales.

The line will be bigger, better, stronger in every way.

It's more Success we're after and mean to deserve it.

The line will be particularly strong on big popular-priced sellers.

Our Corset Covers at **$2.25,** a still further evidence of Laurentian Standard.

Our $9.00 White Lawn Waist range will be a "hummer"

The new developments in Combination Garments will be best seen in Laurentian.

From every viewpoint—**fit, finish, style** and **value**—the Laurentian range will make good to claims of being the leader.

This message is of import to you if you're not a customer. We ask the co-operation of our customers in giving early orders.

Wait for the Laurentian Man

LAURENTIAN WHITEWEAR CO., LEVIS, QUE.

WINNIPEG	TORONTO	MONTREAL	EASTERN TOWNSHIPS	ST. JOHN, N.B.
Western Fabric Co., 63 Albert St.	W. H. Piton, Empire Bldg.	Z. P. Benoit, Mark Fisher Bldg.	and PROVINCE of QUEBEC, R. Dionne.	Alex Burr, Magilton's Sample Rooms.

Best Vogue in Ready-to-Wear Garments

Cutting-up Trade is Very Busy - Fall Lines Already put Out Have Taken Well — Good Season in Waist Department — Strong Demand for Tailored Blouses — Fine Outlook for Summer Wash Garments.

APRIL and May are the banner months of the Spring season, for it is then that the stock moves freely in the garment department. The trade of the month has been a good one and stocks in every section have been well broken into. This condition has made repeats a necessity, and in consequence rush orders are prevailing in most factories. Every section of the cutting-up trade is busy, and many firms find themselves compelled to resort to overtime. There is the usual shortage of skilled operators ; that is always the rule when anything like a busy time is in progress in the Canadian market.

Expectations are that a big Summer trade will develop and that the selling of washing garments, which has already begun, will continue late.

The garment houses are busy with the Fall line. Advance models in some cases have been put out and, where shown, a good business has resulted. Particularly in waists has this been the case, as for Fall selling the long sleeve is assured. Unusually large lines of new models for the assorting trade have appeared this Summer. By many firms the many novelties that are making their appearance in garment fashions are sampled and added to the existing line.

⚜

Whitewear.

Spring business in the whitewear has been unusually good and merchants have been sending in very large repeat orders all season. These have invariably been for present delivery, and for some time now the manufacturer has been finding this a difficult matter.

During the last months there has been a free demand for bridal sets, not only in handsome high-priced goods, but in sets to sell at medium prices. Embroideries are being more used for the trimming of these goods, the present tendency being for less lace and more embroidery to be used in the trimmings. This will influence materially the samples for 1910. This tendency is strongly developed in skirt styles, the deep embroidery flounce being first favorite for trimming the newest skirts.

Designers are beginning to busy themselves with the sample line of 1910, but it will not be complete for some time yet. As stocks are low in the hands of the trade and as trade conditions are becoming more satisfactory, the whitewear houses are looking forward to a satisfactory season. Good models at attractive prices will make for business, and as prices will be lower than they have been for some time there is no reason against the placing of the proper amount of orders for the new season's whitewear. Cottons were bought when prices were lower than they are now—there has been an advance of from 7½ to 10 per cent. on cottons since orders were placed—and as to trimmings, one manufacturer says: "I never expect to buy embroideries as cheap again." As the difficulty of obtaining sufficient help always occurs in a busy season, the trade will do well to place orders early this year, as it is the only means by which buyers can be sure of having goods in stock when the retail season commences.

Misses' and Children's Wear.

The retail trade in this line has been excellent this Spring; re-orders are still coming in and, in many cases, carry with them instructions for immediate delivery. Though the manufacturers are still busy with Summer business they are devoting a great deal of attention to the preparation of their Fall samples. Some lines have already been shown and by the beginning of May all will be on the road.

Models shown for Fall indicate no radical innovations —they are built upon the same plain, simple, but smart tailored lines. The most important innovations are the introduction of the princess dress and coat, and of the jumper princess dress. The coats with these princess suits are in hipless effect, and some models are cut Directoire style to show the panel front of the dress. The skirts are pleated from the panel and fastened on to the waist by a belt, the whole being trimmed with pleatings and buttons. A new note is the important turn-back cuffs to the sleeves. Jumper dresses and princess dresses with the panel front are shown both for misses and for smaller children.



1909 Model — Shown by the Parisian Corset Mfg. Co., Quebec.

Trimmings consist of covered buttons and contrasting pipings. Many smart little dresses show side band trimmings in military effect. Thus, a navy serge had a side band trimming placed from shoulder to waist, overlaying this and reaching to the bust was a tab of scarlet decorated with brass buttons. Directoire sashes appear on many models. Sometimes there is only the sash at

Some Store will do a Big Business

In your town in wash suits for Misses

also for Misses' and Children's dresses this season. That store may be **yours.** It **will** be if you stock these garments, and select them from our splendid range. Their two most appealing qualities are style and honest workmanship. These two are enough to help you build a good trade on.

We spend all our energies designing and making Children's and Misses' wear, and results prove that we do it well.

Our fall samples are now ready. They are made in the latest styles, and of the newest materials from the New York market. It is impossible to get the latest ideas before this date.

If you are interested in a department which promises to increase the profits of your business, let us send you a sample selection. If you like them at the price, keep them, otherwise ship them back at our expense.

HOME & WATTS Limited

Children's Outfitters Exclusively

Duncan & Pearl Sts. TORONTO

the side, but on other models it passes around the waist and is fastened through fancy tabs held by a button. Washing materials do not disappear with the Summer in these sensible days but for children's wear heavy cotton fabrics are shown. A soft finished galatea is specially featured for this purpose and for Autumn and early Spring wear princess and three-piece and two-piece suits are shown. Stripes and checks in navy, navy, scarlet or Alice blue, pin spots in white on the same ground and also stripes in white, blue, or red on tan as well as plain navy blue, scarlet and tan cashmerettes are the leading washing fabrics and colors. Fancy tweed effects in plaids are shown—and as is always the case—tartan plaids are much in evidence. Such plaids as Argyle, Mackenzie, Black Watch, etc., are the best sellers.

Corsets.

One of the best selling seasons ever experienced is now in progress in the corset department. The whole outline of the figure depends now upon the corset worn, and to wear the new gowns and suits the fashionable



Shown by the Allen Manufacturing Co., Limited.

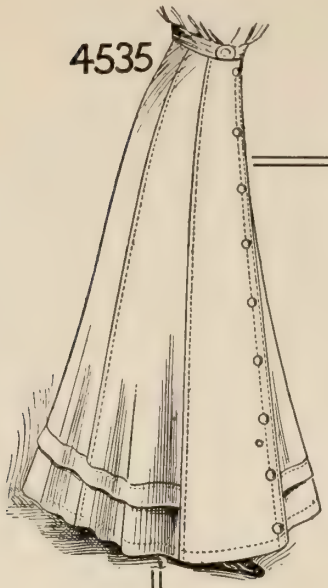
corset is absolutely necessary. This means extensive business for the corset department, and naturally this business is reflected in the manufacturing section.

The long Directoire corset has taken a firm hold on the trade, for not only does it mould the figure on the desired lines, but it does so in a comfortable fashion, and when comfort and beauty of outline go hand in hand, sales are sure to be large. Possibly this may not apply so strongly to ultra models, but even here the discomfort is not so great. The boning stops short at the hip line and the lower part of the corset is of the fabric only.

The changing fashions still favor the long corset, the only change being in favor of a smaller and more shapely waist line. A feature of the corset business is the many satisfactory models for the stout figure.

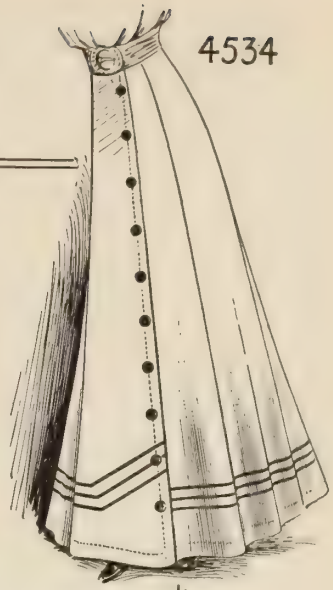
Petticoats.

The tendency is towards fuller skirts, and the petticoat is again restored to the ultra-smart woman's wardrobe. The Directoire vogue has had much influence over



This is the best Skirt Offer

YOU EVER RECEIVED



We have just **800** of these skirts left and the prices call for quick action on the part of buyers. They are all this season's goods--every one of them coming from our machines within the past few weeks : : : : :

They are made in FIVE STYLES all of the NEW GORED MODELS, trimmed with FOLDS, BUTTONS, BRAIDS, and SILK STRAPPING. The accompanying cuts give a fair representation of the styles : : : : :

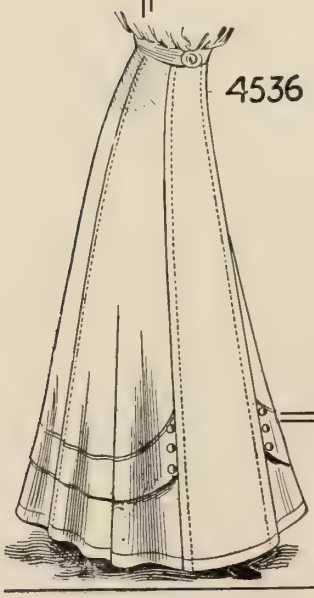
The cloths are CHECK PANAMAS, CHEVRON STRIPES in Black, Green, Navy and Brown. TWEEDS and WORSTEDS in Light and Dark Stripes, Checks and Plain

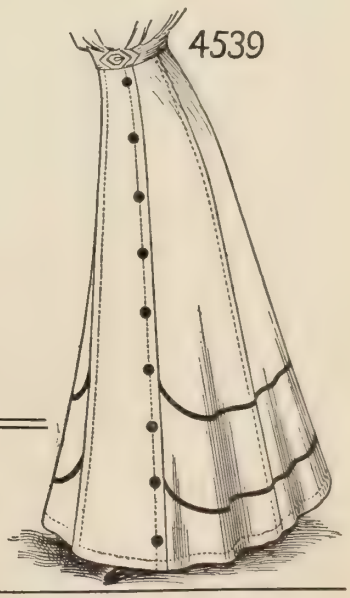
Note This Price

$2.00 Each

NET

We are able to offer you these exceptional values because we have made the skirts up from some cloth remnants. As the prices are so unusually low, we can only fill orders on FIVE DOZEN LOTS – which will be ASSORTED styles, cloths, sizes and bands, lengths, from 37 to 42 : :





Act Now

This is an opportunity for you to offer your customers a genuine skirt bargain.

CUTS FURNISHED FOR ADVERTISING PURPOSES FREE

HELENA COSTUME CO.

London, Ontario Limited

Please mention The Review to Advertisers and Their Travelers

PARISIAN
Corset Manufacturing Company
LIMITED.
BRANCHES MONTREAL & BRAMPTON
Manufacturers of the
FAMOUS P.C. CORSETS.
188, 190, 192 CARON STREET
76, 78, ALLIEMENT STREET
QUEBEC, CAN. 19

Quebec, May 5th, 1909.

Mr. Progressive Retailer,
Busy Town, Canada:

One of my salesmen told me the other day that prejudice was the greatest enemy the world has. I liked the enthusiasm his statement implied, for he really felt that the prospective customer who had refused him a hearing for Parisian P.C. Corsets would really have materially benefited by buying P.C's.

Yet prejudice is not so bad.

That retailer probably had reasonable prejudice, a confidence in his corset lines, as sales were thought satisfactory.

Still, Parisian P.C. Corsets might have improved conditions for that retailer, and kept the "other fellow" with P.C's., from making inroads on his trade.

Unreasonable prejudice, however, is a real enemy to progress. It is often narrowness. Thorough investigation of a standard of live merchandise is always desirable.

1908 wasn't a good commercial year the world over. Yet the sales of Parisian P.C. Corsets increased over the exceptional year of 1907, and each year has seen a steady increase. 1909 is proving a record breaker.

It isn't chance that has caused this growth.

Will you give one of our men a chance to talk it over?

E. Edmund Kaps.

the shaping of skirts, and sheath-fitting models are those selling. The tendency all round is towards better fitting garments and this is a point that petticoat buyers will do well to closely watch. In the larger stores customers are demanding alteration in petticoats and, for this reason, petticoats that are cut only on good lines should be stocked.

Though the high-class trade has taken satins, prices are too high for the majority of stores. Bright-finished taffetas are in great demand, in spite of their partial fashion eclipse. This fact should, in the hands of the trade, make for an increased popularity of taffeta as a petticoat fabric. The big drawback has always been the high price of a good wearing taffeta. Now that taffetas are cheap this difficulty ought to be overcome, and a good reputation built up for popular-priced taffeta skirts.

Moires and moirettes are coming to the front as skirt fabrics and, as these fabrics wear and look well, a big vogue is developing. Tailored styles lead and the trimmings all maintain the close-fitting outline. Accordeon pleatings are much used as they give the necessary fullness around the feet without destroying the close fit of the skirt.

Waists

The demand for princess dresses does not seem to have any marked effect on the waist trade.

Both the more elaborate lawn blouse and the tailored white blouse with the laundered collars and cuffs are selling extremely well. During the Spring the tailored blouses have been in strong demand, and sales have not yet fallen off to any extent. The demand for the fancy embroidered lawn blouses is increasing, and it is likely that these will have a good season.

Colored blouses have met with considerable favor and it is expected that the demand will continue.

Long sleeves are selling in city stores entirely. It is generally expected that a shorter sleeve, a seven-eighths length, on the lines of the Directoire sleeve, cut somewhat looser and hanging straight from the arm, somewhat in a modified bell-shape, will make its appearance for hot weather selling. The shorter sleeve, some manufacturers think, will be chiefly confined to home-made and made-to-order waists, and will only be an incident in Summer selling. The long sleeve still ranks as the sleeve of the season.

Tailored styles with the stiff Dutch or turn-down collar and the front extension piped with a line color, have sold extremely well.

The lingerie blouses now appearing for the sorting season are on semi-tailored lines, the trimmings being used in straight effects and those that give long lines to the figure. On the better blouses more attention is given to the back, the trimmings being more in unison with those seen on the front of the blouse and not confined to a few tucks as is often the case. The imitation crochet laces are being more extensively used. This tendency is also seen in the Fall lines and will probably influence the new models for another season.

Nets in colors have been a big feature of the Spring trade, and as they are finishing up the season so strongly are sure to make an appearance again in the coming Fall. Models shown in nets for Fall are selling well. The nets wanted are of medium mesh and trimmed with dyed embroidered laces in colors to match, the leading colors being rose, saxe, reseda, grey and black.

Satin and messaline blouses in tailored styles in the leading colors and black are in high favor. Crepe de Chine is also selling and in black waists, which promise

Active Fall Buying
of
ELITE Styles.

Elite Ladies' Fall Coats are proving ready sellers. Our styles and values are meeting with approval.

ELITE
Men's Fall Overcoats
and Men's Raincoats
——— are trade Creators.

The range for 1909 is the widest in our history.

Leaders in Ladies' Silk Rubberized Garments.

Look at our samples when
our traveller calls.

MONTREAL WATERPROOF CLOTHING CO.
MONTREAL, QUE.

to be strong, fine black delaine models have been successfully put out. Tailored wash models in suiting linens, chambrays, etc., are also good sellers.

In the United States a prominent feature is the collarless waist, and the waist with the Dutch or Gretchen collar. More out of the ordinary still, these models all show the long Directoire sleeve. These were very much worn by smart dressers at Palm Beach and other Southern fashion resorts, and, since that date New York has set the seal of her approval on them. Doubtless they will be seen in Canada when the warmer weather arrives, and these models will, to a certain extent, influence popular lines for the Spring and Summer season of 1910.

Wash Suits and Dresses

Indications are for a long retail season in garments for Summer wear. Buyers believe that this will be the case and are very ready to place orders for any novelty that appears.

Ready-to-wear departments at retail stores are selling large quantities of wash suits. Already a great deal of business has been done, and retailers are anticipating a phenomenal season in wash suits.

Suits now selling are far removed from the plain tailor-made. Many of them are elaborately braided and embroidered. The suits follow very closely the lines of the cloth costumes. Buttons are used extensiveely, and some of the new suits are shown with jet buttons.

The three-piece suit, the princess dress and coat, are proving popular. These generally have the coats with sleeves but, the sleeveless coats are achieving a certain degree of popularity. The princess dresses are made in most instances with a lace yoke.

Two-piece tailor-made wash suits will also be strong, as prices are lower and in many cases are more suitable for wear than the three-piece suits.

Novelty garments for the assorting season are, however, reverting to the plain tailored styles, and here the touch of black, colored pipings and jet buttons strike an entirely new note. Three-piece suits, two-piece suits with the Empire skirt and princess jumper dresses will be a marked feature of the Summer's trade developed in reps, linens, and cotton suitings.

The princess dress is largely taking the place of the two-piece wash dress. There seems to be a greater demand for the heavier weight goods, linen, etc., instead of the lighter lingerie, but it is likely that later, when the warm weather is here, lingerie princess dresses will come into greater prominence. However, there has been a good demand for this class of goods.

The linen dresses are plainly made, and are usually trimmed with coarse Cluny or Irish lace. Buttons are also used. Pink, blue, tan, and natural linen are good colors, and white is strong.

Lingerie princess dresses of mull, organie, etc., are elaborately made up with insertion and tucking. The majority are made with the high waistline at the back. Skirts are usually tucked about the hips and are finished with flounces.

Val lace is often combined with the heavier laces for use on these dresses, and embroidery is also used extensively. White is the big seller, but there is a fair demand for very pale shades of pink, sky and mauve.

Selling Agents for Reliable Waists

The Hart Mfg. Co., 1 Phillip's Square, Montreal, from the first of this month are selling and financial agents for the Reliable Silk Waist Factory, 40 St. Antoine St., Montreal. The representatives of the Hart Mfg. Co. will also show the lines of the Reliable Silk Waist Factory. This arrangement will give I. Mishkin, of the Reliable Silk Waist Factory, more time for the supervision of the designing and factory. The partnership existing between I. Mishkin and Alex. B. Kingan has been dissolved and Mr. Mishkin is sole proprietor.

Linen Coats.

Long linen coats are a feature of the coat trade this season and retail stores are doing remarkably well with these. These are most popular when developed in the natural pongee linen. Pongee silk coats are also in strong demand. Both the linen and silk are most satisfactory for a light weight warp, and launder easily.

Manufacturers and Wholesalers

who appreciate keen prices and exceptional variety, should arrange to see the lines of Laces, Nets and Embroideries from all European markets, especially Tucked Net All-Overs, for immediate delivery, shown by

EDGAR W. UNWIN

Corona Hotel - - Montreal, Que.

Representing SNOW BROTHERS

12 and 13 Bow Lane - - London, E.C.

Wash Suits! Wash Suits! Wash Suits!

Every Woman Will Buy One

Get our "Quiet Elegance" Range, from $3.50 to $7.00, and meet a sure demand.

LONG LINEN COATS—Our Latest Creation.

Watt & Shapiro Mfg. Co., 507 St. Paul Street, **Montreal**

Duchess
BRAND

912—Beautiful Empire Dress, copied from one of the latest Imported Models.
Tne dress is made of washable linen in Navy Blue, Pale Blue, Green, Natural and Grey.
The Waist is made so as to give the desirable Gibson effect with the high waist-line and a tendency towards the hipless model. Yoke is of cluster pin tucking and alternative lace and mull insertion. The front and back are both ornamented with French Pearl Buttons. Sleeve is latest Mosquetaire with fine pin tucking. Pointed Cuff fastened at the back. The Belt is made of the same material in three folds making the decidedly high waist-line at the back.
The Skirt is made on the round circular model in the prevailing widths of the season.
Made in Bust 34 to 42. Length 56 to 60.

Price, each . **$3.50**

911—Drap de Linde, made in same style as No. 912. Blue Ground with White Dot, either quarter, one-half or three-quarter inch spot. Assorted as desired.

Price, each . **$4.50**



271—White Lawn Dress.
Imported Model, made of fine White Lawn, embroidered front.

Price, each . **$1.50**

272—White Lawn Dress, embroidered front and Skirt with panel embroidered front and lace insertion.
Sleeve fine pin tucking and lace insertion finished with lace.

Price, each . **$2.75**

273—White Lawn Dress with tucked front and embroidery insertion; also embroidery insertion around skirt.

Price, each . **$2.75**

274—White Linen Dress with Cluny Lace insertion. Waist is made with Gibson tuck over shoulder, three rows of lace insertion and two large Box Pleats.
The Skirt has panel front of Cluny lace and is finished with Cluny lace insertion running around the dress from the panel front.

Price, each . **$3.50**

The Dunlap Mfg. Co.

525 St. Paul Street, Montreal

J. E. McCLUNG, 8-10 WELLINGTON ST. EAST

SALES AGENT FOR ONTARIO

Our Travellers Are Now Showing For Fall

We would draw your particular attention to the range of Novelty French Blouses, drafted by our American blouse specialist.

A very comprehensive collection.

Walter Caldecott
(Canadian Representative)
Empire Bldg., Wellington St. W.
Toronto

Bastin, Merryfield & Cracknell, Ltd.
Cor. Great Portland and Great Castle Sts.,
Oxford Circus,
London, W., England

White Lawn Waists

For Immediate Delivery

A complete assortment of White Lawn Blouses from **$6.50** per doz. to **$24.00** per doz. in stock.

Send your orders by wire or letter. We'll send the goods at once.

Special Values in
Black Taffeta Silk Waists, at **$2.25** and **$2.85.**

Special lines in
Lace and Embroidery Underskirts and Nightgowns, at **$9.00** per doz.

For first of June delivery, Heatherbloom Underskirts, from **$19.50** doz. to **$42.00** doz., in Black, Navy, Brown, Sky, Pink, Grey.

VISIT OUR ENLARGED READY-TO-WEAR DEPARTMENT.

GREENSHIELDS LIMITED
MONTREAL





A. W. Allen *President.* | **Fred Woodland** *Director and Sales Manager.* | **A. P. Allen** *Director and Factory Mgr.* | **W. F. Foster** *Buyer and Chief Salesman.* | **E. D. Mitchell** *Office Manager.*

Our Directors and Managers are assisted by a very efficient staff of Designers and Cutters.

Allen Manufacturing Company, Limited

ESTABLISHED 1886

The largest producers in Canada of Ladies' Waists and Whitewear. We do not claim to make the cheapest Waist in Canada, but we do guarantee that our Waists and Wash Suits **Fit Properly** and are excellent value.

All Muslin Waists shrink in washing. Our garments are made in perfect proportion, and are cut to allow for shrinkage.

We have now in stock, or coming through the workrooms, in new designs and new trimmings :

Waists in Lawn
Waists in Lace
Waists in Silk
Waists, Tailored

sizes 32 to 42 inch

Coat Suits, Man Tailor Made
Wash Suits, White and Colored
Suits in Colored Linen
Suits in Duck and Crash

Women's White Muslin and Cotton Night Gowns, Drawers, Corset Covers and Skirts.

We request special attention to our new samples of "Princess" close-fitting Combination "Corset Cover and Skirt" and "Corset Cover and Drawers."

By our long experience in the Whitewear business, combined with new and up-to-date New York ideas, we hold, and **will continue to hold,** first place in our lines of manufacture.

Write for information or samples ; or see samples which our travellers have now on the road.

OUR LONG DISTANCE PHONE IS MAIN 1150

Allen Manufacturing Company, Limited

Corner Simcoe and Pearl Streets, Toronto, Canada





"EXCELDA"

Handkerchiefs

Made from a new Fabric of superior quality.

When buying from the wholesale trade please insist upon having the genuine

EXCELDA

A Good and Reliable Article



Happy and Contented, We use Excelda Handkerchiefs.

Two Gold Medals Already Awarded for Excelda Handkerchiefs.

Men's Clothing and Furnishings News

Fall Placing Orders have Been Very Satisfactory — Woolen Importers State that Prices are Advancing—Unfavorable Weather is Promoting Business in Soft Hats — Colors are not so Profuse in Fall Shirtings.

RECORDS show that those lines of men's furnishings on which Fall placing has been done have met with a very satisfactory reception. Wholesale houses are able to speak more particularly with reference to underwear and hosiery. They confirm, to a certain degree the observation made by exclusive manufacturers' agents that the large centres are paying greater attention to medium weight underwear in deference to an increasing demand. From country districts and particularly from the West, orders for heavy lines show a very good volume of business.

Large retail stores are already talking of shirts, ties, hats, and gloves for Fall even though some of these departments have not yet been extensively represented in sample showings. As was stated last month, stripes will still be the vogue in shirts, though there will probably not be the same range of colorings, and bars will be wider than was the case in Summer lines. There seems to be a remarkable unanimity of opinion with reference to the color tendency. That the demand is breaking away from the carnival of hues, there can be no mistake. Fall shirting lines show it. While helios and greens are prominent in the color card, there has evidently not been the same inclination to rival the rainbow.

"I have no hesitation in predicting that we have come to the parting of the ways on the color proposition," said the manager of a large city furnishing store. "It has certainly been played up to great advantage, but the indication that guides us is the patronage of the high class trade. Simple tones are being called for, and there is no doubt that blacks and whites are coming in for a strong showing. They are staple shades, and always good but they are going to do better. We will still have great diversity of color as a general run, and we are going in fairly strong for them for next Fall, but the same range is not as possible as for Spring."

The shirt with the pleated front has a good position in the prevailing demand and this is to some extent accounted for, in the plain white department, by its vogue for evening dress. This idea "has caught on" in some of the large centres. The pleated shirt is also well represented in Summer and Fall colored lines.

✠

Men's Woolens

In men's woolens, the outlook for Fall is very good. Travelers are, to use the expression of one wholesaler, "getting business as in the days of old."

There is likely to be a strong demand for ulsterings as the heavy overcoat, of military design, is undoubtedly in for another season. Notwithstanding the call for ulsterings, however, some houses report that in many places, tailors are buying black meltons somewhat liberally. When it comes to colors, there is still a fondness for browns—though the reddish hues are not in the running. The demand is chiefly for olive browns when that shade has any consideration at all. There is much talk about greys. They are strong in England and have a very good showing in Fall lines. They are also prominent in tweeds, and in this connection it may be said that the latter are gradually improving with the high class trade in particular. Checked goods are, of course, the proper thing.

In some quarters there is a growing demand for self-striped blues, blacks and greens, and the lighter weight goods seem to have also found favor with the ladies' tailor, judging from the business moving in that direction.

Clothing manufacturers report a brisk placing season, with favor still clinging to novelty styles. Referring to the Northwest trade, not a few wholesale outfitters regard with some anxiety the recent unfavorable weather. Should it seriously affect crops, they claim that the growth of business in that field would receive a setback of serious significance to the eastern houses who have been devoting particular attention to it.

While it is found that there has been a remarkable development in the mail order business of woolen houses, the fact is attributed not so much to a tendency to buy in small quantities, as to the hustle which all of the houses are putting up by submitting samples.

Importers of woolens state that they find prices are advancing. This is due in some measure to the firming tendency of wool. Stocks are low, and a general trend towards revival of trade is creating conditions which are decidedly welcome to the manufacturer.

✠

Good Hat Business

With the approach of the straw season, it would appear, from orders that are being booked by large retailers, that it is going to be a particularly strong panama Summer. Shapes are smaller than usual, with brims snappier and crowns somewhat on the style of the popular soft hats that are now the vogue. The very unfavorable weather has kept Summer lines pretty much to the packing case, although there does not appear to be any great complaint on that score as it only prolongs the business in soft hats. The weather is in fact, regarded by many retailers as being directly responsible for good returns on early Spring lines, and they see no reason why they should worry over the postponement of comfortable bleachers weather.

Fall lines are showing no marked changes as compared with present day shapes. In stiff hats the brim will have more curl to it, and a tapered crown is spoken of, though it is not likely that the fullness of present styles will be affected to any great extent. It is in Spring and Summer lines that striking transitions occur. Here and there one hears of some little difficulty in securing shipments of American goods on account of the hatters' strike, but nothing of serious proportions has yet been experienced.

There has been some tendency apparent on the part of the retail merchants within the past few years to display straw hats altogether too early in the season, thereby very materially affecting the sale of all kinds of felt hats. It appears reasonable to assume that just as many straw-hats will be sold by holding off till the end of the month thus giving the merchant a much better opportunity to reduce his stock of felt hats.

As far as styles are concerned there is a tendency for soft shapes in straw hats while the men's boater will not



First—*Appearance*
Second—*Wearing Quality*
Third—*Style*
Fourth—*Fit*
Fifth—*Perspiration Proof*
Sixth—*Profit Yielding*

These are the logical reasons we give you for consideration in connection with the

WATERPROOF

XYLONITE—LINEN

(PRONOUNCED ZY-LO-NITE)

INTERLINED

Collars and Cuffs

MADE IN ENGLAND

They have every other make of waterproof collar beaten to a standstill, because the above reasons are borne out by facts.

They have *Appearance*—because they look like Linen.

They have *Wearing Quality*—because they are doubly thick at button-holes.

They have *Style*—because they are made in up-to-date shapes.

They have *Fit*—because they are cut absolutely scientifically.

They are *Perspiration Proof*—because they will not wilt in hottest weather.

And, last but not least, they yield you more percentage of profit than any other make on the market.

A large stock is kept on hand in the following cities, and requests for further information are earnestly solicited:

GEO. RIDOUT & CO.
TORONTO
Canadian Selling Agents

77 York Street	123 Coristine Building	56 Albert Street
Phone Main 3003	Phone Main 3921	Phone Main 3864
TORONTO	MONTREAL	WINNIPEG

be neglected by a certain class of trade. The split will be very much in evidence among the popular trade as usual, while the demand for sennits will remain about the same as during the past few years. There is a tendency towards smaller shapes for men's boaters notwithstanding the fact that wide brims and low crowns are to the fore in New York.

There is without doubt going to be a brisk demand for panama hats during the coming season. One of the reasons for this is that trade conditions have improved wonderfully and also, the tightness of money is not so severe. All styles will be worn from the small neat panama to the large rakish effect.

The cloth cap trade has little complaint to make with reference to Fall business. If there is one fault emphasized more than another by manufacturers in speaking of the retail demand it is that cheap lines are, in many quarters, too well patronized. Particularly does this apply, it is stated, to dry goods stores in the small centres of population. It is difficult to interest them in the fairly high priced articles. It is pointed out, however, that the latter is carried extensively by the large department stores of the cities, and given prominent place in mail order catalogues. Thus it is that the local merchant runs the risk of losing what business his district may be in a position to grant. In these days when the country merchant is very often able to say that he can beat the department store at his own game by giving as good goods at as reasonable prices, it does seem remarkable that cloth caps have, in many places, not been given the consideration they deserve. With the skill that is being concentrated in the production of caps in Canada to-day, no merchant can well afford to overlook the sales possibilities of lines which are certainly up to the minute in style and finish.

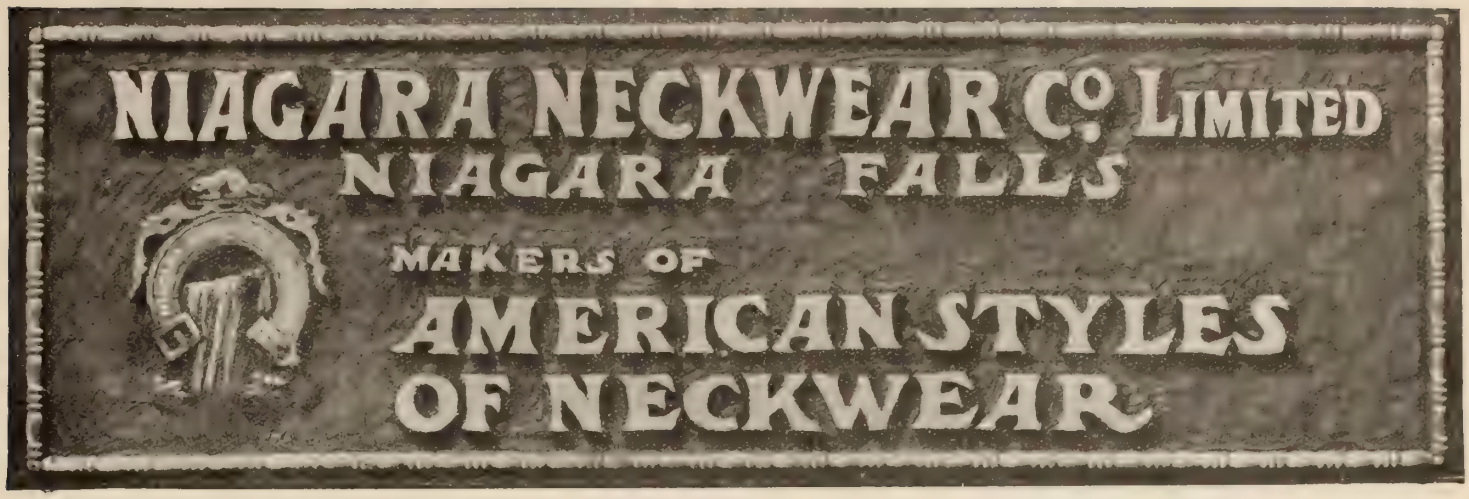
Among the new ideas that are being worked out in caps is one which takes the shape of a protector of elastic web lined with felt. In mild weather this is folded inside the cap, but for wintry blasts the band may be adjusted over the ears and neck and the elastic gives it exceptionally good hugging qualities—something that the old style fur contrivances very often lacked.

Collars and Ties

Buyers state that while stripes and a great variety of colorings will be evident in ties for next Fall, they are giving careful consideration to the fact that there is a growing conservatism on the color question. Plain colors with self stripes, they predict, will be good. Houses which have developed their stocks along English lines are still showing knitted neckwear and very striking effects in stripes in silk goods are shown. Novelties for the Summer are making their appearance. Ties in bandanna silk with handkerchiefs bordered to match and like combinations are shown by some of the houses which never get a great distance away from the run of fanciful and temporarily profitable notions.

The folder with the close front is the collar which is among the first to be spoken of in the men's furnishing department. It has now been developed in a variety of shapes—same with low back and elongated front and others with uniform depth for the entire circumference—but practically meeting in front. There are of course, modifications all tending to less severity on that particular point, and representing some concessions on behalf of the necktie. The widths of the latter however still run from $1\frac{3}{4}$ in. to $2\frac{1}{4}$ in.

The reluctance of warm weather has improved business in gloves. Although tan Capes have had the lead,


NIAGARA NECKWEAR Co. LIMITED
NIAGARA FALLS
MAKERS OF
AMERICAN STYLES
OF NECKWEAR


DOMINION SUSPENDER CO.
NIAGARA FALLS
MAKERS OF
Trade D Mark
SUSPENDERS
GUARANTEED


Niagara
Niagara Shirt Co Limited
Niagara Falls
Canada
Makers of
Niagara Shirts

The Chief Desire of a Workman

is to get the very best value for his money. He's got to have a hundred cents' value for every dollar in order to make ends meet.

When he comes to you for a working shirt, you can clinch his future trade by supplying him with a "Kosmo King" Shirt.

Strength, generous size, fit and real finish characterize every "Kosmo King" Shirt. Seams are double stitched; edges are double folded and cannot ravel; buttonholes are bar-tacked and cannot break; cuff vents made with continuous facing, cannot rip; each shirt has two military style flapped pockets, adjustable in carrying capacity.

A comparison will convince you that there is no working shirt on the market equal in value to the "Kosmo King" as a bringer and keeper of the workingman's trade.

WHITE, Limited

Manufacturers of Heavy Clothing, Overalls, Boys' Knickers, Lumbermen's, Railroaders' and Miners' Supplies

226-228-230 Albert Street : : : : : : : Ottawa, Ontario

THE "CRAVENETTE" CO., LTD., affix their stamp only to such goods as are suitable in quality for Rainproof purposes.

REG° TRADE MARK "Cravenette" PROOFED BY THE "Cravenette" C° LTD

Fac-simile of Stamp.

THEREFORE, this stamp is a guarantee not only of Rainproof properties but also of the quality of the material.

Buyers of Rainproofs should ask for those proofed by



BDA (Copyright)

DUST-PROOF

as well as

RAIN-PROOF

The 'Cravenette' Co., Limited

Proofers to the Trade, BRADFORD, YKS.

there has been a slight demand for olives both in suede and glace. Egg shades have also done fairly well. Large city stores, specializing in auto goods, are showing a great variety of leather gauntlets and gloves suitable to the stylish wear and strenuous tear of that form of sport.

Market for Ready-made Clothing

The following consular report with reference to possibilities for development of trade in ready-made clothing for men and boys in the Dominican Republic will undoubtedly be of interest to Canadian clothing manufacturers :

"The well-to-do wear tailor-made clothing and the poorer classes have their clothes made at home or by a seamstress. The Dominican, as a rule, is well dressed. For the daytime, two-piece suits of linen or cotton cloth are worn. These are white, linen color, or of light-colored checks and stripes of wash fabrics. Made-to-order suits of this class cost $7 to $15. In the evening, dark cassimeres of light and medium weight are worn. These cost $20 to $40 per suit, made to order.

"Practically all materials for men's and boys' clothing are imported from England. All-wool cloths pay a duty of 74 cents to $1.50 per yard and the wash fabrics 8 cents to 30 cents per yard.

"Laborers and country people wear clothing of brown drill or blue denim, made up in a manner similar to the American overall suit. These materials cost locally from 25 to 40 cents per yard, which makes a suit cost $2 to $3.

"It would seem that cheaper grades of ready-made clothing could be sold in this country to advantage. Light-weight cassimere and serge two-piece suits which can be bought in the United States for $6 to $10 would pay a duty of $2.22 and could be retailed here at $12 to $15 per suit. Cotton duck and drill garments pay a duty of $11.07 per dozen two-piece suits. If these could be bought in the United States so as to retail here at $5 to $6 per suit, there would be a ready sale.

Eclipse Cloak Co. Moves.

The Eclipse Cloak Co., Montreal, are now located at 323 St. James St. The firm is composed of M. L. Schloman and H. Schloman. The former was a member of the Empire Manufacturing Co., and The Eclipse Cloak Co., started last February, occupied their old premises at 8 Beaver Hall Hill. H. Schloman represents the Eclipse Cloak Co., in Ontario, H. Dorman, in the Western Provinces and A. Rabonovitch in the Maritime Provinces.

Sixty Years in Business.

The firm of R. Seath and Sons, merchant tailors, at 243 Notre Dame Street West, Montreal, is commencing its jubilee year, the business having been originally established in March, 1850. At the time of the firm's inception the western side of McGill street was monopolized by the tailoring and clothing establishments.

The first move of the firm of R. Seath and Sons was to the building now occupied by the Albion Hotel. In the "sixties" the business was moved to No. 10 St. Joseph Street, and on March 1, 1874, the firm moved to its present premises. The premises cover ground where years ago the west wall of the city stood.

The present head of the firm is Mr. William Seath, well known as treasurer of St. Andrew's Society, past president of the Montreal Caledonian Society and the Montreal Merchant Tailors' Association.

Straw Hat Time
Is Coming

Our stock comprises all
wanted lines in
Sailors, Panamas, etc., etc.

Get one of our
Novelty Trooper Straw Hats in
Green Straw and Natural Straw
Green Band

Cap Department

Prompt deliveries of desirable shapes
in
Golf, Motor, Varsity and Scotch Caps

Ready to fill your needs in
Linen Hats Textile Hats
White Duck Hats Crash Hats
and
Novelties in Land and Water Hats
(White and Colors)

Your orders solicited for any of
above lines

Fall 1909

Our travellers are still showing our
Fall 1909 Samples of Furs,
Hats and Caps

Have you seen our range?

Swift, Copland & Co.,
Limited

525 St. Paul Street
MONTREAL

REID & PORTER
Manufacturers' Agents
230 McGill St. : Montreal
HEADQUARTERS FOR WOOD DISPLAY FIXTURES
CATALOGUE UPON REQUEST

AGENTS FOR
Ostheimer Brother
O·B
SUSPENDERS
BRETELLES INSEPARABLES
PARIS NEW YORK PHILADELPHIA

PIM BROS. & CO.
DUBLIN
Irish Poplin Silks and Neckwear

Judging by the growth of our business with our customers

PEERLESS OVERALLS
HAVE MADE GOOD

Will you investigate the line?

Peerless Overall Co.
Rock Island, Que.

It's Only Worth While to Sell the Best Gloves

Selling inferior gloves at bargain rates may seem all right at the time—but the after effects are exceedingly unpleasant. Think of your reputation. Every pair of gloves that doesn't satify your customer—no matter what the price—injures your prestige. But you can assure yourself of a brisk glove business that will add to your prestige by specializing on

IMPERIAL GLOVES

Every pair is guaranteed to be the acme of excellence in fit, wear, quality, strength and appearance.

Write Us To-day for Prices.

Imperial Glove Co., Limited
Dundas : : Ontario
Manufacturers of especially good Gloves and Mittens for Farmers, Railroadmen, Drivers, Hunters and Automobilists.



GLOBE SUSPENDERS
Cover Every Suspender Want

Our Men's Furnisher Department is now showing some specially attractive lines in

MEN'S NECKWEAR and SHIRTS

Our salesmen cover all Canada

Globe Suspender Co.
ROCK ISLAND - - QUEBEC

If your business can stand improvement, you and your clerks need to read the Dry Goods Review each month. Price $2 per year. Send your order now. Dry Goods Review Subscription Department, 10 Front Street East, Toronto.

Please mention The Review to Advertisers and Their Travelers

Campbell Special Order Clothing is the profitable and economical way of selling Clothing

No Bad Stock *No Capital Invested*

YOU and the Campbell Special Order Clothing

Analyze the Career of Any Great Merchant.

Prominent among the causes of his success you will find ability to seize and turn to his own work "outside forces."

Campbell Special Order Clothing is a Real Trade Impetus.

Ask any merchant who sells Campbell Special Order Clothing.

You yourself must determine whether you will have the Campbell franchise in your town.

Campbell Special Order Clothing is splendid co-operation, but a hard competitor.

Some men insist on made-to-measure clothing. You can sell them Campbell Special Order Clothing.

Campbell Clothing is known for its style, fit, finish and materials.

The Campbell Mfg. Co., Limited

23 Cote Street - - Montreal

You Can Sell Arlington Waterproof Collars

all the year around and with increasing abundance each week. Arlington Collars are far different from ordinary "rubber" collars. They have a freshness of style, a perfection of fit and a linen-like appearance that meets with the approval and opens the purses of particular men. Moreover, they have wearing qualities and are unequalled by any similar article on the market.

Don't run away with the idea that waterproof collars are slow sellers—a window and counter display of the Arlington Brand will convince you that they can be made a fast-moving, profitable line.

Try it! Order a few dozen Arlington Collars through your jobber and then watch results.

Besides Arlington Collars we manufacture Arlington Collar Supports, Dressing Combs, Fine Combs, Martingale Rings, Harness Loops, etc.

The Arlington Company of Canada Limited

54-64 Fraser Ave. - - Toronto

Representatives

Eastern
J. A. Chantler & Co.
Toronto.

Western
Duncan Bell & Co.
Montreal.

The Retail Merchant and Newspaper Advertising

In a Manner the Advertising Section of a Paper is a Department of the Retail Stores — The Publisher Co-operates With the Advertiser.

A NEWSPAPER is first of all a purveyor of news, and secondly a medium for guiding and educating public opinion. Its news is divided into that which is paid for by the newspaper, such as local, telegraph, or cable news; and that which is paid for by the one wishing to disseminate certain facts or information. This part of the news is termed the advertising section.

The first duty of a newspaper is to be accurate and complete in its news reports, and if this is attained, it follows it will be impartial and honest in its editorial statements.

In guiding public opinion its news columns are important aids, as the public are influenced largely by the character of the news it reads; and here is where newspapers begin to be divided into two classes—each class having sub-divisions.

Practically all newspapers claim to be family newspapers, but few really merit such a worthy title. Most newspapers, theoretically, claim to publish all the news—good or bad, believing—theoretically—that the horrors of a murder, the slime of a divorce case, and other questionable items, arouse the best elements of a community to remedy such a state of affairs by the force of public opinion; and also that publicity is one of the best punishments for such a wrong.

Exclude Questionable Matter

Though there is much to be said for such a position, it does not satisfy the real backbone of the social organization, viz., the thoughtful man with a growing family. He wishes to keep the sordid and sinful from the knowledge of his children as long as possible, and newspapers are more and more trying to meet this demand. A newspaper of this type has a printed instruction pasted on the news editor's desk, reading:

> "All news items of a questionable character for family reading should be rigidly excluded."

This policy being right from an ethical standpoint is also right from a business point of view, as will be evidenced by a constantly growing circulation and influence.

The principal educating and guiding of public opinion in a newspaper is done in its editorial columns; and though the information and opinions expressed therein are written by one man, they are the product of the study of many men's opinions, with the sole desire to extract the truth for the benefit of that newspaper's readers. The nearer the absolute truth is stated—the greater is that newspaper's power—for truth is mighty and will prevail.

Responsibility of Editorial Columns

In the sub-division of labor in this complex civilization the great majority of busy people have little or no time to think on many subjects that influence their lives, and have formed the habit of relying on the editorial columns of the newspapers to give them at least the first rough draft of what they should think. The newspaper, therefore, is under a grave responsibility to the community, and this responsibility is recognized and lived up to by all the high-class newspapers—sometimes, as happened recently in Ottawa, with great financial loss to itself.

A newspaper, though controlled by a small number of individuals, is largely a co-operative business for the reduction of costs and enlargement of service. It is an association of readers and advertisers for their mutual benefit. The newspaper company is the organization that assembles and holds together those thousands of individuals, and in doing this the capital invested expects a fair return for the benefit accruing to the community through its labors.

No reader or subscriber ever begrudges the subscription price. They all recognize the value received is infinitely greater than the one or two cents they pay for it. The advertiser, however, is different. Constitutionally and by training he is opposed to paying the rate asked—it makes little difference whether the rate is a very low one for service rendered or not. He objects. That is, the majority of local advertisers do. The foreign or general advertiser is usually an expert in advertising value, and knows the rate that should prevail for circulation offered. He is dealing with hundreds, perhaps thousands, of newspapers throughout the country and therefore is in a position to know a fair rate when he sees it. On the other hand, the local advertiser, with a few exceptions, has made no particular study of advertising, frequently looking upon it as an unnecessary expense. Even those merchants who value advertising have little idea what makes the value—hence the objection to any or all rates asked.

Should be Co-operation

In a manner the advertising section of a newspaper is a department of the retail stores. The advertiser wishes access to as many homes as possible, and in furtherance of this desire, the publisher's constant aim is to increase his circulation. In this way, he co-operates with the advertiser. It costs money to get circulation, and more money to hold it—all of which adds to the cost of producing advertising—yet many thoughtless advertisers think they should get all newspaper space for the same price, irrespective of whether one paper has thousands more homes on its subscription lists than another, or not. This attitude is wrong, and if persisted in would defeat the object of the advertiser, in that it would encourage the publisher from spending money to get and keep new homes on his subscription list. This frame of mind arises usually from lack of knowledge of what is advertising, due to the very casual thought given to it by many local advertisers.

Instead of this semi-antagonism between the advertising departments of a newspaper and a retail store there should be a very sympathetic co-operation to get the best results. Indeed, the publisher has a better case than other departmental managers, in that he spends his money before asking for an increase, while the merchant has to increase his expenses as his sales increase. If all merchants understood this side of their business there would be an appreciable increase in harmony of relations between merchant and publisher when advertising contracts are up for renewal.

Working and Negligee Shirts

"Good" as DEACON Shirts have been in the past, we hope to make them much better in the future.

Our Shirts are made of specially created fabrics—of the best wearing qualities.

Every Shirt full size, perfect fitting, re-enforced at straining points.

Best selling Shirt on the market.

Send for samples.

The Deacon Shirt Company **Belleville, Ontario**

OVER ALL OTHER OVERALLS

Our Engineers' Overalls

Better Made
Better Value
More to Them

Let us have your judgment
A sample upon request.

Warwick Overall Co.
WARWICK, QUE.

Wreyford & Co.
TORONTO

WHOLESALE MEN'S FURNISHERS

Sole Agents in Dominion for:

Young & Rochester's

Shirts, Collars, Neckwear, Fancy Vests, Dressing Gowns. Best selection Flannel Shirts in Canada.
THE NEW VESTS have military edging.

FACTORIES: London and Londonderry

T. H. Downing & Co., Leicester
Underwear, Hosiery, Cardigans, Club Jerseys, etc.

Cellular AERTEX Underwear
United Garments and 2-piece.
All weights and sizes now in stock.

New Foulard Neckwear
8 shades—open end, $3.50 per dozen.

Our CARDIGAN SWEATER COAT
is best value and style shown this season.
See it before placing Fall order.

TRESS & CO.'S noted Hats and Caps

Persons writing advertisers will kindly mention having seen their ad. in this paper.



BE A SALESMAN

We will teach you to be an **Expert Salesman** in eight weeks by mail, and assist you to secure a position with a reliable firm. Through our

Free Employment Bureau

the largest of its kind in the world, we have placed hundreds of our Graduates in good paying positions, and always have scores of good openings. Traveling Salesmen earn from $1,000 to $10,000 a year and expenses. If you want to make big money, fill out and mail the attached coupon today for our free book "A Knight of the Grip," Address our nearest office.

Dept. 315 National Salesman's Training Association
New York Chicago San Francisco
Kansas City Minneapolis

Name ..... P. O. ..... State ..... R. F. D. 315

Canadian-Made

Linoleums
Cork Carpets
Floor Oil Cloths
Table Oil Cloths

MADE BY CANADIANS
MADE FOR CANADIANS
MADE TO SUIT CANADIANS

Designs
Quality
Prices

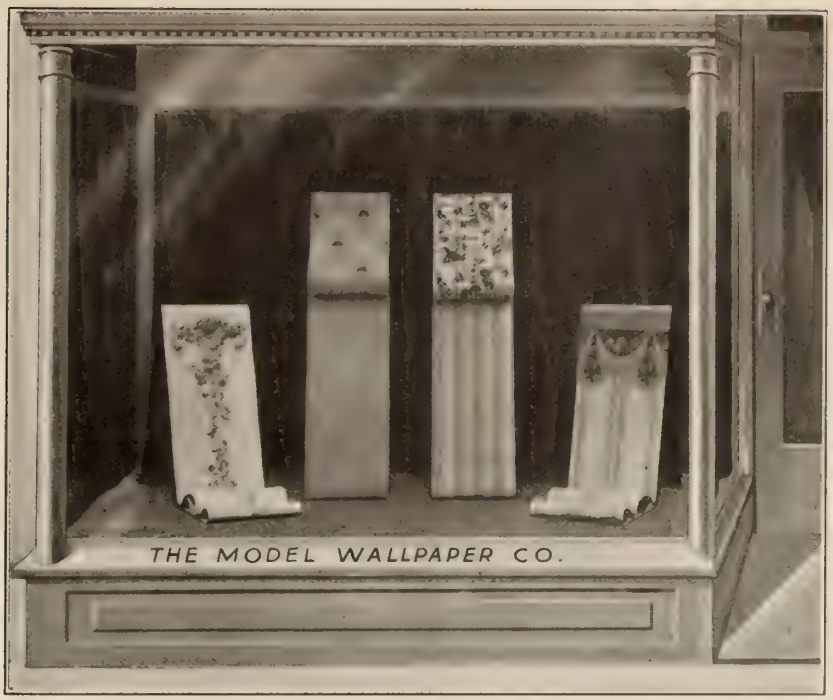
Are Right

Handled by All The Wholesale Dry Goods Trade

NOTE: We have recently issued a catalogue showing a fair assortment of designs in Linoleums and Floor Oil Cloths in their actual colors and this has been sent to all dealers in Canada whom we thought might be interested in these lines. If for any reason you have not received one of these catalogues and you are handling, or intend to handle, Linoleums and Oil Cloths, one will be sent on request.

Manufactured By

The Dominion Oil Cloth Co., Limited
MONTREAL



A Good Example of Wall Paper Window.

Furnishings and Decorations for the Home

Prevailing Preference is for Simplicity in House Decoration — Facilities for Demonstration Important — Good Business in Carpets.

WITH the mercury still frequenting low levels and storms that rather suggested February than the month of flowers, housefurnishing departments have not experienced that degree of activity which generally featurizes a seasonable Spring. The traditions of housecleaning time have not been honored by the weather man. Nevertheless, there is sufficient evidence on the order books of wholesaler and retailer to warrant the assertion that Spring did not entirely lose its identity.

"There never was a time," said the head of a large housefurnishing department, "when the merchant could find in such a department as this so great a volume of opportunities for good business. Practically everything is selling. There have been seasons in which shoppers favored a few outstanding features in house equipment, but there is this year a greater individuality than ever. And out of it all there comes a remarkable endorsation of effects that suggest simplicity. This is even noticeable in the furniture department. You will find that the unassuming colonial styles have made a wonderful headway. There is nothing splashy, nothing harsh, nothing that gets on one's nerves.



An Example of Window Dressing.

The accompanying cut illustrative of approved ideas in wall paper window display is from "Gilt and Glimmer," issued monthly by Stauntons Limited. An article dealing with window dressing, contains the following suggestions:

"One distinctive color note should be adopted for each display. Never show more than two or three shades at the most—the main color and one or two subsidiary complementary shades. Avoid all appearance of striving for an effect. The best results will come from a simple direct appeal to the better tastes of the people who pass your store. Remember, always remember, that the purpose of a window is not simply to attract attention, but to add to your sales. If you make a display that is confusing—that lacks this desired charm of simplicity—you may attract considerable attention but you certainly will not make an impression that will result in increased sales, which is what window displays are meant to do."

Preference for Dainty Effects.

Enquiries among dealers in housefurnishings proves the correctness of the above statement. In wall paper the great demand is for dainty effects—the linen and the matting designs—while landscape friezes are certainly strong in favor. Strong-tempered effects have not been considered to any mentionable degree.

While there has been a considerable demand for fabric curtains, neither the wholesaler nor retailer will say that lace curtains have suffered to any extent. There has been a steady development in favor of Madras muslins and kindred fabrics at a wide range of prices.

Revival in Old Country.

Carpets have been moving nicely. Piece goods are reviving, the past month having been better in that respect than for some time preceding. Reports received by wholesale houses from the Old Country would indicate that in some quarters at least, there has been a marked improvement. Commenting upon conditions, the Kidderminster Shuttle recently stated:

The Buyer for a Large Concern said

to our representative the other day, that the Brinton Carpet Co's. Carpets had opened up better than the goods he had imported.

Which proves conclusively that none of our skill in producing real carpet quality has been lost in transferring the scene of our operations from Kidderminster, England, to Peterboro', Ontario.

In England, Brinton's Carpets have been recognized for years as the best products of Kidderminster.

In Canada, the same highly skilled carpet specialists incorporate their accumulated experience into Carpets and Rugs that are particularly adapted to the Canadian trade. Our lines are, Wiltons, Brussels and Regina Axminster.

The Brinton Carpet Co. of Canada, Limited

PETERBORO' - ONTARIO

SALES AGENT

W. E. Whitehead, 28 Wellington Street West, Toronto
also Kildare Irish Hand Tufted Carpets.

"This should be the busiest season of the year in the carpet trade. Some improvement has of late been experienced, but it cannot be said that the trade is in a satisfactory condition. It partakes of a sluggishness which characterizes the general trade of the country. The business is unevenly spread among the manufacturers, for while some are working full time with some pressure in departments, others complain of much machinery being kept unemployed. The weather of late has not contributed to the buoyancy of the trade. The spring deliveries have been taking place. This has given an outward briskness, for during the last thirty full working days an average of about 24 tons of carpets and rugs per day have been dispatched from Kidderminster. This represents a very large output from the looms.

"The details of the export carpet trade for the first two months of the year are not very encouraging reading and bear testimony to the world-wide depression in general trade. There are shrinkages in most of the foreign markets, and the colonies have not been very good customers to the motherland. The Argentine Republic is the only district which shows a substantial commercial increase on the same period for last year. The yardage of carpets exported during February was 776,900, and for the two months 1,410 600. The value of carpet sent abroad was: For February, £94,603, and for the two months, £172,312. The falling away in colonial and foreign carpets is as conspicuous as in the English trade."

Active Shade Cloth Trade.

Manufacturers report an increased demand for shade cloths during the present season. This is owing to the irregular sized windows in many houses of recent construction. A merchant naturally finds it more satisfactory to sell the shade cloth and rollers separately, than to attempt to carry a stock of odd sizes in window shades. As a rule, shade cloth sold in this way is of better quality, and gives more satisfaction. Furthermore, it pays the merchant a better profit, so this development is encouraging. The length of rollers can easily be adjusted to the required size, and there is no difficulty in putting the shade on the roller.

In order to get the real benefit of trade this month, show cards should be used in the windows or department, calling attention to window shades. Many merchants have made a success of the window shade department by installing fixtures for displaying shades, which manufacturers of window shades can supply.

Linoleums and Oilcloths.

Oilcloths and linoleums have done well during the past month. It is yet a trifle early for mattings, but supply houses state that the movement has begun and that, particularly in centres where there is any kind of Summer resort traffic, retailers are showing a healthy inclination to be prepared.

Discussing the possibilities of linoleum, a merchant stated he had found his sales had been improved somewhat through the medium of a suggestion apartment in which he gave the customer the benefit of practical illustration. Particularly had it been useful in demonstrating hardwood floor effects. A perfectly laid floor covered with a rug so as to leave a margin of imitation parquetry was, he found, very often a strong argument with a customer who did not possess the real thing in her home.

Sap's running —the carpets are up

and the smell of the ubiquitous moth ball greets one's nostrils. 'Nuther words, 'tis Spring. And so it behooves all faithful dry-goodsmen to push wall paper for all there is in it. There's a lot in it, too—that is, if you are lucky enough to be handling

Staunton Wall Paper

Spring means other things too, such as finding how your stock stands and giving us an opportunity to help you sort up with decorative needfuls. Send us a postcard asking for free samples from which to make necessary selections for additions to stock. Uptotheminute service on rush orders.

STAUNTONS LIMITED

Manufacturers of Fine Wall Paper

941 Yonge Street

TORONTO, ONTARIO

Are you on the free list for the monthly receipt of our wall paper magazine, "Gilt and Glimmer"?

ASK YOUR JOBBER FOR

Fife Linoleum

Fife Linoleum will give greater satisfaction to your customers in point of pleasing pattern and good wear than any other make of linoleum on the market.

If your jobber cannot supply you, write to us direct.

James B. Jamieson

Canadian Manager of the

Fife Linoleum Co., Limited

64 Wellington Street West, TORONTO, ONT.

The Largest and Most Complete Stock of Carpets and House Furnishings in the country.
You can have all the advantages of this stock right now, when you need the goods.
Our stock comprises desirable styles and qualities of all the following lines :

Carpets,
All kinds and qualities.
The latest colorings.

Carpet Squares
All sizes.

Oilcloths and Linoleums
all qualities and widths.

CHINA & JAPANESE MATTINGS
MATS (A large assortment)
LACE CURTAINS
CURTAIN NETS and MUSLINS
COMFORTERS and BLANKETS
TABLE COVERS
CARPET SWEEPERS
STAIR PADS
TAPESTRY CURTAINS
ART MUSLINS and CRETONNES
WHITE and COLORED QUILTS
PILLOWS and CUSHIONS

Visit our carpet department this month, or let us know your sorting wants.

GREENSHIELDS LIMITED, MONTREAL

We have just issued a new Price List of our splendid line of

Down, Cotton and Wool Comforters, Pillows, Cushions, Tea Cosies, Muff Beds, etc.

These goods are warranted free from odor, dust or quills, and to be thoroughly sanitary.

Travellers are now out soliciting orders for Fall delivery, with samples that will please you in quality and style. WAIT FOR THEM.

Place your orders early and insure prompt delivery.

The Harvey Quilting Co LIMITED
NO ODOR. NO DUST. NO QUILLS. SANITARY.
35,37 PEARL ST TORONTO.

KING'S
Established 1775

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Sole Selling Agent:
SYDNEY MOSS,
Empire Bldg., 58 Wellington St. W.
TORONTO

The Moore Carpet Company

Sherbrooke, Quebec

Manufacturers of High-Grade

Wilton and Brussels Carpets and Rugs

We respectfully wish to announce to the Trade that we have prepared an unusually attractive line of

CARPETS AND RUGS

For the Fall Season

In order to meet the constantly increasing demand for

Carpet Size Rugs

we have brought out a large range of Medallion Designs in the ever popular 9 x 12 size.

All the effects most admired in Oriental Rugs, such as the

Kheva, Bokara, Sarabend, Kazak, Gorovan, Kermanshah, etc.

have been faithfully reproduced. We also have a line of conventional designs in small effects which can be had in all sizes.

Our popular "Windsor Brussels" will be again on the market and the line of patterns has been greatly strengthened by many new and original designs.

"Togo Bath Rugs" in a variety of designs and colorings.

Our travellers will be calling upon the trade in due season and we think it will be to your interest to inspect our new offerings in carpets and rugs before placing your Fall orders.

The Moore Carpet Company

CANADIAN BUYERS IN NEW YORK

Will find Comfort and Convenience at the

Hotel Alabama

AND

The Van Rensselaer

13-19 E. Eleventh St. near 5th Ave.



In the very heart of the **WHOLESALE DRY GOODS DISTRICT.** Accessible to all **THEATRES** and Places of Amusement. Everything for your comfort and convenience has been provided. **We desire your patronage.**

Single Rooms and Bath	$1.00 up
Single Rooms and Bath, with Meals	2.50 up
Parlor, Bedroom and Bath	2.50 up
Parlor, Bedroom and Bath, with Meals	4.00 up

Best American Plan Table in New York

NO TIPPING

HORACE S. CHASE
Manager

Write for our Literature and Special Rates to parties of two or more

Good Sales People are Rare

You can help your **clerks** to become real Sales People, if you have them read the

Dry Goods Review Regularly

Start by passing this issue among your staff.

It will arouse their enthusiasm and loyalty.

Window Shades and Shade Cloths

Curtain Poles, Trimmings

TRADE MARK

QUALITY, SATISFACTION

The lines of Daly & Morin appeal to the buyer of housefurnishings because they combine beauty, durability and satisfaction.

They come in styles to suit every taste. They **look** better, **wear** better and **sell** better than the ordinary kind.

READY TO FILL YOUR HURRY-UP WANTS

SPECIAL ORDER DEPARTMENT

This department is thoroughly organized to fill customers' wants on very short notice. Orders for shades of special size or color will be promptly taken care of. Make use of it.

DALY & MORIN : : : MONTREAL

Some Seasonable Hints to Buyers

From information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

THE MOORE CARPET CO.

The Moore Carpet Co.'s Fall lines are now ready, and represent the largest variety ever shown by the carpet mill in Sherbrooke. They draw particular attention to their exceptional line of rugs.

FOR YOUNG PEOPLE'S WEAR.

The Home & Watts sample line of misses' and children's dresses and suits is now about complete and the firm's travelers will start out to show them to the trade on or about the first of May. This firm is specialists on juvenile wear and confine their operations solely to the manufacturing of children's and misses' garments. Therefore, they make a special study of the needs of this growing and important department.

The reason, they state, why the line was not brought out sooner, is because styles were not sufficiently advanced to show the new Fall garments with any degree of confidence. It must be remembered that style now plays as important a part in the successful selling of garments for small girls as in those worn by their mothers. The time has now arrived when this firm can assure the trade with absolute confidence that the models they are showing are absolutely correct. If possible, more care, time and thought has been expended upon its production than was put into their most successful line for Spring selling. The materials have been selected with the same care and besides, being of the class that the mother would herself select, have been carefully chosen for their washing and wearing qualities.

Many little arrangements of buttons and strings are used that mean valuable time saving on wash day, and while the prices are very little in advance of what a woman would pay for the materials alone, the cut, workmanship and finish is such as neither mother nor the dressmaker can give.

FANCY GOODS FIRM MOVING.

Hamtly, Oakley & Wilson, fancy goods importers and dealers in art needlework, have removed from 8 Wellington St. West, Toronto, to No. 77. The move was made in the desire to obtain larger, more convenient and more modern premises in which to develop their growing business. In this branch of the dry goods trade a large development has taken place the past few years, as not only is this department a growing one in the stores that have installed it, but the majority of merchants are finding the necessity for a department of this class. The new premises which are just finished have every modern convenience and are being specially fitted up for the carrying on of this business. They are spacious, roomy, and well lighted, and contain more than double the area of the old building. It will be remembered that this firm moved into their late building after the big Toronto fire, having bought out one of the firms which experienced a total loss.

WILL VISIT CANADIAN CITIES.

Geo. O. Coon, of Corliss-Coon & Co., Troy, N.Y., manufacturers of handmade linen collars, intends visiting Montreal, Toronto and other important Canadian cities during May. W. P. King & Son, 74 York Street, Toronto and 511 Coristine Bldg., Montreal, are the Canadian agents of this well-known manufacturing concern. Merchants are finding a splendid sale for this line,



GEO. O. COON
Of the Corliss-Coon Co., Troy, N.Y., who will visit Canadian cities during May.

which is one of the leaders in America.

HANDSOME LINE OF WAISTS.

One proof of the broadening trade of the Dominion and its growing ability to buy high-class goods, is the fact that such a firm as Bastin, Merryfield & Cracknell, has appointed an agent in Canada for the sale of their goods. This firm are manufacturers of waists that sell largely to the West End trade in London. Miss Cracknell, the third member of the firm, has a great reputation as a successful and exceptionally talented designer.

For the American market the services of an American cutter have been secured, and the waists shown by this firm in Canada are guaranteed to conform to the accepted standard on this side of the Atlantic as to shaping and sizing. The line is a large and varied one and contains many lovely models that show all the newest trimming touches and the latest advance combinations and effects in colors and design such as only a designer in the closest touch with the Paris market can produce.

Beside waists this firm is showing an immense range of nets, gold and silver and bead and bugle trimmings, jet ornaments and trimmings, embroidered and soutached trimmings on nets, veilings, motor hoods, etc. Walter Caldecott, the Empire Building, Toronto, is the Canadian agent for this firm.

OXFORD KNITTING CO.'S NEW FACTORY.

Work has been started on the new buildings of the Oxford Knitting Co., Woodstock. Their new factory and storehouse, when completed, will be one of the finest and most up-to-date in Ontario. Though developed from a small beginning, this concern is making wonderful progress.

TO MAKE KNIT TOP UNDERSKIRTS.

McKay Bros., manufacturers' agents and importers, have moved from 74 York St., Toronto, to 1229 Queen Street West. They are now completing preparations to manufacture knit-top underskirts, a line which they have been handling for some time and which has taken exceptionally well with the Canadian trade.

GIPE CASH AND PACKAGE CARRIERS.

In the modern dry goods store an efficient cash and parcel carrier service is one of the first essentials of labor-saving and, hence, profitable equipment. The question that must impress itself upon the merchant who has not given his store the benefit of their equipment, or who finds his present outfit deficient is, where is it possible to obtain apparatus upon which one may absolutely rely? "Gipe" is the answer. E. C. Gipe the inventor of cash and package carriers, has devoted 20 years to the perfection of these adjuncts of store equipment and has time and again demonstrated his ability in this line. Gipe cash and package carriers have been installed by some of the largest retail stores in England, such as Harrods, D. H. Evans & Co., John Barker & Co., J. R.

Roberts and many others. Many progressive Canadian merchants have already adopted them. It is claimed for "Gipe" carriers that they are the latest, swiftest, strongest, simplest and most effective in the market to-day. The Gipe Carrier Co., manufacture level and grade package carriers, level grade, curve and perpendicular cash and message carriers. The machines are built in Canada. A catalogue may be had by addressing a card to Gipe Carrier Co., 99 Ontario St., Toronto. See further description on page 38.

GOOD FALL SEASON IN PROSPECT.

Debenhams (Canada) Limited, Toronto, report that there is a decided change in the outlook and that everything indicated a good Fall season. Manufacturers are fully occupied, and at the present time, deliveries are very much behind hand.

This season opened up with a good deal of uncertainty and contracts were placed upon a very conservative basis, with the result that stocks are very light, and there will be a shortage of certain classes of goods throughout the season. Dyers are also quite unable to deal with the work in hand in anything like reasonable time, and plain goods that could be delivered in from two to three weeks now take seven to eight weeks. Spinners are likewise fully engaged, so that there is an all-round improvement.

In sympathy with this increased activity, raw wools have been steadily advancing, and the last London sales, just completed, show a very marked advance over prices ruling in January last.

It is difficult to speak definitely of the fashion tendency at this early date, but there is no doubt that the demand will be largely for plain goods and fancies of a discreet order, both as to coloring, style and size of design.

This firm would draw the attention of the trade to a new cloth taken up for Fall—Drap-Elegant "48" which sells at 23⅞. This cloth is shrunk and unspottable. One point in favor of this cloth is its strength both warp and weft being composed of good long stapled yarns.

Because of the big demand for plain cloths, this firm has strengthened its collection by the introduction of a new cloth "Empress." This is good value and has been favorably received by the wholesale tailoring trade. The cloth is London shrunk, tailors well, is colored up in smart up-to-date shades, and is of moderate price.

The attention of the trade is drawn to Drap Superbe. This cloth has been very much improved and merchants are asked to compare the new cloth with samples of the old. The new cloth will be found to be heavier and mellower to the touch. It is brought out in 150 different shades, and notwithstanding the upward tendency of the market, at the old price, 2s. 11⅞ d. In Brittannia the shades have been increased to 100, or about double the original number. Imperial is a British cloth used largely for the shell trade. This cloth comes also in an increased range of shades.

Debenham's find that the trend of fashion in silk fabrics for Fall follows very closely on the lines set and developed in the first half of the year. The trade will therefore be prepared to learn that soft makes remain the mode, and that satins and kindred weaves retain their supremacy, the modification being that the bright faced silks are giving place to duller effects. In this connection emphasis is put in such weaves as pailette and satin de chine and also in cashmere de soie. For some time this fabric has been growing in popularity, and there is every reason to believe that its Autumn vogue will be pronounced. These goods and crepes and cashmere satins are piece-dyed and lend themselves to the production of sweetly soft colorings.

In the following makes, many of which will be familiar, the color scheme has been revised and brought up to date: Satins, La Tosca, Frivol, Oriental, Floresca, soie Electra, Satin de Milo, Satin Supreme, Satin Empire, Satin Imperial, the last six being double width, also Satin Nestor and Satin Victoire in 36 inch. The big sellers in pailettes are Empire and Directoire, both single width. These silks are used for blouse, robe and trimming purposes as well as soft linings.

Taffeta Noblesse, in colors is a fitting sequence to the big business this firm does in its namesake in the black silk department. It has woven on selvedge its name and guarantee.

It is yet too early to make any pronouncement as to high fashion, but for medium priced goods and for the general public, the note favors stripes, striped messalines, striped taffetas and striped satins, closely followed by striped cords, and small shot effects in messaline and other grounds.

In colored brocades for lining purposes, this firm is showing a handsome range. In black silks the demand for double-width satins, particularly among the better numbers, continues to grow.

In single width, black satins, Debenhams have introduced a new range under the name of lumineux. It consists of fine qualities, the 21¾ quality is an excellent number and has the appearance of a much more expensive cloth.

In ribbons, satins and velvets will be the leading articles for the coming season. There is every indication that ribbons will be good in the millinery section, and failletones, Ottoman effects and moires are shown in this connection.



The Corticelli Process Display at Eaton's Industrial Exhibition.

Condensed Advertisements

ADVERTISEMENTS under this heading 2c. per word first insertion, and 1c. per word for subsequent insertions.

Cash remittances to cover cost *must* accompany all advertisements. *In no case* can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come in *our* care to be forwarded, 5c. *must* be added to cost to cover postage, etc.

AGENTS WANTED.

WANTED—By a large silk concern in Vienna, Austria, making all silks and cotton backs, an energetic agent for Canada. Good references required. Gentleman with knowledge of the German language preferred, although not absolutely necessary. Strictly confidential. Address Gustav Puller, 208 Fifth Ave., Paterson, N.J., U.S.A.

LITHOGRAPHY.

HIGH CLASS COLOR WORK.—Commercial stationery, posters. The Hough Lithographing Co., Limited. Office, No. 3 Jarvis St., Toronto. Telephone, Main 1576. Art, good workmanship, business methods.

MISCELLANEOUS.

AGENTS WANTED—Calling upon the retail trade to handle the productions of a high-class lace and novelty house. An interesting line for any agent with good connection amongst high-class retailers. Address, Laces, care DRY GOODS REVIEW, 88 Fleet Street, E.C., London, England

A MARKET OF BUYERS, backed up by money to spend, is open to you in the Busy Man's Magazine. If you have something to sell, something you want to buy, a condensed advertisement in the Busy Man's Magazine will put you in touch with the classes you want to reach. Four cents per word will carry your message from Atlantic to Pacific. Send copy of your advertisement along with order to cover cost of insertion not later than 10th of month. Busy Man's Magazine, Montreal, Toronto, Winnipeg.

CLERK WANTED—To take charge of general retail business. Must be a worker, well recommended, strictly temperate. A steady situation and good money to the right man. Apply to W. G. McKinley, Creighton Mine, Ont.

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513, No. 83 Craig St. W., Montreal, and 129 Bay Street, Toronto.

IF interested in a scheme of any description, in which you wish to give a prize, do not fail to take the second "think" and decide upon the famous "Acme" Talking Machine. We will sell this machine to any general store or wholesale house for scheme purposes in lots of from ten to one hundred. Special prices on application. Toronto Phonograph Company, Limited, Mail Order and Wholesale Department, 40 Melinda St., Toronto, Canada. P.S.—Dealers wanted for Columbia Graphophones and Records where we are not now properly represented.

NOTICE—Users of Pitner Gasoline Lamps are warned against being induced to purchase parts of other makes of lamps to be used on the Pitner. The most vital part of any lamp is its generator, and the Pitner Generator has been granted a patent in Canada, the United States, and other countries, on the principle of its improved method of generating gasoline vapour. Supplies and parts for the Pitner lamps can be received by return mail by applying to our representatives, or direct to THE PITNER LIGHTING CO., Limited, 36-38 Lombard St., Toronto, Ontario.

THE WALES VISIBLE ADDING AND LISTING MACHINE is superior to any other machine for these reasons, among others:—Visible Printing, Flexible Keyboard, Columns Space Bar, Automatic Clear Signal, Adjustment for Carbon Copies, Eliminating Keys, enabling the operator by the mere pressure of a key to add without listing or list without adding. 30 days free trial to responsible people. Write us for free illustrated catalogue. Adder Machine Company, Wilkesbarre, Pa.

7,217 NATIONAL CASH REGISTERS were sold during May 1908. That's 2,047 more than was sold during May 1907. The National Cash Register Co., F. E. Mutton, Canadian Manager, cor. Yonge Street and Wilton Avenue, Toronto, Ont.

YOUR CHEQUE CAN'T BE RAISED to any amount above that which you intend it to cover if you use the PROTECTOGRAPH. This device stamps a line such as "Not over ten dollars, $10," with acid proof, indelible ink, which penetrates right through the fibre of the paper. This device is being used by 90% of the Banks of Canada and the United States, as well as the treasuries of both countries. Write for full particulars and price. W. E. Parker & Co., Sole Canadian Agents, 37 Yonge Arcade, Toronto, Ontario.

HOTEL DIRECTORY.

WINDSOR HOTEL
HAMILTON, BERMUDA

This house is pleasantly and conveniently located on the east side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNicol, Prop.

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GEORGETOWN, DEMERARA
BRITISH GUIANA

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious dining and ladies' rooms. Billiard room. Electric light throughout.

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Private Board $12 to $14 per week.
Open November Closes in May

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QUEEN'S PARK HOTEL
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TRINIDAD SHIPPING & TRADING CO.
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THE GRAND UNION
The most popular hotel in
OTTAWA, ONT.
JAMES K. PAISLEY, - - Proprietor

HALIFAX HOTEL
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Our business is to collect overdue accounts owing to our clients. No need to bother yourself with slow collections—send them to us. For the year we've been in business we've made collections to the entire satisfaction of a large number of clients.

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Assignees, Chartered Accountants, Estate and Fire Insurance Agents
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Commission Merchants
Manufacturer's Agents
42 Victoria Square, - - Montreal
Toronto Office, 55 Yonge St.

Cable Address "MACKER," Winnipeg — Office 511 Ashdown Block
McRAE & WALKER
Manufacturers' Agents and Wholesale Jobbers. WINNIPEG.
Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

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Manchester Building - TORONTO

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DRY GOODS COMMISSION MERCHANTS AND MANUFACTURERS' AGENTS
Montreal 40 St Antoine St; Winnipeg 460 Hammond Block; Toronto—154-160 Wellington Street West, cor. Simcoe Street—Head Office.
Importers of Buttons, Smallwares, Laces, Tailors' Trimmings, Linings, Velvets, Felts.
Stock carried in Montreal and Toronto.

Cable Address, "Kingsons Toronto." — Phone Main 6158
W. P. KING & SON
Manufacturers' Agents
UNDERWEAR, HOSIERY, BLANKETS, ETC.
74 YORK STREET - - TORONTO
Canadian and Foreign manufacturers' lines solicited on favorable terms.

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BROCK & PATERSON
ST JOHN N.B. HALIFAX, N.S.
LIMITED
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
ORDERS OUR ESPECIAL HOBBY

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Our Sales are increasing every month in

Campbell's Linen Threads.

We would ask you to try them.
They are Strong, Smooth and Best Quality.
For Household or Manufacturing Purposes.

All Large Wholesalers carry them in stock, or can procure at once from us.

Agents for Canada

John Gordon & Son

MONTREAL

Toronto Winnipeg

To the Trade — May, 1909

Every Monday, Tuesday, Wednesday, Thursday, Friday,

from 8.30 a.m. till 5.30 p.m., and every

Saturday,

from 8.30 a.m. till 1 p.m., during this month, will be a

SALE DAY.

We are now getting ready for our Semi-Annual Stock-taking, and by the end of **MAY** want our stock reduced to the lowest notch.

This is a special opportunity for **MERCHANTS** and their **BUYERS** visiting our Warehouses to buy goods at clearing prices in every department.

If you cannot possibly visit our Warehouses, **KINDLY CORRESPOND WITH US.** We make the filling of letter orders a specialty.

John Macdonald & Co., Limited
Toronto

DRY GOODS REVIEW

June, 1909
Vol. XX No. 6

$2.00 Per Year Single Copies 25 cents





New Style Ideas from Racetrack and Horse Show.

The Canadian Cotton Industry.

Wall Paper Conditions.

The MacLean Publishing Co., Limited—Publication Office: Toronto, Canada
Montreal Winnipeg New York Chicago London, England

R. Parker & Co., Dyers and Finishers, Toronto, Can.

Money Makers

to the Canadian

Dry Goods and Millinery Trades

¶ It's the savings on stocks that might otherwise count valueless that swell the merchant's dividends. A sudden whim of the buying public—condemning one color and demanding another—can easily make certain fabrics unsaleable. Our work is to transform the off-color line into a shade that's immediately in demand among consumers.

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Overalls and Jackets
For Every Class of Mechanic

ROBERT C. WILKINS

MANUFACTURER MONTREAL

Active Fall Trade

Our travelers are sending in encouraging orders for Fall delivery—Our values and assortments in all departments are meeting with the approval of the trade—The volume of this business makes possible the grouping of a general dry goods business, in each department of which we are specialists.

An inspection of our samples will prove a liberal education as to what fashion demands for fall.

Note particularly the showing of these departments

Cottons	Housefurnishings	Smallwares and Notions
Dress Goods	Men's Furnishings	Hosiery and Underwear
Silks	Woollens	Ready-to-wear Goods
	Laces	Embroideries

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Now is your time to provide for midsummer clearance sales—Every department of this house can help you in this respect.

A visit to our immense warehouse always welcomed.

Greenshields Limited,
MONTREAL

Please mention The Review to Advertisers and Their Travelers

Priestleys' Austrian Satin

THE MATERIAL FOR THE FALL OF 1909



ELECTROS FREE FOR ADVERTISING PURPOSES

¶ Retailers everywhere in Canada have welcomed

Austrian Satin Cloth

It is the Satin Cloth; possessing lasting quality and splendid draping propensities.

¶ Austrian Satin retails at popular prices with a good profit for you.

¶ The weave is perfect and the sheen excellent.

¶ The color range comprises all the new and wanted shades for fall, in the darker tints.

Make this cloth a Priestley leader in your Dress Goods Department.

Sole Agents for Canada

Greenshields Limited, Montreal

Please mention The Review to Advertisers and Their Travelers

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Keep your stocks fresh this month and make the most of favorable weather. Use our complete stocks.

IN THE MATTER OF WASH GOODS

the advantage of our specialization is particularly apparent. All of these lines are in stock, ready to ship. :: ::

Fancy Printed Muslins

These three lines represent active sellers. Patterns and colorings are of the right character. All lines 25 in. wide.

Organdie Gazonette.....to retail 10c.
Phantom Batiste.....to retail 12½c.
Organdie Parisian.....to retail 15c.

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Stock is complete in all good designs at prices from .....4¾c. to 37½c.

All your needs supplied promptly in white Dress Linens, India Linens, Victoria Lawns, Swiss Dress Muslins, Nainsooks, Mulls, etc.

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Monotone Silk, price 25c., and plain silk tissue, price 22½c., both lines 28 in. wide. These are the lines to create a stir, and give you a reputation. All the leading shades, such as wistaria, old rose, etc. etc., are shown. Monotone silk comes in beautiful two-tone effects, and fancy stripes.

Branksome Suitings, 27-28 in. in all colors. Special shrunk finish, at.....10c.

Brooklyn Suitings, 30-31, special shrunk finish, at 15c.

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Special Shrunk Finish, shown in ecru, blues, pinks, etc.
A full range of white piques, from.....9c. to 35c.

Justas-Delaine—range complete.....the 10c. leader.
This cloth is confined to us.

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Hosiery You Want

No. 258, sizes 5-10, seamless full fashioned cotton hose, fast black.....to retail 10c. to 15c.

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No. 303, Ladies' Lisle Hermsdorf Black, seamless hose, sizes 8½ to 10.....to retail 50c.

No. 550, Seamless black lace cotton hose, to retail 20c.

Complete stock of Holeproof Hose and Sox, Buster Brown Hose, Hercules Rib Hose, Little Pet, Little Darling, Little Daisy Cashmere Hose.

Popular Fabric Gloves

562 White, 566 Black, Fine Lisle Gloves, sizes 6-8, two dome.....to retail 25c.

	600 White	602 Tan	604 Black
Silk Lisle, two dome			to retail at 50c.

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Olympia Taffetas, widths 3, 5, 9, 16, from 2c. to 7c. All good shades.
Signal Taffeta, widths 5, 9, 16, 22, from 4c. to 12½c. All good shades.
Gem Taffeta, 60, 80, all good shades, at 12½c and 17½c.
Coronet Duchess Ribbon, width 80, all good shades. at.....22½c.

All of these lines are kept in stock, and orders can usually be shipped the same day as received. Let us know your sorting wants. : :: :: :: ::

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Philips' Specialities in Dress Linings and Flannelettes

All dressmakers and every lady who makes up her own material should see them.

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The best substitute for silk lining yet produced. Equal in bloom and superior in wear to silk, at one fourth the price.

The "Neu" Moiré

This lovely fabric is specially adapted for lining Directoire and other clinging dresses. It makes a charming skirt.

Arpekas Flannelette

A boon to the poor

Cheap, warm, healthy, and safe. These goods will neither flash nor flame, either before or after washing.

Eider Lambskin

An entirely new fabric that will soon become a necessity in all families. Delightful for ladies' and children's underwear, and exactly adapted for dressing gowns. It will be found a boon to rich and poor alike.

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Made in the best **Whitepark** Irish Linen Finish, and sold to large importers at 20% off usual list. It runs sweetly on the roller, throws a delicate shade and gives unlimited wear. White, cream, ecru, green, &c.

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Toronto

BUYING HINTS

FOR IMPORT

Latest advice from our Paris House states:

Dress Goods — Plain materials of good quality are in great demand. A new feature is Crepon; this article is now being used by high-classs costumiers.

Serges are pre-eminent, especially a coarse ribbed, hairy and supple twill serge.

Two model houses are trying Zibeline, and both in tete de negre colour.

Fine hair line NETS are much in demand for yokes, sleeves and gowns and striped Nets for blouses are quite a big feature.

Veilings — The fine Russian type and variations of this idea are most popular, the colour scheme being very important in this connection.

Jets — And in fact everything in coloured beaded trimming are big business. Drop ornaments and fringes are also good.

In the Lace Department metal embroideries of every description hold their own. There is a distinctly better feeling for Net Laces, and Tucked Nets and Allovers.

Ribbons — Are being extensively used on Millinery, particularly coloured Velvet Ribbon of medium and wide widths. All Satin finished goods are good.

Colours — Except that these will be of sombre intermediate shades, and that there is a chance of the shades towards red coming in, nothing fresh is to be noted.

Silks
Laces
Dress Goods
etc.

Ribbons
Tulles
Velvets
etc.

MAIL ORDERS

The principal numbers shown in our London House Import Samples are stocked in our Montreal and Toronto Warehouses.

MAIL ORDERS HAVE PROMPT AND CAREFUL ATTENTION

Debenhams (Canada) Limited

MONTREAL
18 St. Helen Street

TORONTO
Bay and Wellington Streets

Debenham & Co. {London (West), Paris, New York, Melbourne, Cape Town
{London (City), Brussels, Boston, Sidney. Johannesburg.

Seasonable Goods

JOBS AND REGULAR

20 Cases Seconds
Ladies' and Children's Hose, Plain and Ribs

Average to case, 50 doz. 25 per cent. off regular prices

20 cases Ladies' and Child's Spring Vests

About 1-2 price. Well assorted.

Order a sample case—80 to 90 dozen to case.

Ladies' Summer Combinations

Knee Length, Plain and Lace Trimmed

$3.60 and $4.50 per doz.

Regular $6.50 and $9.00 Goods.

Fancy 1-2 Hose Range

is in good shape for your sorting orders.

300 designs to select from.

$2.00 to $4.50 per doz.

BIG JOB VICTORIA LAWNS

From 5 cents to 10 cents

Men's Balbriggans

Natural, white and colored

$3.00, $3.75, $4.00 and $4.50.

Monchauffee's French Balbriggan

in stock. All sizes.

Bathing Suits

All sizes and prices in stock.

Fabric and Lace Gloves, Long and Short

Child's from $1.25 per doz. and up.

Ladies' from $1.50 per doz. and up.

All sizes and colors in stock.

THE GAULT BROTHERS CO., LIMITED

MONTREAL

THE GAULT BROTHERS CO., LIMITED

ST. HELEN ST., - MONTREAL

OUR FAMOUS RANGE OF

"Red Seal"



COTTONS and SHEETINGS

ARE NOW ON THE MARKET FOR FALL

YOU cannot afford to place your orders without inspecting this range, which is now being shown by our representatives.

We are also offering you what no other House in the trade can offer—

A fine 36-in. Striped Flannelette

At 8 cents per yard

We have already sold thousands of pieces of this line, and would ask you to place your requirements as early as possible.

Your particular attention is also drawn to our range of

WRAPPERETTES

Empire Twills, Empress Suiting, Kimona, Etc.

This is the largest and most carefully selected range on the market.

The Price of Cotton Goods is Advancing

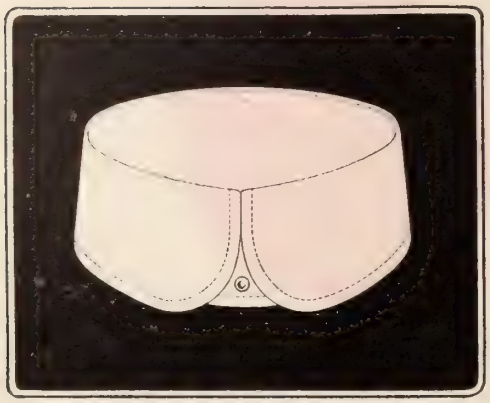
Be warned and buy early from THE GAULT BROTHERS CO., LIMITED, the House which always protects its customers.

SUCCESS COLLARS

The biggest sellers in Canada, to retail 2 for 25c.

Price $1.00 per dozen, acknowledged the best value.

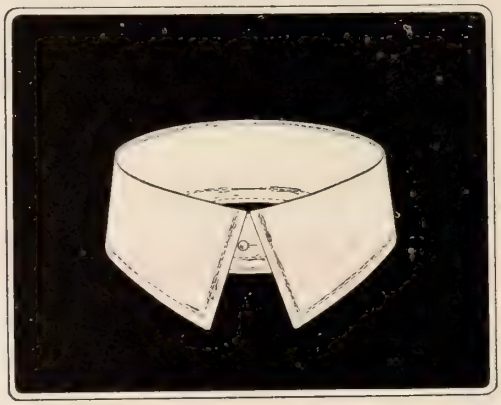
SHAPES YOU NEED NOW.



OLYMPIC



CROMER



LEINSTER

A Success Collar Department will build for you the collar business in your town.

ANY WHOLESALER CAN SUPPLY YOU.

MANUFACTURED AND STOCKED BY

The Canadian

Black Prince Shirts

The Shirt that IS Fast Black

It is a Black Serge, Fleece Back Cloth, specially dyed and printed.



Your customers will appreciate these points:

GENEROUS SIZE
FULL YOKE AND POCKET
DOUBLE STITCHED THROUGHOUT
FINE PEARL BUTTONS

Black Prince Shirt retails at a popular price and yields you a good profit.

YOUR WHOLESALER HAS OR CAN GET THEM.

Converters' Co. Limited.
Montreal

Please mention The Review to Advertisers and Their Travelers

Hitchcock, Williams & Co.

WAREHOUSES: 69 to 74 St. Paul's Churchyard, 43 to 50 Paternoster Row, 1 to 8 London House Yard.
MANUFACTORIES: Warwick Lane and Paternoster Bldgs.



Mantle, Costume and Millinery Manufacturers

ST. PAUL'S CHURCHYARD

LONDON, ENGLAND

Telegrams—"CHURCHYARD, LONDON,"—A.B.C. Code. Telephone—No. 162 G.P.O. Central.

¶ Represented by Mr. A. W. Cliffe, Central Quarters, Windsor Hotel, Montreal, from *March 31st* to *June 20th* and from *Oct. 1st* to *Dec. 10th.* Our representative carries samples of *Ribbons, Laces, Nets, Chiffons, British and Foreign Dress Goods, Printed Cotton Dresses, Silks, Velvets, etc.* in the latest novelties.

¶ CANADIANS, WHEN VISITING LONDON, are invited to call and inspect the above departments and our Showrooms for *Mantles, Costumes, Ladies' and Children's Millinery, Felt Hats, Flowers, Feathers, Maids' and Children's Costumes, Underclothing, Curtains, etc.*

Kleinert's "Nu-Method" Hose Supporter

Patented, 1909

They hold the abdomen UP instead of dragging it DOWN.



They fit the form like a glove and reduce the abdomen two to six inches.

Write for electros, which we will furnish free of charge for advertising this new Supporter.

They appeal to the women on sight, being small and light, and just the supporter for summer.

SOLD BY ALL THE LEADING JOBBERS

WRITE YOUR JOBBER FOR A SAMPLE ORDER

I. B. KLEINERT RUBBER COMPANY, TORONTO

Established 1832 Cable Code: Law—Bradford

FALL 1909

"Lawrus" Fabrics.

REGISTERED

Exclusive Designs

These goods are rolled on special boards
and stamped every **five yards "Lawrus"**

SPECIALTIES

Mayfair and Blenheim Suitings

in our Combination finish

(PIRLE AND SUEDENA)

Showerproof Goods

in the latest styles

Mohair and Alpaca Linings

Buyers visiting England can see a full collection in Bradford and London.

Law, Russell & Co., Limited

Converters of Bradford Fabrics.

BRADFORD AND LONDON

LOOK OUT FOR THIS SHIELD AND TRADE MARK.

THE RETAIL TRADE IS URGED TO ASK FOR THESE CLOTHS.

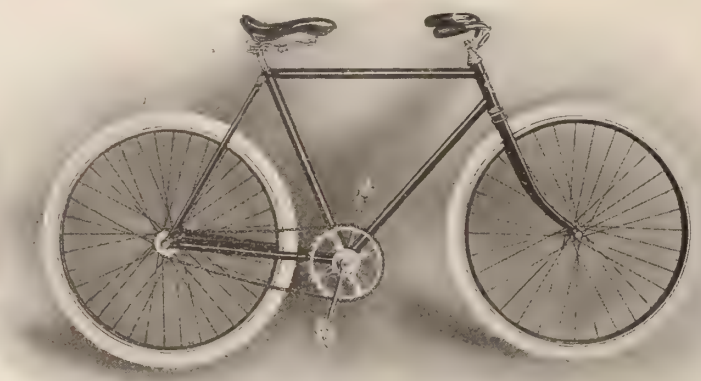


THE RETAIL TRADE IS URGED TO ASK FOR THESE CLOTHS.

Goods to be obtained from the high-class Novelty Dress Goods House, STOBART SONS & CO., Ltd., WINNIPEG

FOUND!

The Publishers of Busy Man's, always on the alert for the greatest value possible in the prizes they offer, have happily struck on a genuine "scoop" for the rider who knows and appreciates a good wheel.



MODEL 88, "IMPERIAL"

	Regular	Option
Frame	22-inch	20, 24 and 26-inch
Finish	Black	
Chain	3-16 inch. Block.	
Gear	77	72, 80, 87.
Handle-bar	No. 20, Adjustable.	
Pedals	Rubber 3¾-inch	3¾-inch or 4½-inch Rat Trap.
Cranks	7-inch.	
Saddle	No. 15	No. 14, 11, 17.
Tires	1⅜-inch Dunlop	1 5-8-inch Dunlop or Hartford single tube
Wheels	28-inch, with striped rims.	

This cut shows the "Imperial", Model 88, made by the Canada Cycle & Motor Co., Ltd. Toronto, equipped with Hercules, or New Departure Coaster Brake. See specification for details of its strictly high class ensemble.

This wheel or Ladie's "Imperial", Model 87, (same material and equipment) will be sent to anyone sending only 32 new full-year, paid-in-advance subscriptions to Busy Man's (two six-months or four three-months subscriptions will count as one full-year order).

You may have your choice of any height of frame from 20 in. to 26 in.; any gear from 72 to 87, any of four designs of saddles; 1 1-2 in. or 1 5-8 in. Dunlop or Hartford single tube tires.

This wheel is worth hustling for, and any hustler can win it in a few weeks; only 32 subscriptions make it yours. Fill in the attached slip and send it to us and we will send you a sample copy of Busy Man's Magazine, and order book.

THE BUSY MAN'S MAGAZINE

.....

The Busy Man's Magazine,
10 Front Street East,
Toronto, Canada.

Gentlemen;— I would like to win one of the Imperial Bicyles you offer for 32 new, paid-in-advance subscriptions to Busy Man's, Please send me sample copy and order book, and I will do my best to win. I agree to report progress once a week.

Name.....

Street.....

Place.....



Good Reliable Staples

bring you buyers for more profitable lines of goods.
Why not have the best that our mills offer?

For June Sorting We have 1000 pieces of 30 inch English Flannelettes, fancy stripes, very worthy cloth at 8c. : : : : :

Also a few cases of 32 inch White Saxony Flannelettes, at 8¾c. The value of this line is better demonstrated in the piece. : :

500 pieces of Indigo Apron Gingham : 36 inch at 10½c.
40 " " 11½c.

No well appointed staple department can afford to be without the above two lines

Buyers visiting the house during the Excursion Season will be shown clearing lines from the various departments at prices that should move them quickly.

YOUR MAIL ORDER COMMANDS WILL BE ATTENDED TO WITHOUT DELAY

WRITE TO-DAY

JOHN M. GARLAND, SON & CO.

OTTAWA CANADA

Dry Goods, Carpets, Haberdashery & Woolens

Please mention The Review to Advertisers and Their Travelers

FLANNELETTE

If purchasers of this useful material for underwear all the year round would buy the best English make, they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

HORROCKSES'

Flannelettes

(made by the manufacturers of the celebrated Longcloths, Twills and Sheetings)

are the best

SEE "HORROCKSES" *stamped on selvedge every 5 yards.*

Horrockses, Crewdson & Co.

Limited

Cotton Spinners and Manufacturers

PRESTON **MANCHESTER** **LONDON, ENGLAND**



Corticelli



Corticelli Spool Silk is as perfect as any human agency can make it. Our great problem is how to get women to think about Spool Silk, and in thinking of Spool Silk to discover the superiority of Corticelli.

Now, what is the great interest common to all women? Dress. And the court of last resort is the dressmaker.

The dressmaker is woman's chief advsier on dress.

The dressmaker recommends Corticelli.

WHY? BECAUSE OF QUALITY, AND WE HAVE DEVISED FOR DRESSMAKERS A EUROPEAN FASHION SERVICE, WHICH HAS WON THEIR APPROVAL.

What does this mean to the dealer who sells Corticelli?

This is the Offer for the European Fashion Service

We give free to Dressmakers who use CORTICELLI Silk, provided they will agree to return, within one year, at least five hundred empty CORTICELLI fifty-yard spools, a Fashion Service (regular price $25.00 per year). This Fashion Service (issued four times a year, Feb. 1st, Apr. 15th, Sept. 25th, Nov. 15th) is handsomely printed in four colors, gives, in simple but attractive form, every fashion point and change in style that is important to know.

It is an exclusive and high-grade service of a character never before offered in Canada. A copy of this handsome publication, 15 x 10 in., will be sent to any merchant on request.

REMEMBER—the wise plan is to buy ONE kind of spool silk. Carry a FULL and COMPLETE line of the best known and most popular brand.

Publicity, Quality and Honesty

have made Corticelli Silk the leading brand on the market to-day.

Will YOU take advantage of our help?

Corticelli Silk Company, Limited

Head Office: St. Johns, Que.

Address Nearest Office

Sales Rooms—22 St. Helen St., Montreal 399 Cordova St., Vancouver 56 Albert St., Winnipeg
24 and 26 Wellington St. West, Toronto 91a York St., Sydney, N.S.W.

If you want the very best for your "Hair Goods" Department you should ask for

"Pleasall" (Reg'd) Fringe Nets



Refuse all substitutes

Ask your jobber for samples and compare them with other makes

You reap the benefit of our 35 years experience.

Sole Agent for Canada
(Wholesale only)

HAROLD F. WATSON
207 St. James Street, MONTREAL, and
Carlaw Bldg., Wellington Street W., TORONTO

WESTERN ASSURANCE COMPANY. Incorporated 1851 — FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

British America Assurance Company
A. D. 1833
FIRE & MARINE
Head Office, Toronto

BOARD OF DIRECTORS
Hon. Geo A. Cox, President W. R. Brock, Vice-President
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D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION,	29,833,820.96



Patented Oct. 25, 1892

Improved Defiance Button Machine
Make Your Own
COVERED BUTTONS
Makes all sizes covered buttons from 12 to 60. Flat, Half Ball or Ivory Rim.
PRICE $7.50
Including any 3 of the following sizes: 16, 18, 20, 24, 30, 36.
Additional Dies and Cutter from 12 to 36, $2.00 per set. 38 to 60, $3.00 per set.
Set includes Die and Cutter.
Send for Catalogue.

DEFIANCE BUTTON MACHINE CO.
53 EAST 8th ST., NEW YORK

SOUTHALLS'
SANITARY TOWELS
FOR LADIES—The ORIGINAL and BEST.
SOUTHALL'S ACCOUCHEMENT SETS
Containing All Requisites, in Three Sizes.
SOUTHALLS' SHEETS FOR ACCOUCHEMENT
and Other Sanitary Specialties.
SOUTHALL BROS. & BARCLAY LIMITED
BIRMINGHAM, ENG.
Representative in Canada—J. M. SCHEAK
CARLAW BUILDINGS, Wellington Street West, TORONTO

Please mention The Review to Advertisers and Their Travelers

Paton's Scotch Boot and Shoe Laces

Cotton Thread, Wool, Silk, Leather and Porpoise Hide, give your customers satisfaction.

Paton's Name on every box

If you have not stocked this line it is worth while to get samples and prices.

Paton's Linen Threads

Lack a Quality Rival.

Church Brand —Needles—

They are indispensable to your store.
Your wholesaler has them.

Ward's Coronet Hardash, Red and Blue Label.

Unequalled in quality and price.

Sole Agents for Canada:

Geo. D. Ross & Co.

72 Bay St., TORONTO
142 Craig St. West, - - MONTREAL

They Have a Glory All Their Own

Old Bleach LINENS

Your trade and taste in linen largely establish your standing in the community—your character and credit for carrying something more exclusive and more artistic than anyone else—goods of a higher quality, a little better type.

The best of all Irish Linens is *"Old Bleach."* They are entirely sun bleached and are soft, fine, delicate and dainty. For draping they are not excelled, as they are entirely free of sticky substances or chemical dressing.

"Old Bleach" Linens make beautiful linen suitings, and for embroidery or drawn-work are especially good, as the warp and woof are of the same yarn.

Write for our Booklet. It will tell you all about weaving and bleaching.

R. H. COSBIE

Irish Linen Agency

TORONTO, - - ONTARIO

CANADIAN BUYERS IN NEW YORK

Will find Comfort and Convenience at the

Hotel Alabama

AND

The Van Rensselaer

13-19 E. Eleventh St. near 5th Ave.



In the very heart of the **WHOLESALE DRY GOODS DISTRICT.** Accessible to all **THEATRES** and Places of Amusement. Everything for your comfort and convenience has been provided. **We desire your patronage.**

Single Rooms and Bath -	$1.00 up
Single Rooms and Bath, with Meals - - -	2.50 up
Parlor, Bedroom and Bath -	2.50 up
Parlor, Bedroom and Bath, with Meals - -	4.00 up

Best American Plan Table in New York

NO TIPPING

Write for our Literature and Special Rates to parties of two or more

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

1906.

	Canada	Other Countries	Total
Cosies, Cushions, etc.	£ 495	£ 154,047	£ 154,542
Curtains	190	87 675	87,865
Fancy Goods	313	279,452	279,765
Piece Goods, Cotton and Linen	11,894	3,297,724	3,309 618
Flannelettes	1,688	251,965	253,653
Boots and Shoes	4,951	114,003	118,954
Rubber Sand Shoes	2,319	47,998	50,317

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway. We will also supply specimen copies on application.

Publishing Offices

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 112 Wood St., E.C.
New York, 29 Broadway



K. Ishikawa & Co.

Manufacturers and Importers

24 Wellington Street West,

TORONTO

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchants

181-183 McGill Street, MONTREAL

James Stanbury & Co., Toronto

July Fall Special Number

OF THE

DRY GOODS REVIEW

Everything points to the coming issue exceeding in interest and value any previous Special Number

The Editorial Program

All regular practical departments, such as store arrangement, window display, good advertising, etc., will be contributed to by experts in each line.

For every department of a general dry goods store, a special article on how to sell goods in all its branches.

The real Fall styles for all departments of a general dry goods store, copiously illustrated.

Many valuable articles on store-keeping.

Retailers should order extra copies now.

Price 25c for each extra copy.

The Advertising Section

WHOLESALERS

will announce their facilities for the Fall season.

MANUFACTURERS

will tell the story of their Fall lines, and point out the merits of their goods.

This issue affords every wholesaler an exceptional opportunity to tell all good, Canadian general dry goods and department stores about their goods and methods.

Your Advertisement

You, yourself, manufacturer or wholesaler, must determine whether you will take advantage of this Fall Special number. Your advertisement is a true outside force which aids your travelers, stamps your firm as progressive, and the July Special Fall number is looked upon as a Trade Directory.

Send your copy as early as possible, not later than June 24th.

ADVERTISING RATES FOR THE FALL SPECIAL REMAIN UNCHANGED

Full Page, $35 *Half Page, $20* *Quarter Page, $12*
Eighth Page, $8 *Card Space, $5*

Yearly Rate—Full Page, $300 Half Page, $180 Quarter Page, $100 Eighth Page, $60

Write nearest office for a representative to call

DRY GOODS REVIEW

Montreal
701-702 E.T. Bank Building

Toronto
(Publication Office) 10 Front St. East

Winnipeg
511 Union Bank Bldg.

New York
622-624 Tribune Building

Chicago
933-935 Monadnock Block

London, Eng.
88 Fleet Street, E.C.

Facts of Interest—Mainly About Ourselves

NOTABLE FEATURES OF THE FALL SPECIAL.

The special Fall number of the Dry Goods Review which will be issued next month will contain many articles of interest to the dry goods trade in addition to authoritative and instructive comment upon features of the Fall season. It will devote considerable attention to a discussion of helpful business methods employed by progressive dry goods men, and in this connection especial interest should attach to a number of articles on salesmanship and the treatment of customers. This will be made a department feature and represents but another step in The Review's policy to frequently give careful consideration to conditions and exigencies of the selling-end in a retail business. There will be the usual articles on show card writing, store management, art of display, and, what is of equal if not greater, importance, descriptions of a number of stores which have recently been erected, together with views and plans, and some reference to store policies in each case. A statistical article, in course of preparation, will undoubtedly prove of great general interest. This will consist of individual records of business, kindly supplied The Review by Canadian merchants. The figures will be tabulated under various heads, such as, amount of stock, how often turned over in year, gross and net profits, insurance, advertising, etc. Comparative figures are always interesting and the fact that no names are mentioned should not detract from the importance of the article. Quite a number of merchants have accompanied their statistics by explanatory comment of a very interesting character. Considerable attention will be paid to processes of manufacture and industrial development, and articles descriptive of notable achievements in the mercantile world may also be looked for.

✠

BOOT AND SHOE DEPARTMENT.

Beginning with the July number The Dry Goods Review will contain a boot and shoe department. It has been felt for some time that with footwear so strongly featured by a great many progressive stores throughout the country, such a department could be made of great interest through the columns of The Review by the publication of readable information with reference to that part of their enterprise. The boot and shoe industry of Canada, judging from its achievements up to the present time, is undergoing a rapid and important development, and The Review feels that every portion of the trade interested therein should be thoroughly posted on every phase of that progress. This will be one of the principal objects of the department. It will be so conducted that retailers may regard it and use it as a medium through which to exchange practical merchandising ideas and depend upon it as an authoritative market guide and informant on style features and changes. Suggestions and queries will always be welcome. Plans for conducting an up-to-date department will be discussed and, wherever possible, these will be accompanied by illustrations.

The Review proposes further to enlarge its house-furnishing section by the addition of a department dealing with furniture. This addition also seems timely in view of the growing importance which that branch of business is assuming in connection with departmental and general stores.

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AN AUSTRALIAN FINDS AD. HINTS HELPFUL.

From Adelaide, South Australia, a subscriber to The Dry Goods Review writes as follows with reference to the department containing comments and criticisms on advertisements and extracts therefrom: "They are great and will be of considerable help to me and hundreds of your small subscribers, who cannot employ an ad-writer and have not the gift. For the sake of those of us who are short of ad-writing ability, could you not, every month, give us a page or two of selected ads. from the work of the shining stars?" The suggestion contained in the letter is appreciated quite as much as the statement that this department is proving of use to readers on the other side of the world. One of the chief aims of the paper is to assist the merchant sell his goods, to make his store, his methods and his advertising more attractive. Any suggestions he may have, any subjects he may wish discussed will always be conscientiously considered and the best effort devoted to their treatment through the columns of the paper. The monthly talks on good advertising are creating favorable impressions where the importance of publicity was not previously considered seriously and are helpful wherever advertising and the elements of its success are made the subject of special study.

✠

REVIEW ALWAYS AVAILABLE FOR INFORMATION.

The Review has again, during the past month, received several requests from merchants to prepare suggestions for the alteration or remodeling of their stores in accordance with modern plans. It is always a pleasure to render assistance, when possible, and The Review would once more point out that matters of this character or any other subject upon which merchants require information will always receive attention if they will forward some description of circumstances and conditions. One of The Review's chief reasons for publication is that it may prove of real help to every branch of the trade. Where suggestions on store alterations are desired rough plans of present layouts would be appreciated.

APPRECIATES REVIEW'S INFORMATION

A Quebec subscriber writes the Review as follows:—"I take this opportunity to congratulate you and to say that the Dry Goods Review has helped the trade very much. We appreciate the information contained in it."



SOME time, Mr. Merchant, when you are in the great City of Chicago, step into the great store of Carson, Pirie, Scott & Company—a store which, for magnitude of business and progressive methods, is considered one of America's greatest stores—and see the two McCall Pattern Departments they have; about 60 ft. of counter and floor space; about a dozen women busy selling McCall Patterns and Publications.

¶ These are wise merchants. They know the value of having women coming to their store. They know the value of carrying goods that sell. McCall Patterns are known from Maine to California as the patterns that sell. They sell because they have style and fit and are easy to use and understand.

¶ We refer to nearly 10,000 merchants throughout the United States and Canada who are selling McCall Patterns—any and all of them, anywhere. Write for particulars and let us tell you how to increase your business. No obligation incurred.

The McCall Company

MAKERS OF FASHIONS

236 to 246 West 37th Street, New York

CHICAGO SAN FRANCISCO TORONTO, CANADA

Not In The Trust **No Connection With Any Other House**

The W. R. Brock Company. (Limited) Toronto

Fall Dress Goods

A magnificent collection of

Satin Surface Fabrics

Satin Traverse, Charmeuse Traverse, Pantura Traverse, Saranta Satin Cloths, Elysian Satin Cloths, Empire Satin Cloths, Queen Satin Cloths, Solar Satin Cloths and Satinette Soliels.

Bazonka Self Stripe Satin Cloths, Volna Self Stripe Satin Cloths, Auburn Self Stripe Satin Cloths, Gerontias Self Stripe Satin Cloths, Cordova Self Stripe Satin Cloths.

Two Special Numbers

BP4—47/8 in. Royal Ermine Satin Cloth (Suedine finish) to retail at $1.00
KG136—50 in. Elysian Satin Cloth (Wulmella finish) " " 1.50

Venetian Cloths

An immense variety of Self and Fancy Stripes, Fatima Stripes, Farinagre Stripes, Hystroda Stripes, Victorienne Stripes, Olympian Stripes, Merinphar Stripes.

See our 54 in. Stripe Venetian (Admiralty shrunk finish) to retail at $1.00. The above lines come in all the new shades of Birch, Chaldron, Lilac, Wistaria, Catawba, Burgundy, Peacock Blue, Dull Greens, Taupes, Smoke Grey, Brown, Myrtle, Navys, Black.

Attractive Materials for Tailor-Made Costumes

Pontrassina Worsteds, Margrave Worsteds, Lutrano Worsteds, Kathora Worsteds, Mirabeau Worsteds, Damascene Broad Cloths, Satalina Stripe Broad Cloths, Davos Stripe Box Cloths, Naladi Cheviots, Asturian Cheviots, Alvares Cheviots.

The W. R. Brock Co. (Limited)

Four Trade Winners to Retail at 50c.

FE61 —38 inch Grey and Black Stripe Cheviots.
FE62.—39/40 inch Grey and Black Stripe Panama.
These two numbers are shown in various styles of very effective stripes.

Z650.—37/8 inch Self-stripe Satin Cloth, in Taupe, Grey, Mid-Brown, Myrtle and Black.

EE1.—37/8 inch Self-stripe Satin Cloth, in Taupe, Olive, Myrtle, Brown, Garnet, Navy and Black.

The Trade will be interested in the following number:

EE2.—50 inch All Wool French Venetian, to retail at **75c.** Can be had in any shade.

A Splendid Assortment of Blouse Materials

including Printed French Flannels, Delaines, Silk Embroidered Cashmeres and Albatross, Satin Stripe Panamas, Taffeta Cloths, etc., in a large variety of Stripes, Spots and Floral Designs.

Diadematis Coating Serges

Guaranteed all pure wool, free from gum or any filling substance, comes in four qualities in Cream, Navy and Black only. Can be retailed at **50c., 65c., 75c.** and **$1.00.**

Exceptional Values in Popular Silks

18 inch Pure Silk Liberty Satin, to retail at..... **.50c**
20 inch Pure Silk Liberty Satin, to retail at..... **.75c**
20 inch Pure Silk Messaline, to retail at..... **$1.00**
21½ inch Victoria Satin, to retail at..... **50c** and **75c**
18 inch Pure Silk Taffeta, (soft make) to retail at ..... **.50c**
20 inch Pure Silk Taffeta, (soft make) to retail at ..... **.75c**
20 inch Chiffon Taffeta, to retail at ..... **.75c**

A complete range of all the leading shades in the above.

There is a strong revival in Black Taffetas, and we are prepared to meet the demand with some very special values.

We are also showing some very desirable numbers in soft finish Black Silk, including Messalines, Merves, Orientals, Paillettes, Peau de Soies and Duchess Satins.

RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

DRY GOODS REVIEW

Issued Monthly Office of Publication, 10 Front Street East, Toronto June, 1909

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ADVERTISING RATES—12 MONTHS

One page	$300
" half page	180
" quarter page	100
" eighth page	60
" inch	30

It Doesn't Pay to Wait.

A NEWSPAPER in a town of about 2,000 population, recently conducted a heart-to-heart talk with the "knockers who are not satisfied with spending every cent in Toronto, but who also act as bargain-day missionaries, representing our merchants to be a lot of unenterprising, unprincipled extortioners whose stocks of shoddy are sold at famine prices." The newspaper went on to say that, "some of these knockers don't even know the prices charged here, and have frequently paid more for inferior goods in Toronto, but they have had the ardent satisfaction of helping a stranger rather than their own immediate neighbor, and an outside town rather than the town in which they live. The merchants of this town are not as enterprising as they should be. They are not, as a class good advertisers. Many of them have put on their shelves fine stocks of goods but they never tell the public a word about it through the local papers. They wait for Providence to send customers instead of compeling them to come in as Eaton and Simpson do by the liberal use of printers' ink. Nevertheless they have in the various stores splendid stocks of goods, and it is possible to buy anything here that any housekeeper requires. The statement that there is no 'choice' here is only a fiction of the bargain fiend."

It would appear appropriate to remark here that in these days of close competition, the assistance of Providence is most liberally bestowed upon the man who has most conscientiously and diligently helped himself. That the merchants of this town are not as enterprising as they should be and are not good advertisers as a class, means that the "knocker," so-called, has not been properly educated. If merchants are indifferent in the matter of publicity, if they fail to employ available means for promoting and protecting their own interests, it is hardly to be wondered at if there is a heavy out-of-town business. It is also up to the newspaper man to impress persistently the importance of advertising, to show the merchant, as far as possible, how to advertise, to assist him in the preparation of copy, to urge the value of wise supplementary schemes, and to bring home to him the significance of results in other places. In many towns, where it is felt a weekly newspaper service is not sufficient the merchants employ a bulletin or circular system by which they describe in detail attractive shopping features. A plan that has been widely adopted in the West makes use of the Eaton catalogues. These are kept in conspicuous places in the stores and shoppers may, by reference and consultation with salesmen, have first hand proof of the possibilities of the local store. The merchant is thus converting to his own use, the instrument which would otherwise do his business considerably greater hurt.

Value of Window Display.

NO merchant can possibly overestimate the value of his display windows as mediums of publicity. Whether he changes the trim daily, weekly or bi-weekly, the fact will remain that therein he has one of the most effective means through which to attract the prospective customer. A neglected show window is very much like a blank menu card in a restaurant. The expectant public is entrusted with no information as to the contents of the cupboard. The waiter is there with a line of talk, but it is largely a case of "take it for granted." The window gives the shopper his first impression. Very often it facilitates her decision and opens the way towards a good-sized order. Windows have reputations. Those that are always bright, up-to-date, containing items of actual interest, artistically arranged, and, in fact, so constituted that it is a tribute not only to the good taste of the merchant as well as to the shopping public, will never fail to attract business. The people become so well educated that they look for each succeeding trim.

It is for the merchant to see that this interest does not wane. There are windows which have seldom been known to contain a good display—never appeared to do justice to the contents of the store. For some reason or other the merchant never went in for that kind of advertising. He claimed probably, that being in a small town, there were not enough people to see the exhibit and then, again, goods so displayed, were in danger of being spoiled. To the first argument it would appear proper to say that, if the people will not be interested in a well-arranged window, it is because the merchant has not featurized that part of his system—if such a thing exists in his store.

Place Wall Paper on Paying Basis.

DURING the past eight years the disastrous effects of trying to manufacture wall paper and selling it at flat prices has caused the failure or abandonment of thirty-two factories in the United States.

It is impossible to estimate the amount of loss incurred by the jobbers and retail dealers during the same period.

There does not seem to be any good reason why the wall paper industry, which is essentially decorative in its character and therefore belongs to the arts as much as it does to the manufactures, should not be a remunerative business; nor is there any good reason why the retail dealer who carries a stock of this decorative material should not demand and obtain a good profit through handling this material, for in many instances his advice is asked and expert knowledge is necessary in order to be a successful vendor of wall paper. In eight cases out of ten he is applied to as to his ideas in regard to certain shades harmonizing, blending or contrasting with the carpets or furniture of the room; this advice being given in a conscientious and careful manner. The vendor is certainly entitled to adequate remuneration as on his judgment in many instances the retail customer relies for the charming effect desired in wall paper decoration of the home.

The subject is an important one to merchants who handle wall paper as an integral part of their business. In another column we publish a number of statements from dealers in the U.S. who are tired of the existing conditions and are ready to adopt any plan that will give them fair remuneration for the capital invested, the time and energy necessary, and the artistic knowledge required, in order to make this business a success.

The old saying, "The agitation of thought is the beginning of wisdom," is as true to-day as ever it was, and it is to be hoped that those interested in the sale of wall paper, will, on giving their best thought to the matter, find it possible to do their share in bringing about a reform by heartily supporting the movement should the manufacturers undertake it.

Just a Reminder.

A GENTLEMAN with many years' experience on the advertising field remarked recently that Canadians when writing to firms in reply to advertisements seldom made reference to the publications in which they had seen them.

We do not know how far this applies to the readers of Dry Goods Review. Some at least do mention this paper when they are answering advertisements; possibly there are some who do not.

There is not a trade newspaper in Canada that has either more readers or more friends than The Dry Goods Review, and the publishers would appreciate it very much if, when writing to firms about merchandise advertised in the columns of this paper, they would kindly give it credit.

The advertisers would appreciate it, and The Dry Goods Review certainly would, for such things add to its prestige.

One of the main purposes of The Dry Goods Review is the furtherance of the interests of the dry goods and allied trades in Canada. One good turn deserves another, and our readers will be doing a good turn if, when writing in reply to advertisements, they mention The Dry Goods Review. Try it with this issue.

Punish Illegal Failures.

RECENT failures in Montreal have aroused the comment that, after all, the majority of our laws are made by lawyers in Parliament and that the interpretation of laws is also pretty well in the hands of lawyers. Montreal courts have not been so sharp and severe with certain manufacturers as creditors could desire. While bankruptcy laws are stringent enough, there is naturally no absolute protection against dishonesty.

One of the favorable points which has been recently made is that a writen record must be kept of all transactions and books must be produced to prove where assets have been disposed of.

No doubt the lack of sufficient capital has caused most manufacturing failures, although there are many prosperous clothing and garment firms to-day that started on the hand-to-mouth basis, with little capital. Hard work often took the place of funds.

The bad failures cause strict credit, and sometimes the hampering of the business of legitimate concerns.

Educative Campaign for the Canadian Wool Industry

Manufacturer Suggests that Much Might be Done in that Way to Place the Industry in the Position of National Importance to Which it Belongs — Present Defects – What the Provinces are Doing.

THE comparison which the manager of the Bird Woolen Mills Co., of Bracebridge, makes of Canadian and Australian wool, leads to a conclusion by no means complimentary to the sheep-raising industry of the Dominion. In a recent conversation with The Review Mr. Bird, the product of whose mill consists chiefly of mackinaws, tweeds and blankets, stated that he had found, from careful observation that five pounds in every hundred of Canadian wool consisted of foreign matter, such as chaff, hay seeds, and burrs while in Australian wool the losses from this source only amounted to one pound in a hundred. Neglect or ignorance in connection with the management of flocks is apparent and it is his opinion that much good might be accomplished by a campaign similar to that under which the dairy and swine industries have been developed.

There is indisputable evidence in the existence of flocks at the present time, that every province of the Dominion is adapted to sheep-raising and that the industry may be profitably conducted.

J. B. Spencer, of the Live Stock Commissioner's Branch, Ottawa, points out that Canadian wool, as compared with that grown in countries devoted largely to sheep-raising and where the climate is never severe, presents defects that are complained of by every wool dealer and manufacturer. The very general lack of uniformity in breed naturally gives a mixture to the character of the wool. This presents a difficulty to the manufacturer of special lines who desires to purchase a large quantity of one class. He is now compelled to purchase more or less mixed lots and pay men at the mill to re-sort them.

"This defect," says Mr. Spencer, "will continue until we so increase our sheep stocks that extensive Canadian wool markets are developed to better classify and take care of the output. To indicate the insignificance of the Canadian wool crop of some 12,000,000 pounds of shorn wool and upwards of 1,000,000 pounds of pulled wool, it may be compared with the annual yield in Great Britain of some 130,000,000 pounds to which may be added 700,000,000 pounds imported into that comparatively small area each year. Of these combined quantities about 543,000,000 pounds are consumed in Britain the remaining 316,000,000 pounds being exported. The wool industry of Great Britain is a definite one of first importance, commanding the attention of both the manufacturer and the grower. So small are the London wool sales organized that one can buy almost any quality desired from samples secured by mail or by personal examination of offerings. When sales are in progress the different lots are classified and catalogued. Buyers are allowed to examine the offerings in the forenoons from gashes made in the bales. In the afternoon when the sales are in progress purchases are intelligently made by reference to the catalogue marked in the morning. Rather than bother with Canadian wools, which are difficult to classify, some of our largest manufacturers purchase at the exact qualities required.

"The comparatively small export of wool leaves about 10,000,000 pounds of shorn crop for domestic use. In addition to 8,000,000 to 9,000,000 pounds of home-grown wool consumed in the Canadian mills, large quantities of imported wool were brought in each year. For the years ending June 30, 1905, 1906 and the first nine months of 1907 the quantities imported were respectively as follows: 7,617,211, 6,311,837 and 3.928,791. These wools, with slight exception, are said to consist of fine merino qualities such as are not grown in Canada, and are required in the manufacture of fine goods, such as flannels, fine tweeds, meltons, beavers, whipcords, covert cloths, fine rugs and also of underwear and other fine knitted goods."

It would, therefore, appear that in order that the Canadian wool industry may attain that position of national importance of which it is capable, the educational side must be advanced on all suitable occasions. While stock and sheep breeders' associations have looked after the industry in a more or less definite way, there is here also an opening for excellent work by departments of agriculture. A good example of what can be done is given by the Department of the Nova Scotia Legislature, which, in the Falls of 1906 and 1907, took in a large number of pure-bred rams which were sold at auction. It is the intention of the Government to continue this distribution for a few years. Nova Scotia has a number of well-managed woolen mills, the product of which has a Dominion reputation.

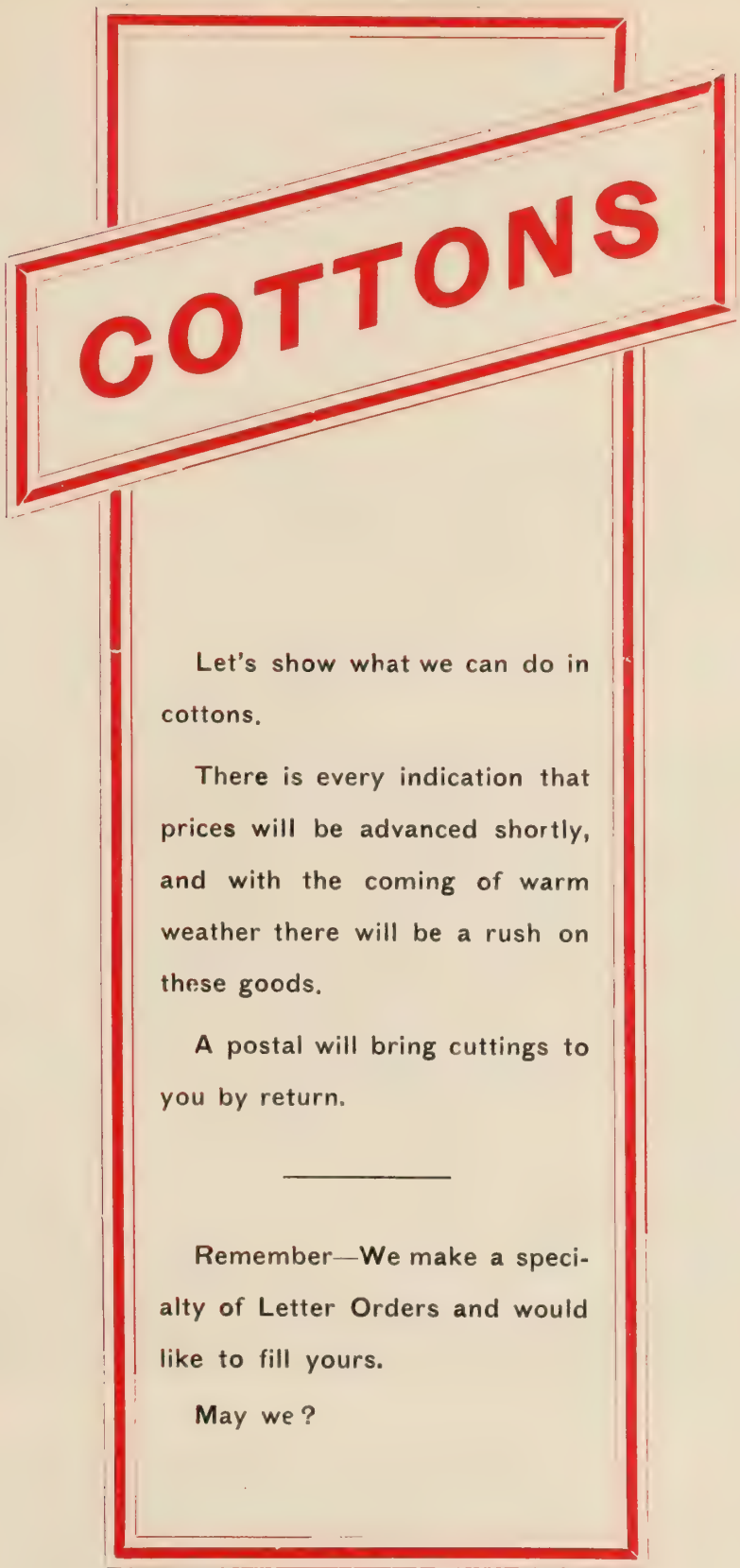
At the present time, it is evident that an awakening is developing which will undoubtedly work to the benefit of the wool industry. Mutton will continue to be the chief aim of the Canadian sheep-raiser, but the conditions necessary to produce high-class mutton are also favorable to the growth of sound fleece. With proper housing and careful management, the flocks will be productive of an increased revenue by reason of improved wool qualities, which cannot be well overlooked. In this connection it is interesting to note that the Department of Agriculture of Ontario will this year conduct experiments in sheep-feeding and management with the object of obtaining statistics which will be of service in future educative work.

The defect remarked upon by Mr. Bird is by no means an unusual one. Owing to the negligence of farmers the fleeces of their sheep become badly infested with vegetable matter which is only removable by expensive machinery or a process known as carbonizing. In the process of combing, most of this substance is removed, but for cording, the other process is frequently resorted to. These processes are expensive, and it goes without saying that proper management of the flocks would soon demonstrate its value by way of increased values for Canadian wool.

—◈—

Fire caused about $30,000 damage in the warehouse of Coppley, Noyes & Randall, Hamilton, on May 22. One of the freaks of the fire was to burn one sleeve only out of a row of coats which hung at the north end of the building.

The stock on the floor where the fire raged consisted mostly of trousers. Several hundred pairs were destroyed. The fire went up the elevator shaft to the third floor and destroyed a considerable amount of clothing. On the ground floor and in the basement the damage done was caused by water.



The W. R. Brock Company (Limited)

MONTREAL

Mammoth Store will Maintain Schools for Staff Recruits

Gimbel Bros. will have Eleven Million Dollar Structure in New York —Will Require Some Seven Thousand Employees – Hospital Service for Customers — Forty-five Show Windows — Interesting Details.

GROUND was broken recently for the great Gimbel store at Broadway, Thirty-second and Thirty-third streets, Gimbel Square, New York.

Gimbel Square is situated between the new Pennsylvania Railroad depot and Broadway, while one of the basements will be the depot and present terminal of the McAdoo tunnels.

At no other point in New York do so many arteries of travel converge—the great Pennsylvania Railroad, the Hudson tunnels system, an elevated railroad and numerous lines of surface cars.

The undertaking at this time—touching some fifty lines of industrial activity and giving, directly and indirectly, employment to thousands of operatives—must have a quickening impulse toward a general return of large prosperity.

Seven Thousand Employes

The Gimbel Store, when opened, will require some seven thousand employes.

The electrical installation will be the equivalent of forty thousand 16-candle lamps, and will be distributed by 204,000 feet of wire, running through more than thirty-eight miles of conduit; and over two thousand horse-power of steam boilers will be required to generate the current.

Many new ideas for the comfort and convenience of the public will be incorporated in the building, and a committee from the Philadelphia management will be brought into co-operation with the architects to develop the most perfect conditions for the comfort and well-being of the employes. The Gimbel system is solicitous for its employes, maintaining a plan of beneficial help in case of illness, and providing for social well-being and advancement while in health. Schools are to be maintained for the young recruits and for older people coming into the store family.

Hospital service will be maintained for customers and employes the victims of sudden illness, and an elaborate system of rest rooms will be provided.

It is determined that the new store, with its more than a million square feet of floor space, shall be opened to the public in the early autumn of next year.

The property will cost, when completed, considerably over eleven million dollars.

The new store will be a fireproof structure, the steel being from the Bethlehem, Pa., plant of Charles M. Schwab, and weighing 24,000,000 pounds. This steel, if drawn into No. 10 wire, would reach a hundred and ten thousand miles.

Forty-five Show Windows

Of course, the first step is to excavate for the three basements, necessitating the removal of a hundred and twenty thousand cubic yards of dirt and rock. This would coat a thousand acres one inch thick.



New Store to be Erected by Gimbel Bros., New York.

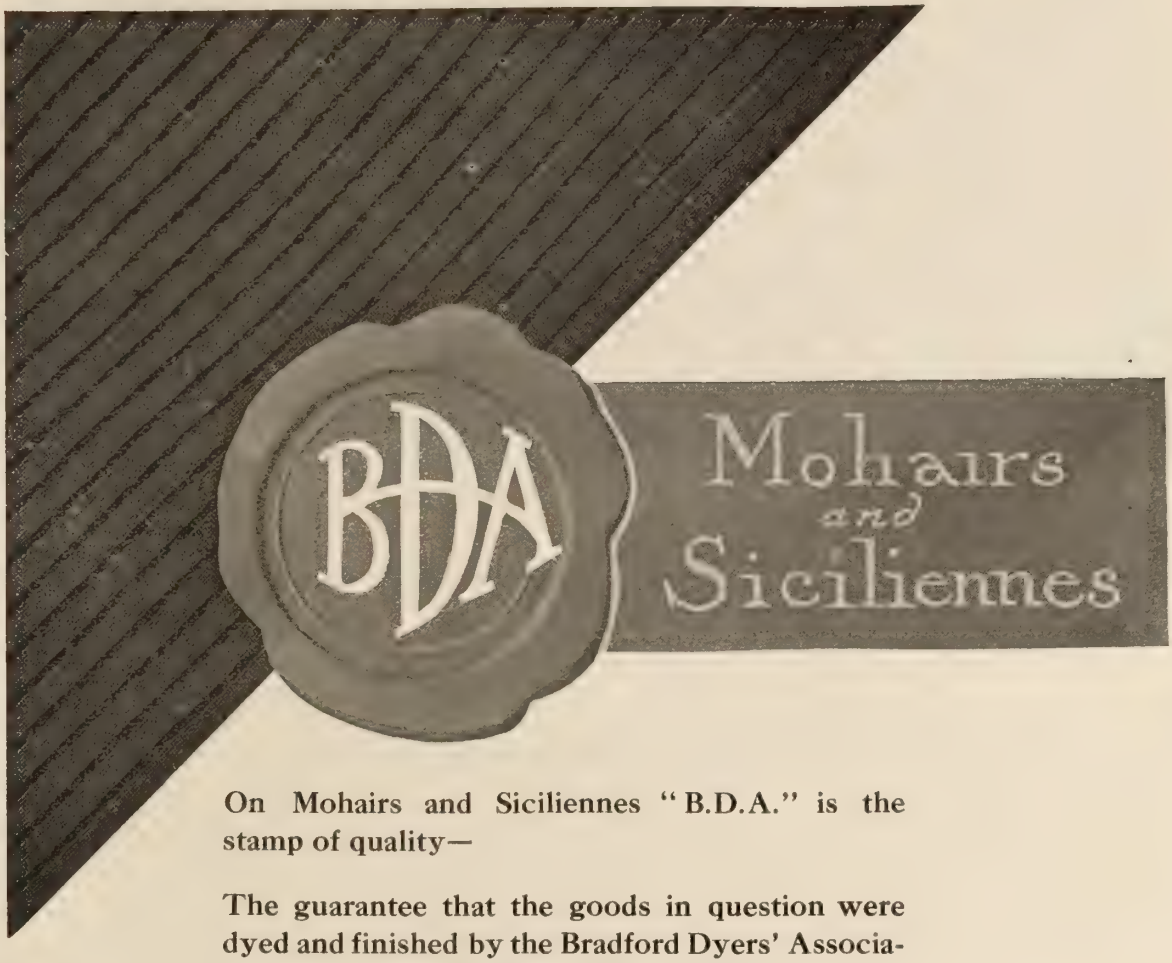
The mortar required for the building would cover five hundred acres one inch thick.

The floor area will be something over a million square feet.

There are to be forty-five show windows—in all, 914 lineal feet of them.

A mile and a half of banister will run along the inclosed stairways, and eight thousand automatic sprinklers will form a self-acting fire company to protect the stocks—the building can't burn.

Fifty electric elevators—forty-one of them for passengers—will be housed in a mile and a half of shafts, and the combined traveling power of the elevetors is thirty miles an hour.



On Mohairs and Siciliennes "B.D.A." is the stamp of quality—

The guarantee that the goods in question were dyed and finished by the Bradford Dyers' Association of Bradford, England—who are—

The originators of the beautiful, permanently lustrous finish that made Mohair fashionable, and

The discoverers of the process of dying Mohair which permits the introduction of new patterns season after season.

Look for this stamp when you buy.





Section of the Remodeled Store of Gladney, McDonnell & Co., Marmora.

Canadian Drygoodsmen and their Methods

Patrick's Fair and Square.

Hamilton, May 28.

"IF you don't know Patrick, you ought to." This is a legend which looks promising. It belongs to Arthur Patrick, dry goods merchant and men's furnisher, corner of York and Queen Streets, this city. Mr. Patrick evidently believes in applying a spur to one's curiosity. He does not, after the manner of some print the front view of his head on his office paper. He prefers to display the reverse side, and whets one's pleasureable expectation by the accompanying words: "This is Patrick: meet me face to face." His store is known as the "Fair and Square," and he states that this sign over the main entrance means just what it says.

How do facts bear out the sign? In the first place, Patrick sells dry goods for cash and one price only. His is a ward or locality store, and he holds that, when people have credit accounts they purchase goods they have no particular need for. Consequently they grow careless. As a rule, having little or nothing at stake, they think nothing of pulling out and leaving bad debts behind. Then, again, the loss and extra help required to run a credit business must shrink the profits derived from those who pay promptly. The "one price" idea Mr. Patrick regards as exceptionally effective in a retail business such as his. The merchant, however, must stand by his prices rigidly. This may mean the loss of an occasional customer, but the store gains the confidence of the public when it is known that the merchant has no favored class. Mr. Patrick has always conducted business on that basis and in 17 years has lost little or nothing.

It is of interest to note that Mr. Patrick attaches particular importance to window display, and he claims that his plate glass areas are the largest in the city, being four feet wider than the next in size.

Utilizing the Basement.

Now that so many merchants are considering plans for remodelling their stores, the importance attached to basement departments in modern layouts would seem to be a topic worthy of discussion. The cut of the Robinson store, Moose Jaw, is to the point. It will be noticed, from the cards in the foreground, that groceries and crockery occupy the basement floor, an approved location for these departments in a general store. They may thus be more thoroughly developed and interfere in no way with those departments which seem to be more naturally allied with dry goods. When groceries are not carried, the basement is very often used for staple lines and boots and shoes. The great problem is to secure an abundance of light. Prism areas back and rear give good results, and where the building is a new one flanked by others, a light well on one side may be secured by leaving a narrow space between the side walls for one-half or one-quarter the depth of the store from the rear where light is sometimes difficult to obtain. Room for two or more windows may thus be secured. This was the plan adopted in a double store building recently erected at Niagara Falls, Ont. A narrow space separated the rears of the two stores, and the windows in the end wall of the basement were supplemented by a series at one side, with the result that the basement floor was just as well lighted as the main floor. The depth of a great many stores is such, however, that any arrangement, beyond a well-windowed front and rear would be unnecessary. It is safe to say that, instead of being an accumulating place for packing boxes, as is often the case, or as a section of which no especial use is made, there are scores of store basements which in whole or in part, could be more profitably made use of.

The section of the Robinson store illustrated here is a study in arrangement. It will be noted that considerable care has been taken in working out an effective ledge trim on the right and that a summery atmosphere has been obtained by the display of parasols.

The bank of canned goods is excusable, placed as it is at the entrance to the basement. The store, judging from the illustration, has a large and well equipped boot and shoe department, and it will be observed that the location of each department such as wall paper, ready-to-wear and furniture are conspicuously placarded.

Remodeled their Store.

Gladney, McDonnell & Co., of Marmora, following a fire, have had their general store remodeled along lines

The Selling Power of a Guarantee Holeproof

Do you realize the selling power of a strong guarantee?

You might make the strongest possible claims as to the durability of Holeproof Hose and fail to convince your customer, but when you offer him a signed guarantee ——!

It's the guarantee that turns the trick.

With every box of

NEVERDARN Holeproof Hosiery

FOR MEN AND WOMEN

there is this guarantee:

> *"Should any or all of this six pair of hose require darning within six months of the day you bought them we will replace at our expense with a new pair each darned pair returned."*

Red tape! Not a bit of it. Your salesman merely fills in the date of sale on the coupon—that's all. It is our guarantee, and it's us behind each and every pair that you sell.

Neverdarn Holeproof Hosiery is made exclusively of the finest quality long fibre Sea Island and Lisle Yarns, specially prepared, which renders them extremely tough and durable, yet soft and easy on the feet. They are reinforced at the hardest points of wear and will permanently retain their original good shape. They are dyed by a new process Sanitary dye, which leaves the fabric absolutely fast and clean. Made in leather shade tan and black.

THE CHIPMAN HOLTON NEVERDARN Holeproof HOSIERY 6 PAIR GUARANTEED 6 MONTHS REGISTERED

"It's the name behind a guarantee that makes it good."

ORDER FROM YOUR JOBBER.

Chipman-Holton Knitting Co., Limited

HAMILTON, CANADA

E. H. WALSH & CO., Sole Selling Agents,
Toronto and Montreal

which have given first consideration to convenience of salespeople and shoppers and effective display of goods. The arrangement of departments would appear well suited to the requirements of business in small centres. The store, as the plan indicates, has a depth of sixty feet and a width of thirty-four feet. A storage warehouse is located in the rear. There is a display window of good depth and width on each side of the entrance. Three large show cases have conspicuous position, one to the right and the other to the left of the entrance, and a third between the boot and shoe and grocery departments. The men's ready-to-wear clothing occupies a central position with dry goods and men's furnishings on one side and groceries and boots and shoes on the other. The office is located over the vault in one corner of the store and it is there that the carriers from four cash stations are centralized. The millinery and housefurnishing departments are located on well equipped sectons of the second floor and there also is a storage place for surplus stock.

The store is not crowded with counters as is often the case with country stores, but this part of the equipment is only placed where absolutely necessary. It would appear from the layout, that Gladney, McDonnell & Co. have a layout which facilitates exceptionally well the inspection of goods in every part of the store.

The present firm is composed of J. A. MacDonnell, who owned and conducted the business under the name of Gladney, McDonnell & Co. for six years up to the time of the fire in April, 1908, and E. M. Gladney, son of W. E. Gladney, founder of the business.

Returned Overpaid Insurance.

A Galt correspondent writes that, through the official records of the Gore District Fire Insurance Co., of that town a somewhat interesting piece of history in connection with the adjustment of a fire loss recently came to light. It appears that A. H. Lofft & Co., dry goods merchants, St. Mary's, suffered a fire loss on which the adjustors allowed $6,250. At their next stock-taking the firm became convinced they really had not lost more than $3,750. Having confirmed this by a second stock-taking they immediately returned the fire insurance companies, $2,500, overpaid by them, the share of the Gore being $289.43. The explanatory letter was ordered inscribed in the company's minutes in full, and a resolution, moved by R. S. Strong, seconded by W. K. McNaught, M.L.A., was passed, expressing the appreciation of the high-minded and honorable course pursued by the Messers. Lofft.

Began Business with $40 Stock.

(Staff Correspondence).

Vancouver, B.C., May 25.—George Ashwell, dry goods merchant, of Chilliwack, B.C., has just entered upon his twenty-fifth year as merchant in that place, and during that time has attained success in business as well as secured the confidence of his fellow townsmen to such an extent that he has been a member of various municipal boards. Mr. Ashwell came to British Columbia in 1861, and settled for a time in New Westminster, where he worked at his trade as a carpenter and was a partner in Cunningham's hardware store. In 1871, he started business in Chilliwack with a $40 stock of dry goods. A year later he purchased the stock of R. Garner at Chilliwask Landing, and for sixteen years lived there. Then he secured the stock of Uriah Nelson, and moved back to the town proper. His little store then was a modest affair, 24 feet wide and 61 feet long. In 1898, he erected his present building, which is of two stories, 50 feet wide and 96 feet long. To-day it has the distinction of being the only departmental store in Chilliwack, and buying for cash is enabled to give bargains that compare with eastern houses. Since the establishment of the Ashwell store on the present site, the business grew very fast. Branches were started at Rosedale and Sardis, smaller settlements in the fertile Chilliwack valley. The Rosedale store has since been purchased by the Bartlett Brothers, while the store at Sardis was taken over by his son Henry, and afterwards sold to W. J. Holmes. Of late years, Mr. Ashwell has given over the management of his large store to his son, G. H. W. Ashwell. This well known British Columbian was born in Bedfordshire, England, in 1831, and married Miss Sarah Webb. After emigrating to Canada in the early fifties he lived for five or six years at Toronto and Dunnville, Ontario.



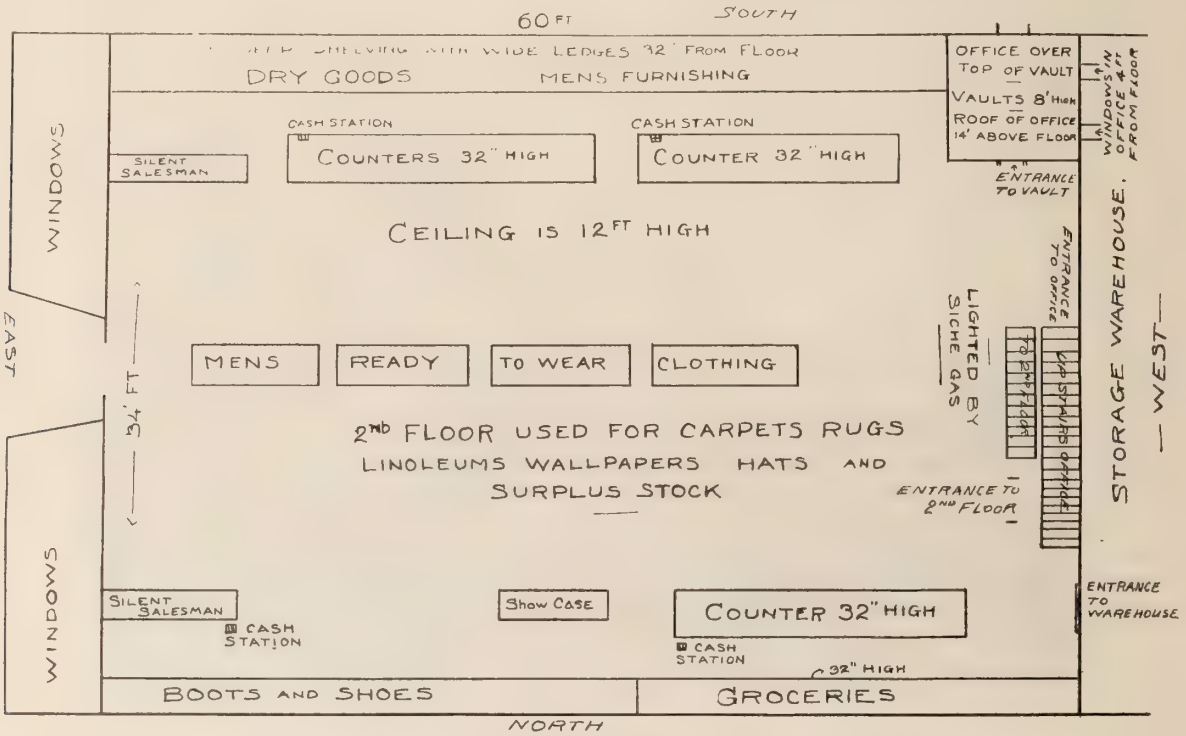
Patrick's Fair and Square, Hamilton.

A Penmanship Competition.

Kane & Kane, who have been in business in Orillia for upwards of 30 years, recently introduced a penmanship competition in connection with the boot and shoe department of their general store. The idea was planned to appeal particularly to Orillia boys and girls. The introductory announcement was made through a circular and an ad. bearing the intimation: "We want to see how well you can write." Accompanying the circular explaining the rules of the competition was a printed form with blank spaces for the name of the boy or girl, his or her age, address, date and name of school teacher. Three sentences were given, the subject of each being the name of a line of shoes which the firm is introducing. Following were the rules:

1. Writing must be the scholar's whose name appears on the form.

2. Junior scholars, aged 6, 7, 8 and 9 years, may use lead pencils.



Floor Plan of the Remodeled Store of Gladney, McDonnell & Co., Marmora.

3. Intermediate scholars, aged 10, 11 and 12 must use pen and ink if possible, but will be eligible if writing is done in pencil.

4. Senior scholars, aged 13, 14, 15 and 16, must use pen and ink; no work eligible for prize if otherwise done.

5. Punctuation, spelling, cleanliness and neatness must be carefully observed.

6. Papers to be enclosed in envelope carefully sealed and handed in to the clerk of the shoe department.

7. Scholars competing will be handed a neat souvenir when they present their papers.

The competition, apart from its main purpose in promoting the interests of the shoe department, also placed in the hands of the merchant an interesting display of handwriting demonstrating the success of the scholars in that particular branch of education. The repetition of the name of the shoe in the sentences was not without its impression. The competition was a marked success. Nine prizes in all were presented.

The boot and shoe department in the Kane store is well situated for the influx of school children caused by the competition. It is immediately on the right of the entrance, with dry goods on the left and groceries in the rear.

It Must Be Proven.

If, when the phrase "Marked Down to Cost" first came into popular use it had been turned over to a board of Public Utilities and its use restricted and hedged around with difficulties and moral obligations it might still be doing valiant service in emptying the shelves of overstocked merchants and the pockets of eager customers. But long and careless use has dulled the edge of the phrase and the worthy old actor on the advertising staff is back among the chorus while the spot light plays over newer and less familiar soubrettes.

Jones, with child-like faith in the efficacy of the conventional advertises his sale of dry goods and after a pica explanation of the reason for his sacrifice, remarks in 72-point black face gothic that "everything will be sold at cost." The public having bought much goods and a few chattels at previous sales of this sort, does not grow excited over the remarkable opportunity for buying goods from Jones.

The public is sceptical about the ability of any man to remain profitably in business while selling his goods at cost. The theory involves some propositions in merchandising which the public doesn't understand and probably doesn't want to. So the fact that goods are sold at cost must be proven.

A merchant in a Western town did this by means of his invoices. "Come and see our original bills, read the prices on them and compare them with the prices marked on our goods," read the posters his delivery boy nailed on the walls and telephone poles. It was explained that the invoices on all goods offered in the sale would be posted in the store where everyone would have an opportunity to inspect them and see that goods were actually being sold at cost.

At the store, the show windows were filled with the bills, scattered on the floor of the windows and pasted on the sides. Inside the bills were seen all over the

store. When it was possible to do so they were placed near the counter containing the goods listed. A big counter full of shoes was accompanied by the bill on which these shoes were invoiced.

Probably few customers went to the trouble to compare the listed figures. It was not necessary for them to do it because the evident readiness of the merchant for every one to investigate was proof enough that the goods were actually being "sold at cost."

Another merchant made his cost mark public. "I mark all my goods with the cost mark 'white sugar,'" he announced. "At this sale nothing will be sold but by this cost mark." Large newspaper advertisements explained the method of marking cost on goods by letters instead of figures and showed how to tell the cost of goods by means of the cost mark. To make the sale more effective, a number of little cards were printed containing the explanation of the cost marking plan, and a key to it. These were distributed to be brought by the customer to the store as an aid in figuring out the cost price.

This plan not only proved popular but enabled the sale to be put on without the usual work of going over the entire stock of goods and marking new prices thereon.—Printer's Ink.



A Section of the General Store of the T. W. Robinson Co., Moose Jaw, Man.

Millinery Opening in Evening.

Applebe, Stone & Applebe, of Chatham, adopted an innovation this year by holding their millinery opening in the evening. Nothing was sold; in fact the words of the announcement were, "Nohting will be sold. This is merely an occasion of display and we cordially invite you to come in, take all the time you want and look carefully around. You'll be welcome."

The experiment, from all accounts, worked very satisfactorily, the scheme giving patrons ample opportunity to look around and see the goods offered under most favorable circumstances, while the staff were not distraeted by having to cut goods, make sales and find change for customers. Nor, on the ensuing day, was the time of the staff largely consumed in showing goods without any prospect of making immediate sales. The scheme, in short, had the effect of setting apart a definite time for display only, instead of mixing the two businesses of display and selling.

Japan's Silk Trade.

Of all the articles which Japan exports to other countries there is perhaps none on which the future prosperity of the nation is so dependent as that of raw silks and silk fabrics.

The cultivation of silk in the Far East, says the Journal of the American Asiatic Association, had its origin in China and spread from there to Japan, its introduction into the latter country taking place about 195 A.D., when a Chinese prince came to Japan, bringing with him several of the Chinese species of silkworm. It was not, however, until the second half of the sixth century that silk culture became fairly established. About that time silk fabrics came into general use for wearing purposes, and consequently sericulture and weaving became general on a small scale throughout the country. From about 1700 the enforcement of rigid sumptuary legislation, whereby the wearing of silk by the common people was prohibited, had the effect of throwing the industry into a sudden decline.

Japan is second in the world as a raw silk producing country, China holding first place. From Shanghai and Canton combined—and they export the bulk of Chinese raw silk—the export for 1906 was 5830 tons, while that from Yokohama was 5800 tons. The quantity consumed internally in China is of course vast as compared with that consumed in Japan.

Italy, which is the third raw silk producing country, is credited with 4745 tons. France, the fourth country, produced only some 605 tons, so that the raw silk industry is conducted on a large scale in the countries of China, Japan and Italy only, but neither China nor Italy can show such phenomenal progress as Japan.

Endless varieties of silk are woven in Japan, but most of these are only for domestic consumption, and the kinds exported to any extent are limited to habutae, handkerchiefs made of habutae, kaiki, usuginu (thin silk), taffeta and crepe, monshike tins and silk muslin. Habutae and handkerchiefs together form about 80 per cent. of the total value of silk piece goods exported from Yokohama.

Most of the habutae shipped abroad is sent in its grey state and is then printed or dyed in foreign countries. It is put to all sorts of uses and finds its way to nearly every country in the world. The very finest qualities are taken by America, where habutae is used for women's dresses and blouses.

Enlarging a General Store by the Erection of an Annex

Arrangement by Which all of the Wide Piece Goods are Centralized in new Section with Smaller and More Compact Wares in Front.

THE Review recently received the following letter: "Finding that our present store is not large enough, we are contemplating the erection of an annex in the rear. Our building has a frontage of 50 feet with a depth of 110. The addition will be 40 feet wide and 70 feet long. We carry a general dry goods stock, as well as men's furnishings and men's and women's boots and shoes. Millinery and ladies' ready-to-wear garments are located on the second floor, and in these departments we do not propose to make any change.

"The reason we wish to extend our store is because we have built up an extensive business in fancy dry goods, and we wish to make a better display and add more lines, namely, hair goods, art needlework and toilet goods. To do this, as our store is at present arranged, would crowd our staple and dress goods sections."

The store referred to is located in a town of about eight thousand inhabitants.

Wide Piece Goods in Annex

After a careful consideration of the sketch accompanying the letter The Review submits a plan which appears adaptable to requirements. It will be noticed that all of the wide piece goods have been placed in the annex and the smaller and more compact wares in the front store. The arrangement is such that all goods carried in cases occupy the main section. Two double rows of cases are planned for each aisle. This is an arrangement adopted by many of the newest and best equipped stores, and is particularly well suited to the classes of goods to be displayed there. The cases, it will be found, will accommodate a large assortment, and no additional shelf room will be needed. This will leave a clear and unobstructed view of the store that will only be broken by the 5 foot high centre fixtures.

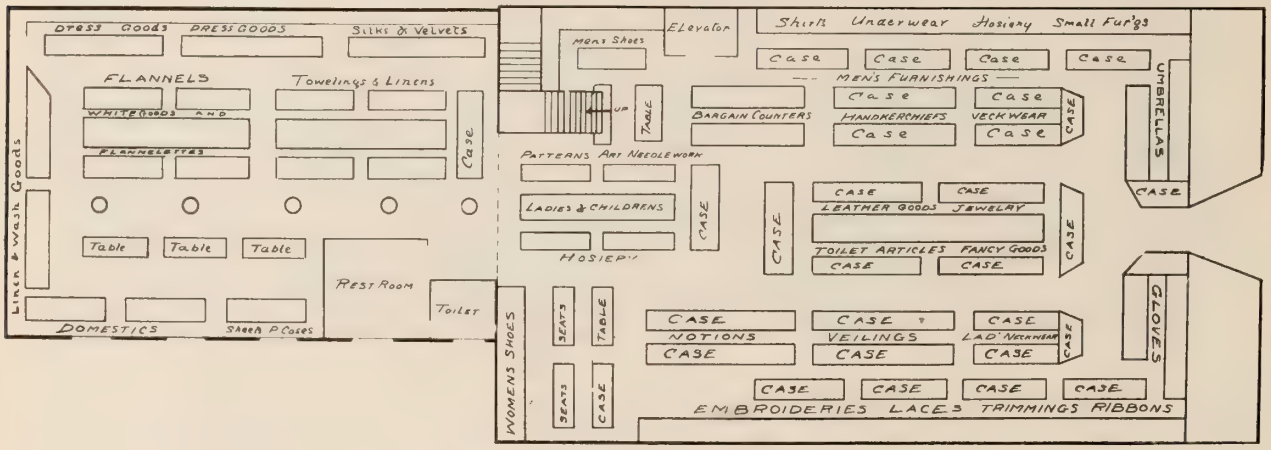
Smaller Staff Possible

This arrangement also allows of the working of the store with a smaller staff. The goods being all on view, and conveniently to hand, salespeople from other departments will have no trouble locating stock, nor will the plan be found disadvantageous when display possibilities are considered, for it will appear unusually well equipped, and from the fact that merchandise is so well exhibited large sales should result. In addition to this, the customers who visit staple lines in the annex, and those whose destination is either the millinery or garment department upstairs, will have to pass by the attractive cases in the front store.

Men's goods occupy an aisle by themselves. They are easily reached from the main entrance, and so placed that women do not need to use this aisle to reach any of the departments they are interested in. Both men's and women's umbrellas are carried together and are placed at the head of the men's aisle, backing the show window, as here they may be located without difficulty by salespeople and customers.

Rest Room and Toilet

A rest room and toilet for the convenience of shoppers is placed in the annex. The Review believes that all merchants who have stores of this size should install these conveniences. There is no feature of store service that attracts more customers than clean and comfortable rooms of this kind. Situated in this corner it is well out of the way, and will also draw a large number of customers into the departments carried in the rear of your store.



Plan showing Re-arrangement of Main Store and Annex.

The plan drawn, reproduced on this page will make all the necessary points clear.

Must Know His Goods.

A large carpet house, remarking upon the great advance made in the manufacture of rugs and with almost countless sizes and varieties, declares that it takes salesmanship of a higher order to steer one's customer through to a finish than it formerly did to show carpets. In the first place don't rush your customer. Find out in a quiet, unassuming way his likes and dislikes. Ground yourself on your customers' wants; then, having gained their entire confidence and without showing your complete stock, lead them to a decision that they believe to have been their own. To conduct a sale in this manner one must know his goods, and to do this he must spend all his spare time learning his stock; not only stock on hand, but he must have such a knowledge of things obtainable that he will never be obliged to say "We don't keep it," or, "It isn't made," etc. For to an intelligent salesman nothing is impossible to-day. Everything called for can be obtained.

Are You Selling More?

If Not, Why Not? We Are.

Increases in 1908 over 1907 in Sales by merchants handling

STANDARD PATTERNS

Burke, Fitz Simons, Hone & Company
Rochester, N. Y.

July	'08	as compared to	'07	6 p.c.	Decrease
Aug.	'08	over	'07	12 p.c.	Increase
Sept.	'08	over	'07	45 p.c.	"
Oct.	'08	over	'07 ...	26 p.c.	"
Nov.	'08	over	'07	65 p.c.	"
Dec.	'08	over	'07	29 p.c.	"
Jan.	'09	over	'08	37 p.c.	"
Feb.	'09	over	'08	30 p.c.	"

C. S. Hills & Co.
Hartford, Conn.

July	'08	as compared to	'07	6 p.c.	Decrease
Aug.	'08	over	'07	13 p.c.	Increase
Sept.	'08	over	'07	40 p.c.	"
Oct.	'08	over	'07	44 p.c.	"
Nov.	'08	over	'07	34 p.c.	"
Dec.	'08	over	'07	51 p.c.	"
Jan.	'09	over	'08	25 p.c.	"

H. C. Hasemeier Co.
Richmond, Ind.

July	'08	as compared to	'07	1 p.c.	Decrease
Aug.	'08	over	'07	3 p.c.	Increase
Sept.	'08	over	'07	30 p.c.	"
Oct.	'08	over	'07	3 p.c.	"
Nov.	'08	over	'07	30 p.c.	"
Dec.	'08	over	'07	54 p.c.	"
Jan.	'09	over	'08	33 p.c.	"
Feb.	'09	over	'08	91 p.c.	"

Ernst Kern
Detroit, Mich.

July	'08	as compared to	'07	27 p.c.	Decrease
Aug.	'08	as compared to	'07	14 p.c.	"
Sept.	'08	as compared to	'07	13 p.c.	"
Oct.	'08	as compared to	'07	13 p.c.	"
Nov.	'08	as compared to	'07	15 p.c.	"
Dec.	'08	over	'07	18 p.c.	Increase
Jan.	'09	over	'08	64 p.c.	"
Feb.	'09	over	'08	73 p.c.	"

WRITE US FOR OUR TERMS

Standard Fashion Company

33 Richmond St. W. - - - Toronto, Ont., Canada

Defects in New Assessment Act to be Considered

Special Committee of the Ontario Legislature to Report Next Session — Business Assessment Generally Regarded as Improvement on the Old Personal Property Tax—An Assessment Commissioner's Views.

THROUGHOUT Ontario when the operations of the new assessment act come into force in January, 1905, resulting in the business assessment being substituted for the personal property tax, it was generally felt that some radical move on the basis of definite, accurate, and more equitable valuations was needed; otherwise, no change would have been inaugurated. After nearly five years of trial it is admitted that the business assessment as a substitute for the personal tax is, on the whole, preferable although as time has proceeded some inequalities have developed in the working out of the new order of things, not only with regard to business assessments of manufacturers, wholesalers and retailers, but also in connection with the assessment of income, etc.

During the recent session of the Ontario Legislature several notices of amendments to the act were brought forward and specific cases instanced where its provisions were unfair, but the Government felt that to make changes in order to meet these objections would constitute a bad precedent and create a muddle. Patching up an assessment act, once in operation, is like tinkering with the tariff. It would create uneasiness, discord and dissatisfaction. If any alterations are to be made they should be general and take in the whole scheme so that business conditions and standards of valuation may not be too much upset. Mercantile interests want to know exactly where they are at.

Will Review the Act.

Nothing was carried out in the shape of amendments last session, but a special committee was appointed shortly before the House adjourned, to inquire into and report upon the working of the present act and to this committee all bills having in view the changing of present provisions were referred. All these will be thoroughly considered by the committee which will bring in a report at the next session when the provisions of the whole act will come under review. Any changes that are declared desirable from the standpoint of the many rather than the interests of the few, will likely be made. Merchants and manufacturers, wholesalers and retailers, who think that some of the present clauses should be altered, would be acting in their own welfare if, in the meantime, they present their views and lay their objections before members of the special committee which is a large one, and representative of all parts of the province.

The special committee is composed of Sir James Whitney, Premier; Hon. W. J. Hanna, Provincial Secretary; Hon. A. J. Matheson, Provincial Treasurer; W. K. McNaught, North Toronto; J. W. Johnson, West Hastings; I. B. Lucas, Centre Grey; W. F. Nickel, Kingston; Col. Hugh Clark, Centre Bruce; Henry Eilber, South Huron; W. S. Brewster, South Brant; W. H. Hoyle, North Ontario; G. H. Pharland, Prescott; J. R. Dargavel, Leeds; W. H. Hearst, Sault Ste. Marie; James Torrance, North Perth; P. H. Bowyer, East Kent; F. G. Macdiarmid, West Elgin; J. J. Preston, East Durham; George Pattinson, South Waterloo; Allan Studholme, East Hamilton; Hon. A. G. MacKay, Leader of the Opposition; Daniel Reed, South Wentworth; V. Stock, South Perth; W. J. McCart, Stormont; James McEwing, West Wellington; Duncan C. Ross, North Middlesex; Wm. Proudfoot, Centre Huron; J. C. Elliott, East Middlesex.

To Equalize Assessment.

The reason that the business assessment was substituted five years ago for the personal property tax was that it had been the experience, not only in Ontario, but all through America it was found impossible to equitably assess personal property; that an assessor had not the means of getting at a fixed, true valuation, and that there was no definiteness, certainty or foundation for the system. These and many other reasons were urged in favor of a change. Under the old system different methods of escaping taxation were resorted to while the whole plan was found to lead to deception, supression of facts, and evasion, in the matter of liabilities, liens, and notes, the latter being often greatly exaggerated. The loop-hole was afforded by sub-section 20 regarding "exemption" in the matter of personal tax, which says: "So much of the personal property of any person as is equal to the just debts owed by him on account of such property." This was the avenue of escape and the machinery provided to get at correct returns was ineffective and inoperative. Some men could, and frequently did refuse to give an assessor a statement of assets and liabilities and then the assessor had largely to resort to guesswork.

As a result of crude methods, inequalities and other objections, the business assessment came into force whereby the merchant, the wholesaler and the manufacturer are assessed a certain proportion of the value of the real estate or premises occupied by them, the rating varying from 25 to 150 per cent. of the total value of their respective quarters, and to what purpose they are devoted. No man, however, can escape, if he is engaged in business, for the law does not permit him to pay taxes on a less value than one hundred dollars.

Mercantile Assessment.

All dry goods merchants, grocers, hardware merchants and others, under the business assessment, are assessed twenty-five per cent. of the value of the premises occupied, where the popuation of the municipality is over 50,000; 30 per cent. where the population is over 10,000; and 35 per cent. if under 10,000. The business tax of wholesalers is 75 per cent. and manufacturers 60 per cent. Coal merchants are rated at 50 p.c., except in cities of over 100,000 population, where it is 30 per cent. This method is easy of application, definite and fixed and the assessor does not have to delve into the private affairs of everyone doing business. It is not claimed that the new system is equitable from a basis of wealth, and could not be for the reason that a percentage of the assessvalue of the land is taken as the business assessment in lieu of the value of personal property. Large capital is

employed in small places and vice versa, but its advocates contend that it has this effect; and that is, no one can escape. Under the old way, debts due on account of presonality were to be deducted and it is said that not one-tenth of the personal property liable to assessment was assessed. Under the business assessment a certain rating is fixed by the act and an assessor cannot go beyond this rating. Here is where the improvement comes in, although the rating may afford causes of dissatisfaction.

Inquiries made from the city assessment department in Toronto and other cities elicits the information that the new system of business assessment is regarded as a decided improvement, and, while not perfect perhaps, is more satisfactory than the personal property tax. In fact, the number of appeals entered by merchants, wholesalers, and manufacturers are not one-half what they used to be under the old order of things.

Discrimination in Assessment.

The question naturally arises why rate some at 25 per cent., some 50 per cent., some 60 per cent., and so on up to 150 per cent.? The answer is that, in framing the act and considering its effect on the different municipalities throughout Ontario as a means of providing taxes, it was necessary that its operation should provide at least as much taxes as were collectable under the old act. To prove this statistics from seventy-two municipalities in Ontario, showing the total assessment of their real and personal property and income were collected and statements were obtained also of the amount of taxes collectable from the merchant, the manufacturer, the wholesaler, and others and the assessed value of their real property, so that by supplying the present ratings it was satisfactorily demonstrated that no loss in taxation to any of these places would result. There were also, other reasons for the discrimination in rating, particularly in the larger cities.

Fairly Well Satisfied

E. M. Towern, secretary of the Retail Merchants' Association of Canada, states that, with very few exceptions, the system of business assessment is giving satisfaction to retailers throughout the country. So far as he knows coal merchants are the only ones complaining. They believe that their rating in places under 100,000 population should be reduced to thirty per cent., the same as that of the majority of retailers. Manufacturers have raised objections and contend the rating of 60 per cent. for them is too high. For various reasons they maintain that the figure should be fixed at 50 per cent. The framers of the act, however, it is said, fixed it at 60 per cent. generally, because, with few exceptions, it is not necessary that manufacturers be located on valuable land.

All objections entered by any business interests will be taken into consideration by the special committee appointed by the Legislature and all anomalies and inequalities, if successfully established, will, in all likelihood, be remedied next year. The general opinion is that the business assessment, although having weakness, is preferable to the old mode. In a recent address before the National Tax Association, Mr. Foreman, Assessment Commission of Toronto, declared that, as a substitute for personal property, the business assessment is so far in advance of the former system, that the assessment of personal property as such, will, in his opinion, never be revived.



Are made in all Human Hair Shades to tone with the hair of the wearer, the Net being quite invisible whilst keeping the Coiffure in place without flattening.

5 Sizes **R 20** Medium **R 22** Large **R 23** Extra Large **R 24** Allover **R 26** Superfine

ROSENWALD BROS. Sole Manufacturers & Patentees
LONDON, PARIS, VIENNA

Makers also of every kind of Hair Nets, Hair Frames, Hair Rolls, etc.

Sole Agents for Canada: DIECKERHOFF, RAFFLOER & Co., Ltd.
Cor. Simcoe & Wellington Sts., Toronto, and 40 St. Antoine St. Montreal.

The Traveling Man's Helper

By R. A. HOLMES

While good advertising does sell goods, its proper function is that of co-operation.

It prepares the way for the traveling man, walks by his side and introduces him to the merchant.

It stands at his elbow when he shows his samples, increases the order and guarantees the merchandise.

As a persuader it has entirely supplanted the riotously spent night, the booze h'isting and the expensive cigar.

If it has not entirely eliminated these things, it has made them absolutely unnecessary.

"Men Who Sell Things"

The Sales Manager and his Work — The Impression Made by the Sales Force a Mighty Factor—How to Get an Interest in the Business.

By Walter D. Moody. Serial rights for Canada purchased by the MacLean Publishing Co. from the publishers, A. McClurg & Co., Chicago.

(Concluded from May Dry Goods Review.)

One day he got into an argument with a customer who was an ardent Romanist, and in place of selling the man merchandise, began to argue that there was no such place as Purgatory. In the midst of the argument, a young Irish priest came in, and the merchant said, "Father Reilly, what do you think of this man, who argues there is no such place as Purgatory?"

Father Reilly answered, "Let him go to Hell, then." The salesman who is continually endeavoring to defend his right of position and parading the errors of the other fellow by arguing is beyond redemption.

Bring yourself to the point where you believe there are no buyers in the business like the buyers in your house, and you will soon forget that your competitors live in the same block.

While no move of the competitor should be overlooked, it is also well not to lose much time keeping an eye on him. He will perceive your eagerness, and will certainly mislead you.

That is natural; but don't lose sight of him; at the same time do not follow or watch all his moves for fear of losing a customer or a sale now and then. If you allow your competition to get on your nerves, the shrewdest of buyers and the most seductive of prices will fail to look attractive to you.

Individuality and Reputation.

Let the buyers take care of themselves. Your business is not buying, but selling.

Establish an individuality and a good reputation, and live up to them and not upon them, and success is likely to abide with you.

If you are going to get rattled or flustered at some sensational move of a competitor, he will play upon your weak spot, and you will be apt to find yourself spending your energy at random.

Drive the nail home, and get a reputation for doing so, and every one will come to know by the appearance of the work that you did it, because your individuality is stamped upon it. Between taps, of course, you might glance from the corner of your eye at your competitor's strokes; but make up your mind first, last, and all the time that you are not selling your competitor's goods, that the goods of your house are good goods, and that you can sell them.

And you will sell them.

Time and thought taken in complaining of competition is useless expenditure of energy. It lessens your capacity for the accomplishment of things for which you were employed.

The worst competition is that of the inefficient man of poor ability.

If you are a good salesman, you will understand your advantages over such men, and profit by them through a proper relationship to the buyers of the house that puts its signature at the bottom of your monthly salary cheque.

CHAPTER XXI.

The saying that a man must work out his own salvation as a salesman is good as far as it goes, but it does not go far. That is only part of the programme.

The best salesmen any house can have are the salesmen it builds for itself. The old saying, "Salesmen are born, and not made," is the veriest kind of tommyrot in this day of science and progress.

Naturally, the root of salesmanship must be in the man himself, but the knowledge of how to develop that root into a plant that blossoms and brings forth fruit is where the work of the sales manager comes in.

One good salesman trained and developed in this way is worth a dozen floaters—the here-to-day-and-gone-to-morrow class.

When a salesman gets ready to hear, he is going to be profited by the sales manager.

You can take the best seed in the world and scatter it about and leave it alone, but there will be no crop; but when you plough the soil, put in the seed, and harrow it, in due time comes the harvest.

So you can take the best seed from the granaries of salesmanship and scatter it about on the ground of men's intellect, and you need not expect any return from it; but if you take the ploughshare of ripened judgment and prepare the ground and harrow it over with faith, patience, and encouragement, then the seed falls down into good ground and springs up and bears fruit in the salesmen, some fifty, some sixty, and sone one hundred fold, to the success of that house.

It is just as necessary that you prepare your mind to hear as it is to prepare your ground for the seed. This is the seed of salesmanship falling upon your mind, and if there is no preparation for the seed there will be no harvest. Get ready to hear.

The poorest sales manager on earth talks enough salesmanship to his men every month to make them all top-notchers, when there is a willingness to hear on the part of the salesmen.

The greatest boon to the sales interests of any house is a game sales manager, one who is never afraid of the truth and who knows how to use it in dealing with men and the greatest drawback is the time-serving sales manager, who is afraid of hurting some one's feelings if he does his duty.

Now, it takes two things to make an efficient sales department—a good sales manager and a good hearer; and when you get a good sales manager and a good hearer together, then you are going to have a first-class sales force.

Well, if a sales manager, backed by the very experience that you must encounter in order to become successful, must also think and plan continually in order to get ready to prepare the ground for the seed, what must you do to get ready to hear?

Be not a forgetful hearer, but a doer of the work.

Get Ready to Hear.

If you want to be successful in your work, get ready to hear.

How will you get ready to hear?

By thinking and planning and willingness. Just precisely as the sales manager gets ready to help you, you ought to get ready to hear.

The standards of two salesmen may differ. Not because one is more capable than the other, but because one has a willingness and a desire to do big things and the other has not. The man of large conceptions once worked in narrow channels, but when he saw a wider view of what his work might be he embraced the opportunity to become a bigger man. It is just about as easy to think of a twenty-storey building as it is of a one-storey building, when you turn your mind to contemplating it.

Make it your business to know what is the best that might be in salesmanship for you, and stretch your mind to conceive it, and then devise some way to attain it. Keep in close touch with the head of your sales department, but let him advise you. A willingness on your part to seek and make every possible use of his counsel and experience will aid you materially in your purpose.

An evil habit may be fostered in a sales organization as in an individual—the habit of indifference, of shirking, of mischief-making, the clique habit, and a thousand ills of a negative kind, not the least of which is the habit of finding fault with superiors.

Sometimes the trouble may have started with one wrong-headed man or one restless malcontent, and have spread and fastened upon the business until the evil is perpetuated and infects every newcomer.

The sales manager must not only watch for the development of any wrong tendency and check it in its incipiency, but must labor directly to inculcate right tendencies, high ideals, cheerfulness, and loyalty.

Every outward expression of a business is a reflection of something within, and any sales force must get right within itself before it can hope to be right and work in harmony with the other branches of the business and with the outside world.

The Impression of the Sales Force.

Business houses employing many salesmen may tremble to think of the good or bad impressions being continually multiplied and sent out from their sales departments. Proprietors may be totally unacquainted with that intangible but potent thing, the spirit of their sales force. They are not likely to see it as it impresses outsiders ; or they may realize that it is wrong, and feel helpless to change it.

The necessity for a specific organization of sales departments in large institutions, giving the sole direction to a managing head, is responsible for the creation of the position of sales manager.

Primarily, the position of the sales manager is to stimulate enthusiastic devotion of all to the common cause. That is the thing which spells success. The contagious enthusiasm of a real leader of salesmen culminates when it is communicated to all the members of the sales force. It has then produced an army of doers.

The power to persuade others is, perhaps, the greatest faculty in salesmanship, just as the power to inspire others is the greatest faculty in successful leadership, and is the one thing to which the sales manager devotes his undivided attention in the management of his men.

No man should be at the head of a sales department who does not have this gift of leadership—the ability to inspire loyalty. The habit of loyalty must be established. Those who are not receptive, or incapable of it, must be weeded out.

The salesman who considers no one but himself, who is continually saying, "Where do I come in?" has a negative influence on any sales aggregation, and should be let out. When a salesman cannot be made to realize this, he had better quit and give both himself and his house a square deal. He does an injustice to himself, his managers, and his house when he continues in a position of lacking confidence in the institution and the men at the head of it.

Every salesman has an influence either for good or bad. If he cannot have a good influence he has no right to have a bad one.

CHAPTER XXII.

Working for a Purpose.

Keep your eye on the finish.

Every man who sells things should be working for a purpose.

What is the desire of your heart and soul as a salesman? What is it that binds you down to years of tireless effort?

It is to succeed in the end. Am I not right?

You hope ultimately to secure an interest in the business. Your dominant aspiration is to have a partnership in the business which you have helped to build. It is not so?

The only way that that hope can ever be realized is by the principles of right salesmanship. There is no room in the stockholders' meeting or at the directors' board for negative salesmen.

By that I do not mean to say that all right salesmen eventually become employers. Good men, aye, first-class men, are to be found in every institution, who for various reasons do not seem to bend their energies in the direction of a partnership in the business; but for those who desire in the end to have a voice in the management through personal investment it can be obtained in no other way than through inherent quality of character in salesmanship.

Profit and prestige lie in positive and highly developed qualities of salesmanship, not in negative ones.

Successful men are men of quality.

Without equivocation I might say that salesmen lie closer to the hearts of proprietors than any other class of employes.

When at last you are invited to a place entitling you to share in the profits, what a mighty revelation the whole field of salesmanship becomes! A glance behind the scenes is sufficient to change your views completely. Getting an interest in the business—that is what opens the eyes of a salesman at last to many things that were difficult for him to understand when serving as a private in the ranks.

The head salesman in the house of which I was a senior partner was a man of exceptional ability in many things, but he was generally to be found on the defensive where the policy of the house was a matter of question between the management and the sales force. Finally, opportunity was presented him to take a moneyed interest in the business. His certificates of stock had scarcely been transferred and duly recorded when he wanted to start reform measures on the other salesmen.

There is a certain code of ethics in every establishment governing salesmanship from the viewpoint of the house, and quite a different code from the viewpoint of the salesman.

Having worked my way from stockboy to salesman, from salesman to buyer, from buyer to sales manager, and from sales manager to employer, I am prepared to say, without qualifying the statement, that the average employer's conception of true salesmanship is the correct form for any salesman to aspire to; and getting an interest in the business will confirm it beyond the shadow of a doubt.

Heads Were Salesmen Once.

Almost without exception, the histories of great business establishments reveal the truth of the assertion that the executive heads—the proprietors—were once salesmen. You have only to look to the past of the men at the head of the house whose goods you are selling to verify this statement.

Take cases like the Field establishment in Chicago, the greatest business house in the world. Marshall Field was himself a salesman; and that is also true of many of his partners and most of the army of the Field managers.

Find, if you can, one of the great manufactories or mercantile establishments, either wholesale or retail, in any line, the world over—concerns that have emblazoned their names and trade marks around the circuit of the globe—and find one, if you can, that was not established and promoted to greatness by men who had once upon a time in their business careers sold things. What is true of Marshall Field is true of other merchants and manufacturers, great or small, in every line of trade.

When a salesman has ground out his task for a certain number of days, months, and years, he begins to ask himself where he is going, what he is doing, and—why he is doing it.

Young salesmen begin with enthusiasm, and gradually they settle down into the daily grind, relieved and rewarded now and then, if the results of their efforts justify such acknowledgement.

To the salesman who does not admit to himself that his daily work is a grind, who enters the race and sets his face resolutely toward the finish, never looking back, belong the rich prizes.

The other class, men who have no set purpose in life at all, plod along bravely enough and without any real idea of giving up, and likewise without any real idea of where the journey of business life will lead them. Without the aid of business chart or compass, stopping along the way at times, they ask themselves if the game of salesmanship is worth while, and if they would not have done better to have entered some other field. To each the task that he is doing seems irksome and void of results. That is because his interest is not in his work.

Some one has said that the greatest hell one can suffer on earth is to lose interest in life.

Losing interest in business, looking back from the plough, means, first, decay, then stagnation, and finally retrogreasion—the beginning of the end.

Worth while or not isn't the question. We cannot run away from our allotted task in life whether we think it is worth while or not. The only men who have tried it successfully are professional hoboes; and salesmen who have endeavored to improve their condition and relieve their minds on the subject by constantly changing about in a vain attempt to locate the star of business success eventually become salesmen hoboes.

Shun the Dark Side.

The best thing for us all to do is to look at the bright side of things where we are.

There are two ways to contemplate our work. It is neither bright nor black but as the eyes of the onlooker make it so.

Men who sell things are divided into two classes—those who regard their work with rebellious eyes that do not understand, and those who view their work with a mind that rises above conditions and makes the best of them.

When Lincoln freed the negroes from slavery, a great army was necessary. Every man of that army, of course, wanted and hoped to be an officer; every man would have liked to do the work that Lincoln was doing.

No man should be blamed for having high aspirations, for wanting to be more important; but any man should be despised for refusing to do the humble work of which he is capable, because he has not been made commander-in-chief.

The highest salesman is he who does the lowliest thing well.

We know that, important as Lincoln was, the thousands of brave men who followed his generals in the field of battle were, as a body, infinitely more important. They could have done great things, finding other leaders, perhaps, without Lincoln. Lincoln could have done nothing without them.

The fight that Lincoln and his followers began against the Secessionists a little more than forty years ago is the same fight that the men who sell things must continuously wage against negative qualities in salesmanship, personal weaknesses, competition, and whatever set-backs may be encountered.

In the great panorama of the business world a few names stand out. We see and admire individuals, great business leaders; but the power that controls the entire field of business activity, and has brought business up to where one feature alone, freight by rail, measured in ton-miles, has increased three hundred and fifty per cent. in twenty years, exceeding by far the most optimistic railroad president's dreams—that power is the army of Men Who Sell Things.

In salesmanship it is essential that all grades of men be associated among the beginners. Time only can be depended upon in the necessary weeding process which shall determine the successful among the many. It is the beginner who is the most susceptible to the influence of bad advice.

Don't Expect Too Much.

One of the especial weaknesses of the young salesman lies in expecting too much of his house. He must recover himself and get back his sense of proportion which shall guide him sanely in his expectations. Then, having it, he can do no better than to be guided by this new judgment, keeping his own counsel.

There is no surer measure of a salesman's resources and strength than his ability to move and judge for himself.

If the young salesman will begin this course, merely, he must find it redounding to his every interest in business.

I have little more to say. If I have appeared to be harsh in my treatment of the subject, the apparent harshness has emanated wholly from a desire to paint a faithful and true picture of both the negative and positive phases of our great profession as I have come to know them.

Business is a great battlefield, and therefore, roughly speaking, several million men who sell things, surging backward and forward over its surface, fighting for success. Each has a separate little battle of his own.

One side of the business battlefield is black, while one side is bright. May the readers of this book try to look always upon the bright side, patient in their hard work, without losing ambition. And may many of them change their present position in the ranks for a higher and more responsible one in the officers' quarters that will give them a chance to do more and better work.

Work is all there is in a man.

THE END.

Value of Statistical Record in Departmentized Stores

How to Ascertain Results of a Period of Business Apportionments — Interesting Comparisons Which will Give Profitable Information.

Written for the Dry Goods Review by Howard R. Wellington.

IN the last issue of The Review, some reference was made to the usefulness of the columnar book in connection with statistical information valuable to any merchant. Below is given a sales record which shows what each salesman sold in each department per week, and the total for the department for any period. This may be compared with the previous year and will prove not only interesting, but very profitable information. The posting into this book is readily done from the cash and charge slips, which are totalled on the recapitulation cards at the end of each book, carried by the salespeople and handed into the office when completed. A similar record of the purchases may be kept by the use of a columnar book, which could show the unpaid accounts, the terms, and the purchases of each department.

Fig 1.

Periods	Dept A Clerk 1	Clerk 2	Clerk 3	Total	Dept B Clerk 1	Clerk 2	Clerk 3	Total	Dept C Clerk 1	Clerk 2	Clerk 3	Total	Totals
Week ending May 8	40	20	40	100	20	30	40	90	30	40	50	120	310
" 15	30	30	50	110	30	40	50	120	40	50	60	150	380
" 22	60	50	60	170	40	30	40	110	50	60	70	180	460
" 29	50	70	70	190	50	60	60	170	60	70	80	210	570
Total	180	170	220	570	140	160	190	490	180	220	260	660	1720
or Daily Sales.													
May 8	10	12	13	35									
9	15	10	16	41									
10	20	14	18	52									
Total for week	45	36	47	128									

At the end of a stated period we desire to know the results of trading in the various departments. From our records we have the sales, the purchases, the stock on hand at the start and at the finish, the salaries and the general expenses. The expenses have been apportioned over the various departments, being charged direct to the department when possible or apportioned according to location, importance and space.

The trading and profit and loss accounts would appear as follows:

DEPT. A.

Stock, 1908	$20,000	
Purchases	30,000	
Salaries	2,000	
Expenses	2,000	
Sales		$39,000
Stock, 1909		18,000
Profit—Dept. A	3,000	
	$57,000	$57,000

DEPT. B.

Stock, 1908	$30,000	
Purchases	40,000	
Salaries	4,000	
Expenses	5,000	
Sales		$57,000
Stock, 1909		28,000
Profit—Dept. B	6,000	
	$85,000	$85,000

DEPT. C.

Stock, 1908	$15,000	
Purchases	12,000	
Salaries	2,000	
Expenses	15,000	
Sales		$16,000
Stock, 1909		13,000
Loss Dept. C.		1,500
	$30,500	$30,500

Profit and Loss.

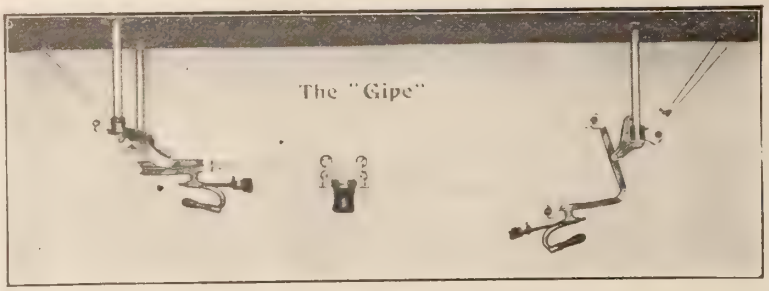
Gain, Dept. A		$ 3,000
Gain, Dept. B		6,000
Loss Dept. C.	$ 1,500	
Gain, Dept. D		2,000
Gain, Dept. E		1,000
Loss, Dept. F.	1,200	
Net gain	$ 9,300	
	$12,000	$12,000

In the next issue of The Review forms of bank and cash books for the small departmentized store will be discussed.

20 Years' Experience Inventing and Building

Cash and Package Carriers

"GIPE" CARRIERS are the LATEST, SWIFTEST, STRONGEST, SIMPLEST and MOST EFFECTIVE on the Market To-day.





Reprinted from "THE CHICAGO DRY GOODS REPORTER," *of Nov. 12, 1898:*—

A NEW CARRIER

E. C. GIPE, the veteran inventor of cash and package carriers, has again demonstrated his ability in this line by bringing out a new carrier with special and meritorious features different from any other carrier. The new carrier is called the "Air-Line," and is described and illustrated in the ad. of the Air Line Carrier Company elsewhere in this issue.

The carrier is so constructed that it is impossible for the basket to drop from the wire under any circumstances. Another feature is that the basket, because of its manner of construction, comes much nearer the wrapper at the bundle counter station than any other ever invented.

The new company is outside the combination, a fact which will interest all merchants who contemplate putting in a carrier service, but object to paying combination prices

Reprinted from "THE DRAPERS' RECORD," *London, Dec. 12, 1908:*—

THE GIPE CARRIER COMPANY, LIMITED

The "GIPE" cash and package carriers are very well known in America, where a great number are in use at the present time. In Canada, too, they have earned a well-deserved reputation, and it is largely with the idea of developing British trade in the carriers that Mr. E. C. GIPE, the inventor, is now in London. Mr. GIPE has had over 19 years of practical experience in building and making carriers, and he is in consequence in the best of positions for appreciating the needs of up-to-date firms who wish to facilitate the transmission of cash and parcels from one department to another. Already a large number of Mr. GIPE'S carriers have been installed in some of the largest and best known English retail firms, and we are informed that as the merits of the system become known the demand for the devices increases in proportion. To enumerate the many advantages of the carriers would require a great deal of space, but particular attention may be directed to the carriers operated upon what is known as the "spread-wire" system. Many advantages are offered in this connection. The carrier is transmitted with speed and despatch. The company are manufacturers of carriers for almost any conceivable purpose.

Many progressive merchants in Canada have already adopted "Gipe" Carriers, and such well-known houses in London, Eng., as Harrod's Stores, D. H. Evans & Co., John Barker & Co., Gamages', J. R. Roberts Stores Co., and many others are now using them; the latter DISCARDING Pneumatic Tubes.

We build LEVEL and GRADE PACKAGE CARRIERS, LEVEL, GRADE, CURVE and PERPENDICULAR CASH and MESSAGE CARRIERS.

CATALOGUE for the asking, or better still, call at our office and let us demonstrate the merits of the "Gipe."

Our Machines are built in Canada, which means a saving to you.

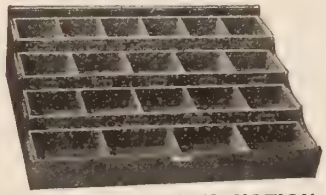
LONDON, ENGLAND
118 Holborn, E.C.

THE GIPE CARRIER CO., 99 Ontario St., TORONTO, CAN.

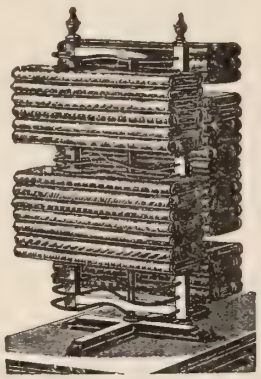
PROPER DISPLAY! INCREASE TRADE!



PRACTICAL RIBBON CABINETS
Made in eight sizes. Holding from 50 to 700 bolts of ribbon.



PRACTICAL COUNTER NOTION CABINETS. Made in five lengths.



PRACTICAL FIXTURES TO DISPLAY GINGHAMS AND PRINTS. Hold 40 pieces. Made for counter and floor.



PRACTICAL HOSIERY RACKS. Two sizes, holding 72 or 120 pair Hose.



PRACTICAL GLOVE CABINETS
For Men's and Women's Kid Gloves. Several sizes.



PRACTICAL UMBRELLA CABINETS. Two sizes. Hold 60 or 80 Umbrellas.



PRACTICAL CLOAK RACKS
Three sizes

FOR SALE BY THE WHOLESALE DRY GOODS AND NOTION HOUSES. SEND FOR CATALOGUE DESCRIBING THE FIXTURES ILLUSTRATED AND A VARIETY OF OTHER FIXTURES.

A. N. RUSSELL & SONS CO., Manufacturers, ILION, N.Y.



An exceptionally neat and attractive display of Hats and Men's Furnishings by White & Manahan, of Winnipeg. The arrangement of the front is one that appears well adapted to dry goods stores of medium size.

Valuable Hints on Art of Displaying Goods

Co-operation Between Window Trimmers and Buyers in Creating an End-of-the-Season Attractiveness — Show Case Displays — How They may be Made Effective—Seasonable Window Trims and Ideas.

NOW that the season is so far advanced and the Summer sale period in sight, it takes more effort to sell goods, and to keep the store returns up to a satisfactory standard. Buyers and the heads of departments are becoming each day more anxious to move out their goods, and the trimmer has a lively time of it to satisfy all the demands made for displays. There are the lines of goods that for some cause or other did not sell, or the line on which the buyer's judgment was at fault and on which he plunged too heavily—even the best buyers do this at times. These goods need to be well pushed, and the buyer calls upon the window trimmer to help him to create a demand that will take them off his hands. This pushing-out of slow-moving stock is an art that every window trimmer has to study. Consult with the buyers and find out where the overstocks are, then tackle the heaviest first, and make the strongest possible bid for trade by well dressed windows. So set off the goods that they and their merits cannot be overlooked. Place tickets on the goods setting forth their quality, desirability and use, and also the attractiveness of the price asked. This will mean that the merchant will have to change the windows frequently, but results should amply compensate for the extra work. This co-operation between buyer and trimmer is what the firm they are working for has every right to expect.

Staple lines that are in daily demand should only have a minor representation in the windows at this time of the year—their turn comes later. Fancy items, upon which profits are long and which are perishable because of the many style changes, should receive the stimulus of effective window trims at the present time. Sold while they are in demand, these articles bring a profit away above that earned upon staple lines, but when their season is gone by they are the deadest of dead lines. Therefore, it is the department catering to this class of trade that should have all the help the windows can give at this period. Just now a shading of price and extra display will not only move the goods out quickly but will also add to the store's reputation, but, when the season is closing, even cost or below will fail to interest customers in these goods.

Show Case Display.

When a merchant builds a new store or alters or rearranges an old one his first care is to have plenty of show cases. Many stores are doing away with counters altogether for a number of departments and are using cases either with polished wood tops or, better still, tops of heavy plate glass. And this is true even in the dess department where novelty goods, silks and evening shades and fabrics are now shown in glass cases.

After equipipng his store with handsome cases the merchant should see that these expensive fixtures are used to the best advantage. Of course, he knows the advantage to any business of having goods well displayed. All show cases should be classed with the windows and should be under the direct care of the trimmer. He should be held responisble for their appearance. The trimmer should of course consult the head of the department as to what goods to display, but, for obvious reasons, the harmonizing of colors, the details, the manner in which the display is made should be left in his hands.

The inside and the outside of the case should be frequently cleaned. and the shelf and floor coverings should be frequently renewed Rich deep violet or green velvet, or pale soft silks or satin, or, for some lines, puffings of chiffon are all good materials to use for this purpose. Crepe paper is frequently used and with good effect. Whatever is used, one color or article should not prevail but changes should be frequently made in color and material.

For a further change, take out the shelving and make a display on fixtures, treating the goods as in a window

display. The trimmer may introduce a basket with artificial flowers, a pedestal and vase or fancy bust or any other relief in the size suited to the confined space available. If show cases are thus used there is no doubt but that store sales will thereby be improved. If cases are attractively trimmed with desirable goods they will not only have beneficial effect on present business, but will count in the future as well, as customers will know where to obtain goods when the want occurs.

Many people visit stores that do not care to bother the clerks with their wants lest they be importuned to buy. If these people see displayed in the store an article they want the sale is made.

The up-to-date show case is equipped with electric lights furnished with reflectors that diffuse the light and throw it on the display in the case. For dark sections this system of illumination is particularly good and, where electricity is obtainable, should always be installed.

The first prize for the month of March has been awarded H. Robinson of R. McKay & Co., Hamilton. The window was an Easter trim published in the March number of The Review. The second prize was awarded Jas. McNicholl, of Richard Hall & Son, Peterboro, who entered an exceptionally good window of Spring dress goods.



An effective Sales Window of Flowers and Untrimmed Hats, by H. Robinson, for R. McKay & Co., Hamilton.

It was decided on account of the large number of comparatively small windows entered during April to confine the competition for the month to this class. This course will be taken frequently, should the number of entries warrant it. The first prize for that month was awarded to E. McElroy, trimmer for A. L. Garland & Co., St. Thomas, and the second to Fred L. Kickley, of D. E. Macdonald & Bros., Guelph.

The first prize in May was awarded H. Robinson, of R. McKay & Co., Hamilton, and the second prize to Napoleon Simard, trimmer for Carsley & Co., Winnipeg.



Window by Napoleon Simard, formerly with Gimbel Bros., Milwaukee, now with Carsley & Co., Winnipeg, showing latest method of draping wash goods.

The prize windows which have not already been published will appear in those issues of The Review for which the trims are seasonable.

Trimmers are requested to send full descriptions of windows entered, and, it should be unnecessary to add, every precaution must be taken in photographing as slight defects in reproduction may mar prize-winning features.

Winners in Window Competition.

The Review is pleased to announce the names of the successful trimmers in the monthly window competition for March, April and May.



Do not come to us

if you simply want a building of brick, stone and wood.

If you do want a building to be **a first-class SELLING MACHINE** we can supply you with the materials.

Ornamental Domes and Canopies

to attract attention and give shade outside

Window Prisms in Transom

to make your store or office as light in the centre and at the rear as it is in front

Mosaic Floors

to make your premises clean and up-to-date.

Sidewalk Prisms

to make your basement into another ground floor and thus more valuable.

Luxfer Prism Company

Limited

Toronto and Montreal



SECTION OF MODERN STORE EQUIPPED WITH OUR SYSTEM

THE LIQUIDATION

of this business means that cut prices are being offered on all store fittings, including the well-known

Weir Wardrobe System

(Patented)

Sectional Wardrobes—each complete in itself.

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style and size.

Capacity—

High Boys—in 30-in. frontage—50 Suits.
Low Boys—25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides.

Centre Section	- -	**$30.00**
End Section	- -	**$33.75**

(Metal Slides $5.00 extra)

Prices of Fitting Rooms, Dummy Fronts and Stairways REDUCED IN PROPORTION.

CUT PRICES being offered on SHOW-CASES and SILENT SALESMEN.

Write for Illustrated Circular.

Weir Wardrobe Co. of Canada, Limited

(IN LIQUIDATION)

MOUNT FOREST - ONTARIO

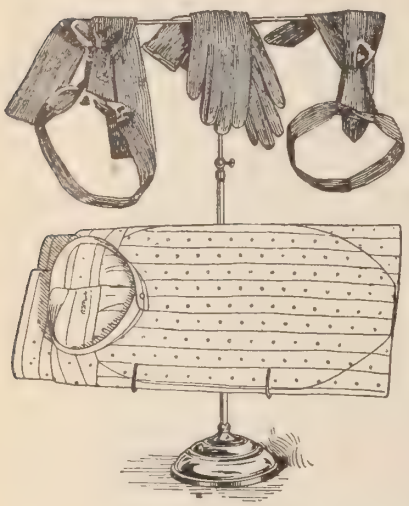
The first step in Salesmanship

is "Attraction." If you can once favorably attract the attention of your prospect the making of the subsequent sale is a comparatively easy matter.

Hence the great importance of thoroughly up-to-date, attractive display fixtures is seldom underestimated by successful dry goods merchants.

The cuts showing some of our lines which appear in this space from time to time convey little idea of the extent of our fixture business. You ought to see our latest catalog. It will convince you that we can look after your requirements both in the matter of quality and quantity.

Write for the Catalog to-day.



Cut shows our No. 29 Utility Tie Stand with Shirt Easel Attachment.

Toronto Brass Manufacturing Co.
LIMITED
17-21 Temperance Street, Toronto, Ontario

LAMSON



Lamson Cable Cash Carrier System in Store of Acme Co., Edmonton.

LAMSON CARRIERS

Stop The Leaks due to unequal distribution of labor in Stores, Offices and Workrooms. They fetch and carry Cash, Messages or Merchandise in over eighty per cent. of the representative retail stores of America and Great Britain.

Ask any user!

Systems Leased or Sold
Send for Bulletin M.

LAMSON CONSOLIDATED STORE SERVICE COMPANY
126 Wellington St. W., Toronto, Ont.

SERVICE

Seen in Toronto Stores.

Early in the past month spring novelties in house-furnishings were on show. The T. Eaton Co. opened the new season by a sale of curtains which drew a large crowd into the department. Following came an extensive window display of house-furnishings—carpets, rugs, wall-papers, draperies, chintzes, as well as furniture. These included high-priced and medium goods. When the better goods were on display the idea of a furnished room was carried out, as far as possible, with panels of wall paper or fabrics and draperies arranged as windows. Not the least attractive window of the series was one that showed kitchen furniture.

All of the large stores have devoted considerable space in their windows during the past month to the showing of ladies' neckwear. Irish crochet laces, in the form of the Dutch collar, in collar and cuff sets, in yokes, and also in the high collars, have been prominently shown; also collars, jabots, etc., trimmed with crochet, were well featured. Beautiful scarfs, stencilled, embroidered and worked up with metal threads and spangles were shown. Many have satin stripes and are further embellished with deep fringed ends. These scarfs promise to be a feature of dressy wear.

A notable display was made in the large corner window of the Eaton store, Toronto, when that window and the whole series of windows on Albert Street, and to the north door on Yonge street were dressed with black and white. The big corner window showed one-piece dresses and suits while the other windows were devoted to accessories.

A window that drew the crowd during the month was one showing baby carriages and go-carts. Many of the carriages had an occupant, and were pushed by mammas in street costumes. What attracted the crowd, however, was the overhead decoration. This was made up of a large flight of storks each carrying a small doll suspended from its beak. The storks had been bought from some toy merchant and were about the size of a robin while the dolls were of composition and were both black and white. They were hung in folded handkerchiefs the ends fastened to the bird's beak. This was a capital idea and is well adapted to the display of infants' and small children's garments.

Practically all the stores have been devoting a good deal of display space both in the windows and in the stores to displays of foulard silks. Some beautiful effects in ledge trims have been worked out with drape forms in this silk.

The Yonge street windows of the Robert Simpson Co., Toronto, have in the past few days been trimmed with a series of bride windows. The central window shows the bride robed in a gown of dotted net and with veil and wreath, and carrying a large bouquet of white roses and ferns. Soft satins, charmeuse, crepe de Chine, etc., are shown for gowns, together with handsome lace flouncings in Irish and Brussels lace. All of the accessories of the toilette were shown—silk stockings, kid slippers, etc. There was also a handsome display of elegant jewelry—necklets, broaches, bracelets and rings. The window effectively introduced a new department which the Simpson Co. has added since the opening of their new store.

One window of the series contained cut glass, silverware, high class china, and bric-a-brac for presents. Another had bridal sets of lingerie, and another was devoted to white hosiery and shoes.

Hosiery displays in a long list of colors are being made in all the Toronto stores, and one-piece or princesse dresses in foulards, ribbed silks, cashmere, foule serges,



Get This Fact On Your Mind

Peerless Underwear produces profit because it is of so excellent a quality that the demand frequently exceeds the supply in many of Canada's leading stores. We regard repeat orders for Peerless as a matter of course, and always handle them expeditiously.

OUR SELLING REPRESENTATIVES ARE :

ONTARIO
C. & A. G. Clarke, Empire Building
Wellington St. W., Toronto

BRITISH COLUMBIA
Geo. A. Campbell, P.O. Box 1026
Vancouver, B.C.

QUEBEC
Goulding & Co., 30 Wellington St. East.
Toronto

MARITIME PROVINCES
G. A. Woodill, 70 Granville St.,
Halifax, N.S.

MANITOBA
Frank Clark, Winnipeg and N.W. Territories

Peerless
REGISTERED

Manufactured only by

The Peerless Underwear Co.

at

Hamilton, Ontario

Please mention The Review to Advertisers and Their Travelers

as well as in all colors in linens, are being extensively shown.

Value of Fashion Events.

Fashion events such as horse shows and the races are great business boomers for the city in which they are held. Not only do the transportation companies, the hotels, and many other classes of tradespeople reap a harvest on these occasions but the dry goods stores and the millinery and dressmaking trades benefit largely.

The stylish element in these events is conspicuous, and it is then that leaders of local fashions decree what shall be worn during the opening season. Therefore the influence upon the course of the season's styles is most marked. These events wherever held afford the window trimmer a striking opportunity to give a demonstration of his skill.

In some cities the management popularize these events by offering prizes for the most striking windows, and competition is keen for these special inducements.

Good Millinery Window.

It is somewhat of a new idea in departmental store retailing to feature millinery trimmings and untrimmed hats in the display windows. This has been done by several of the leading stores this season and, wherever tried, has proved an unqualified success, as the return in sales has been all that could be desired.

The window illustrated was trimmed by H. Robinson for the R. McKay Co. To use Mr. Robinson's own words "this display was made for the express purpose of selling goods, and, with that object in view, the trimmer used a large number of price tickets. It proved one of the greatest selling windows the firm has ever had, coming, as it did, at the time when every woman was looking for millinery.

The window contained untrimmed hats and flowers. Two large parasols were covered with flowers, as were the pillars in the background. Two immense baskets were placed at each end of the window and were also covered with flowers, and there were three small baskets—one on each pillar."

Flowers in harmonizing colors were pinned on a number of shapes and, with a touch of ribbon, gave them the appearance of trimmed hats.

Death of James B. Grafton.

James B. Grafton, founder of the firm of Grafton & Co., died at his home, The Maples, Dundas, on Friday evening, May 14th. The late Mr. Grafton was born at Meadowvale, near Toronto, on Sept. 9, 1826. His parents were of United Empire Loyalist stock. In 1853 he started a dry goods business in Dundas and soon built up a large trade in the Valley City. A few years later he organized the wholesale clothing and dry goods firm which bears his name, and which is known through its branches all over Ontario.

A large factory was built in Dundas, and through sound business methods this has became one of the largest concerns of its kind in the province.



One of our many wax figures draped

J. R. PALMENBERG'S SONS

Est. 1852

FORMS FIGURES FIXTURES

710 Broadway, New York

Write for Catalogue.

Factory, 89 and 91 W. 3rd Street

The Milbradt Ladders

CANNOT BE ANYTHING BUT

Highly Satisfactory

There is nothing about them to give or wear out or get out of order, and after they are once installed require no further attention, with the exception of a few drops of oil now and then.

They are made of the very best material that can be obtained. We ship them subject to approval, hence they must be satisfactory.

Write for Catalogue and Prices

MILBRADT MFG. COMPANY

1438 N. 8th Street, ST. LOUIS, MO.

Points Worth Remembering in Operating the Air Brush

Information for Beginners — How to Adjust the Brush and Control Ink Supply — The Production of Flat Tones, Tints, Blends, Scrolls, Designs, Flowers and Foliage — Practical Application to Card Work.

Written for the Dry Goods Review by P. Thompson.

ALTHOUGH the air brush is some twenty years old, six years have only elapsed since its introduction in show card work.

Previous to this it was used exclusively by lithographers, photographers, artists and in potteries for decorating china.

Arnold Binger, of New York, was the first to introduce it in America for show cards and the writer of this article brought the first to Canada four years ago for this work. Since that time the demand for show cards in this country has steadily increased and most merchants now are using them extensively and are always ready to buy cards which are neatly executed.

For the benefit of those not familiar with the air brush, some description will be of interest. It derives its name from the fact that it is operated by compressed air. This air is pumped into a tank by means of a foot pump until the gauge registers anywhere from fifteen to thirty pounds.

The brush or hand piece is attached to the tank by means of a small rubber tube and is about the same in size of a fountain pen. The receptacle, or ink chamber, is cone-shaped and attached to the side of the brush. A small finger lever controls the air as well as the supply of ink. When this slightly drawn back the air is turned on and contracts the ink by means of suction. The ink follows a needle until it reaches the point when it comes in contact with the air. Here it is cut diagonally into a fine spray. The size of line is determined by the lever, varying from the size of a pen scratch to two or three inches.

When used for laying flat tones the brush is held some distance from the card and the spray, in this way, may be made to cover an area of several inches. By means of masks or stencils it is easily possible to ascertain the variety of work which is possible with this ingenious invention.

Flat tones, tints, blinds, scrolls, panels, designs and even flowers and foliage may all be rendered in simple forms with the little dexterity that comes from a couple of hours practice.

Hints to the Beginner

The beginner should first practice control of the spray, or in other words, master the art of obtaining instantly any size line required. Practice tapering a line by commencing broad and running out to a fine line. This is the best exercise before working over a stencil.

The card writer may begin on some simple design as that of a shield. Sketch this out on stencil paper. The best for this purpose is the oiled variety upon which the ink will have no injurious effect. After the design is completed, the operator will cut it out by means of a small chisel blade, (without handle) about one half inch wide. Hold this between the thumb and fore finger as a pencil, insert the corner in paper on line of drawing and shove forward. Curves may be easily followed by slightly rolling the chisel between the fingers.

A keen edge should be kept on the tool to obtain clean lines, and for this purpose a good oil stone should be used frequently.

After a little practice the beginner finds himself working a series of stencils, one over the other, making intricate scrolls, etc.

The shadow script letter as shown in the accompanying illustration is made in the same way, by cutting out the wording and shading around it. This is only recommended where a number of similar cards are required. Where one only is necessary a better way is to draw out the wording on the card, fairly heavy with a B pencil. Now shade around these lines with a water proof ink, just as in the case of the stencil, taking care not to cover the lines so as to loose sight of them. Letter over this with white paint and the result will be the same as the stencil would give.

The reason waterproof ink is employed for this work, is because of the white paint being a water color, would otherwise cut the ink and mix, changing the white to a tint.

To keep the stencils on the card in place use old type or slugs which may be had from the local print shop. For fine corners use pins.

A Word About Air Brush Designs

Since originality is but some other person's idea improvedupon, it is sometimes very easy for one to be original. The advertising columns of magazines, trade journals, etc., will produce unlimited ideas for the cardwriter. Slight changes in these will make the best designs for any occassion. Simple designs, even for the advanced writer, are recommended.

Remember that simplicity has a dignity of its own. Some designs may have taken a long time to work up, but when lettered appear overdone and seldom compare with those made in a few minutes.

Important Points on Lettering

In lettering any card, the cardwriter should make a study of his type. Always bear in mind that a card containing discriptive matter, to look will when finished must have large and small lettering. On half a sheet for instance, remarks should run as small as a half inch, while the caption or display line would vary around two and a half inches. This gives the variety which is always essential.

The style of letter best to adopt depends entirely on the showing. Millinery, silks, and dainty dress requisites should always have a very light face type. The card should be white, the letters black, with plenty of border. If any neutral tint is required, use a pearl grey or gold. This, it will be found, gives a distinctive tone thoroughly in keeping with fine wearing apparel.

For dress goods and coarser fabrics a Roman letter is preferable. Black letters should be used on furniture and heavy merchandise. They may be also used for sales on any class of goods where the reduction of prices is the chief theme.



Cards Illustrating uses of the Air Brush.

The Billevaev Tapestry.

Tapestry making has reached a high development in Norway, and the Billevaev tapestry is famous the world over, though specimens are obtained with great difficulty. The reason for the scarcity lies in the passage of a law by the Government of Norway, which forbids this particular type of weaving by any one except ladies of the nobility; but numbers of them, who have been in straightened circumstances hitherto, are now deriving a comfortable income from this work.

In the Spring of 1905 there were exhibited at the National Arts Club in New York City several Billevaev hangings, which admirably illustrated the exquisite workmanship required in making these tapestries. They are woven alike on both sides, and for that reason are especially well adapted for curtains or portieres, but their beautiful designs make them suitable as artistic drapery of any style. Only hand carded and hand spun wool is woven into these tapestries, and each strand is dyed so as to exactly match the painted design which is to be copied. The delicate shading necessary to render the tapestry patterns most effective is obtained by dyeing individual pieces of wool to correspond to every shade that the complete design requires.

Packing of Goods for Export.

The British Consul-General at Hamburg (Sir W. Ward, C.V.O.) has forwarded the following translation of a circular issued by a leading Hamburg steamship company calling the attention of its customers to the insufficient and careless packing of goods sent from Germany, more especially to oversea countries, and giving detailed advice regarding the packing of goods. Sir W. Ward remarks that though these suggestions doubtless contain nothing new, yet it may be useful to bring them to the notice of many exporters in the United Kingdom :—

"The receipt from abroad of numerous and well-founded complaints regarding the inadequate packing of goods, destined more especially for transportation by sea, render it desirable to direct the attention of exporters to this important subject. The comparatively greater importance of providing proper receptacles for goods which are to be transported abroad by sea, than by land, renders it obvious that not only much stronger material should be used for packing them, but that the strength of the material should be proportionate to the weight of the contents of the receptacles.

"During loading or unloading, and also during the sea voyage, the receptacles, i.e., the cases, bales, casks, &c., are exposed generally to very severe handling and treatment, particularly through the unequal pressure from above ; and also through the yet more dangerous pressure from the sides, by which the receptacles are liable to be pressed out of shape.

"The numerous remarks, such as 'With Care,' 'Glass,' 'Don't Drop,' &c., which are intended to draw attention to the weakness of the package, are entirely useless, because (firstly) there is in most cases no possibility of following these directions, and because (secondly) the persons employed in handling the goods are, as a rule, unable to read them. If, therefore, the exporter wants to be sure of his customer receiving the goods undamaged, he should give his whole attention to providing a substantial packing suitable for sea transport.

"In the first place the cases should be made of boards which are so strong and inelastic that they cannot be pressed inwards temporarily and then return to their former shape, a condition of things which is frequently made use of by international thieves for their purposes. The sides of cases, moreover, should form one solid whole, which can be effected either by fastening the boards together with glue, or better still, by wooden cross fastenings inside. The lid and bottom of the case in particular should be securely made and fastened, and should in no case project beyond the sides, and attention should be given to the outside being as smooth as possible. The cases should be fastened down with strong iron wire nails round the middle of the case. Particular attention should be paid to the ends of the iron hoops, in order to avoid the possibility of their being torn off, or of their damaging other goods. The use of so-called safety clamps is to be warmly commended as an excellent preventive against the cases being opened without visible traces."

Merchants

read The Dry Goods Review each month, and make sure each of their important sales people also read The Dry Goods Review. If you're a seeker after information you'll study The Review closely each issue.

It pays

THE MOST ATTRACTIVE SHOW CARDS are made with the FOUNTAIN AIR BRUSH



It is also used by up-to-date Window Trimmers for tinting Artificial Flowers, Lamp Shades, Draperies, etc.

WRITE FOR CATALOG R-63

THAYER & CHANDLER, 160-164 W. JACKSON BOULEVARD CHICAGO

The Ad. Man's Part in Playing Up the Selling Points

Examples of Effective Publicity — Instructive Criticisms of Ads. and Circulars Issued by Retail Merchants — Interesting Example of Western Advertising — Novel and Attractive Ideas for Special Occasions.

GOOD use of a stock cut has been made by Peter McSweeney Co., of Moncton, N.B., in a full page advertisement published in the Daily Times, and reproduced here. "The world of white" seems a little appropriate to use in connection with a whitewear sale and its treatment here has served to call attention in an attractive way to this sale event. This page space is made to say a lot; about the only criticism that would be made is that it contains a little too much. Still the most of it is interesting description of goods; and the chances are that women readers of the Times will be first attracted by the illustration and later find themselves reading this advertisement, marvelling at the splendid whitewear that McSweeneys are selling so reasonably, and making a mental note of the fact that she needs some of these goods, and had better buy them now. We believe that the advertisement should have—and doubtless did—produce just this result. It is a good sample of an announcement for a special event, and is a credit to the advertisers.



Page Advertisement of Whitewear Sale from Moncton, N.B.

Bill a Trifle Large.

R. H. Knight, Sault Ste. Marie, Ont., also held an "Annual White Goods Sale," and The Review received, for criticism, a bill which was used to advertise this event. This bill was seventeen by twenty-four inches, a little larger than an ordinary newspaper page, and the most serious criticism we make of it is that, distributed, as it doubtly was, from door to door, it is too large, and because of this fact is likely to receive but scant attention. If half the quantity of paper had been used, and a 4-page circular,



A Whitewear Sale Bill sent out by R. H. Knight, Sault Ste. Marie.

8 1-2 by 12 inches printed, we believe that much better results would have been accomplished. An advertisement must first of all be read, and the duty of the advertiser —to himself—is to make it easy to read. This same criticism was made of a similiar bill submitted by another subscriber a few months ago, and in this case we have written Mr. Knight sending him a "dummy" of a circular such as we have described above, and which we believe would have been an improvement over the advertisement as he sent it out.

A Western Booklet.

The rapid growth, characteristic of western stores, of the Battleford Trading Co. during the past four years, is well depicted on the front of an eight-page booklet, called "The Budget," which that store has issued. This booklet is well printed on coated paper, and is of such character typographically that the person into whose hand it falls is likely to give it more than passing attention. The Battleford Trading Co. conducts a general store, consequently in "The Budget" space is given to departments other than dry goods, though the special of-

ferings in that department are given greatest prominence and are attractively displayed, a number of splendid up-to-date cuts being used. In reference to its service for men the phrase "anything from a collar button to a suit of clothes" describes it. This booklet was sent for our "criticism," but really it is so creditable that nothing but words of praise could be honestly spoken of it. This does not, of course, enter into a discussion, nor is it an endorsation of this form of advertising as compared with the use of newspaper space. This must be decided by a study of local conditions, which alone would make one competent to express an opinion on this point.



Front Page of Eight-page Booklet issued by Battleford Trading Co.

yond the information given in the advertisement reproduced here, though, judging from that, it savors of professional sale conductors' brand, and the general opinion of the best merchants is that they are calculated to do the merchant who holds them a great deal more harm than the temporary good represented by the increased sales during the ten days or two weeks prior would justify. The statement that "$30,000 worth of general merchandise will be sacrificed" has been made so often and in such varying forms that most merchants have come to feel that it has lost whatever merit it at one time possessed. The following paragraph taken from this advertisement will, we believe, be regarded by many as an over-enthusiastic statement, and calculated to discredit rather than help the sale:

"This Monster Stock Reducing Sale, which starts

Monster Stock Reducing Sale.

We know nothing of the merits of the "Stock Reducing Sale" held by J. E. Richards, of Dundalk, be-



Announcement of Stock Reducing Sale, which has Some Undesirable Features.

off on Wednesday, Feb. 3rd, at 8.30 a.m., will unquestionably be the greatest selling event ever recorded in Dundalk or Grey County. Every day will be full of surprises new to those thoroughly acquainted with our always remarkably low prices."



A Spring Opening Circular from Antagonish, N.S.

A more modest, but equally strong statement, would, we believe, have inspired greater confidence.

Good Use of Illustrations.

Chisholm, Sweet & Co., Antigonish, N.S., four-page, 9 by 12 inch circular, printed on white stock, pages one and four, two colors, red and black, page 1 of which is reproduced.

The entire circular is particularly well written, and displayed, a credit to both scribe and printer for a town the size of Antigonish. The reading matter gives plenty of real information regarding new styles and a careful perusal of this circular should acquaint the community of Antigonish with the real new points in Spring fashions for both men and women. The uniformity of the type scheme is desirable. The illustrations are good and are used in the right places. Prices are given in profusion, and nothing seems lacking to make this circular a puller.



A Millinery Opening Mailing Card sent out by J. Sutcliffe & Sons, Lindsay.

The only real suggestion offered is that the paragraph regarding waists, on page two, would have been better on page one. Then the dress goods and wash fabrics section could have been put along with silks and dress making, running the millinery department at the bottom of page two. This would have borne out the general arrangement of the circular, keeping each division of the store by itself. G. A. Fraser is the advertising man for this store.

Novel Idea in Opening Cards.

A Spring millinery opening card, issued by J. Sutcliffe & Sons, Lindsay, calls for more than passing notice. This card was in the form of a folder, opening up and reading lengthwise. It was printed in two colors, and, while in the half-tone reproduction the original beauty of the card has to a great extent been sacrificed, it can easily be seen that, with the attractive figure in the up-to-date hat which adorns it, it would arouse favorable comment from the women who received it. The card was mailed to a large list of women who were considered probable buyers of Spring millinery.

J. C. Eaton Well Insured.

It is reported that J. C. Eaton, head of the T. Eaton Co., who is now on a trip to the Old Country, took out $200,000 accident insurance prior to his departure. This is said to be the largest individual policy ever issued in Canada, and the premium the largest paid on that kind of risk.

Advertising Canada in South Africa.

H. R. Poussette, Canadian Trade Commissioner at Durban, South Africa, has initiated a movement to bring Canadian trade interests prominently to the attention of South African importers. The circular letter reproduced below has been distributed extensively to the various chambers of commerce and leading mercantile houses in Natal, the Transvaal, Cape Colony, where adjacent to the East London Railway line, Orange River Colony, Rhodesia, Portuguese East Africa, British East Africa and Mauritius.

"I beg to request that you will bring to the attention of your members, my appointment by the Canadian Government to be their Trade Commissioner at Durban. Any information at my command, or obtainable, which may be required by them, I shall willingly furnish ; and I would assure them that any correspondence bearing in any way on Canadian-South African trade, or any suggestions in regard to its improvement, will be gladly welcomed in my office.

"Doubtless you are aware that the share which Canada has of the South African trade is exceedingly small, only £1,227,709 for the three years ending 31st December last, out of a total import trade of £80,218,216 for the same period. Surely this is not right, that one of the dominions composing our empire, one able to supply very many articles imported into this country of a quality second to none, should receive so small a portion. I do not hesitate to say, that in the past this has probably been the fault of the Canadian manufacturer, due partly to ignorance of the importance of this great market and the conditions governing it, partly also to the necessity of supplying the demands of his own rapidly expanding country and those of the English, European, and American markets—Canada's exports for the fiscal year of 1908 amounted to nearly £60,000,000. But our manufacturers are now realizing the vast scope which this country offers to them, and the fact of the opening of this office demonstrates the desire of the Canadian Government to facilitate trade.

"In those articles required by South Africa which Canada can supply, it would naturally seem that where the latter can successfully compete with foreign countries in their production, the trade in them should go to her. I advance this on the grounds of national relationship ; but when is added to this a 3 per cent. customs preference and exceptionally low shipping rates, made possible only by the generous subsidy paid annually by the Canadian Government to the Canada-Cape Direct Line, I make bold to submit that there can be no doubt about it. I firmly believe that the Canadian manufacturer seeking to do business in this country in the future, will do his utmost in every way to meet the merchants of South Africa.



"Look for the Truth on the Toe."

The Dye That Lives Longest

The Life of a Black Stocking is Determined by the Dye.

Women who are dress-careful won't wear stockings that have turned gray or green. Nor will they *buy* hosiery they can't rely on. They want a guarantee that the dye is there to stay.

And most of them *know* that *Hermsdorf's* name is the strongest guarantee of the kind in the world.

Harness *Hermsdorf's* reputation to your hosiery department—sell more stockings—make more money.

GET OUR SALE SCHEME

"Hermsdorf Week"

Is a Week of Life and Ginger for Your Store

We supply Cuts, Ready-Written Ads, Store Signs, Booklets, etc., Free.

Louis Hermsdorf Dyer

WORKS: CHEMNITZ, SAXONY
AMERICAN BUREAU: 235 WEST 39th St., NEW YORK

TIGER BRAND UNDERWEAR

TRADE MARK REGISTERED TIGER BRAND.

Merchants can assort their stocks at all seasons of the year.

The UNDERWEAR of FIT and FINISH.

The Galt Knitting Co.

Limited

GALT, ONTARIO

ONTARIO J. E. McClung
QUEBEC P. DeGruchy
MARITIME PROVINCES J. A. Murray

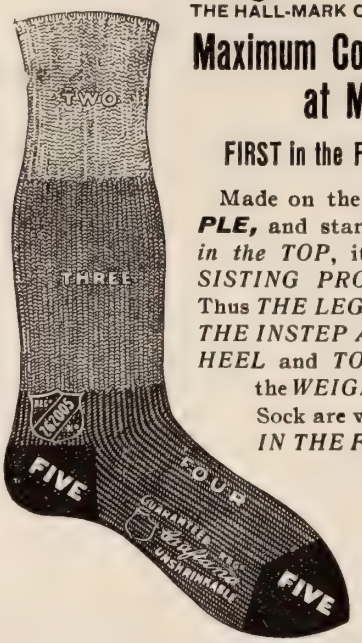
WEST
Gerhardt, Hanley, MacKay Co., Limited
AGENTS

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

News of Season's Trade in Knitted Goods

Sharp Advance in Prices is in Sight---Unseasonable Weather has had Quieting Effect on Summer Lines---Fall Business Very Encouraging.

IT would appear that predictions made three or four months ago as to developments in the knitted goods market were to be fulfilled in a manner not entirely reckoned upon. The conservatism which featurized the revival of trade was a discouragement to advance business. The retailer did not stock heavily; he bought close to the season and that, largely, on a hand-to-mouth basis.

Jobbers also were very cautious and some of the largest manufacturers properly took the stand that they were not going to assume all of the risk, so governed their production accordingly. The sharp advance in wool is another serious phase of the situation and price-cutting was an additional aggravation. Now that it is seen that wool goods must go higher with the decline of stocks of raw material bought at lower levels, it must be taken as a natural result if there be a lively scurry after supplies of the manufactured goods.

It would also appear that the manufacturer who has curtailed his output to any considerable extent, and at the same time not covered his requirements for the immediate future at the easier prices of a few months ago, must be in a bad way.

✠

An Advance in Sight

"It would not surprise me at all," said the head of a large wholesale department, "to see an advance of fifteen per cent. on the manufactured article from Canadian wool. As an instance of the advance in raw material, let me point out that a certain grade of wool for blankets which was selling last July at about 16 cents is worth to-day from 19 to 21 cents, an advance of almost fifty per cent. There is bound to be a considerable advance, and, what is going to make the situation more acute is the fact that merchants are still inclined to hold back in their orders. Probably this feature has been too general throughout the entire trade, but there is no getting away from the proposition that once the present supplies of raw material are out there must be an increase in prices. Perhaps what I am saying applies more particularly to coarser grades. Imported goods have not, as yet, advanced in the same proportion. Still, the London sales indicate sufficiently well the trend of prices. Advance buying has been conducted on a more liberal basis than last year, and so far as Fall business is concerned, there is little to complain of. The great trouble is that with the gradual revival of trade it has been felt by many that there was not sufficient inducement to pile up large stocks in anticipation of the future."

✠

Summer Lines Quiet

Demand for light midsummer wear has been decidedly quiet on account of the unfavorable weather. There has been little call up to the present time for the nainsook goods or other lines which properly belong to the warmer months, but it is pointed out that the season for these has not properly arrived and that during the latter part of June and the forepart of July hot weather wear will have their call. It is anticipated that with the growing popularity of garments designed especially for that purpose, the present season will see a marked increase in the demand. Canadians are largely an out-of-doors people and it is only natural that there should be a growing preference for what are cometimes called athletic goods—sans arms, sans legs from the knee down, and so built that the body is not rendered uncomfortable by creepiness or binding.

✠

Pushing Knitted Goods

There are many good talking points about summer underwear which the enterprising retailer might make use of. A prevailing craze, if properly developed, is very often worth money. The marathon habit was recently played up by a men's furnisher in one of the smaller Ontario cities. In fact the same idea has been employed time and again by the larger city stores. The merchant to whom reference is made took advantage of the first warm weather by trimming a window attractively with summer underwear. It was not all expensive stuff, but it demonstrated to the young men just what was available in different grades of goods. The merchant had a large show card with the words "Marathon Clothing," occupying a central position in the window. In addition to this he had photos of Longboat, Shrubb, Dorando and two or three others of the fleet-footed class. The window interested the young men who were not athletes as well as those who were, and the merchant declares that it gave an activity to his underwear department which he feared it would not have unless some special means were devised.

✠

Sweater Coat Still a Leader

The continued popularity of the coat sweater and kindred lines is also being employed as a good display argument with the object of featuring these goods. Figures clad in golfing gear seem to be a popular window idea. The long knitted coat has also come into popularity as a motoring garment, and therein may be found another source of display material. A men's furnishing window recently made capital out of the difference between the old type of sweater, and the coat garment. Two figures were shown—one with arms aloft thrust into a circular sweater, and suggesting something of a struggle, while the other figure, with an air of contentment, had been fitted snugly and pleasantly into a coat sweater.

In those lines which reflect novelty ideas, it is noted that full-fashioned garments, or those which follow exactly the contour of the figure without seam or welt of any kind, are being given prominent position and are meeting with considerable favor. The full-fashioned idea is also being worked out in the latest motoring and general purpose scarfs and novelty ideas in men's sweater coats are having their chief application to col-

REPEAT ORDERS Keep Pouring In

That's one distinctive feature about the trade of all merchants who handle



OXFORD BRAND

OXFORD Ladies' Swiss Fine Ribbed UNDERWEAR

It helps to increase your business and establish your reputation for placing before your customers goods of superior quality and finish.

It's a brand of underwear that is always on the move. It compels trade by its beauty, daintiness, softness, style and fit. Oxford Underwear spells satisfaction.

Don't Run Out of Stock

We are the sole makers in Canada of the celebrated Elastic Ilet Underwear in Birds' Eye Pattern. It enables the wearer to Keep Kool during the warmest weather and will be a big seller for you.

THE OXFORD KNITTING CO.
LIMITED
Woodstock Ontario

lars and pockets. Some of the later creations being very plain and having a somewhat military effect.

Colors Well Patronized

The hosiery trade during the past month is reported to have been very satisfactory. It is evident that, while colors are taking a large percentage of the demand, blacks and tans are very strong. The vogue of tan shoes has caused great activity in the latter color.

In spite of the fact that the weather has not favored the exceptionally light-weight lines, retailers state that there has been an encouraging demand for those goods which belong to summer. In some departments featuring high-class silks and zephyrs for women, it is stated that there has been a noticeable improvement in the demand for these lines.

The Scroggie-Carsley Trouble

The trouble between the large departmental stores, W. H. Scroggie, Limited, and the S. Carsley Co., Limited, Montreal, over the entrance of Carsley's into their own building occupied by Scroggie, has practically ended as outlined in the May Review. W. H. Scroggie, Limited, moved last month into the buildings at the corner of Peel and St. Catherine Sts., and Carsleys are now getting ready for the opening of their St. Catherine St. store. The Scroggie Company occupy the building owned by the National Trust Co., Toronto, the members of which are also interested in the Robert Simpson Co., Toronto, and the John Murphy Co., Limited, Montreal. Scroggie has also succeeded in taking over the leases of parts of the adjoining buildings owned by the Fairman estate and R. Wilson Smith. Considering the difficulty of getting settled, their business during the month has been large. Their store is cut up into several sections, and the expense of getting settled is undoubtedly very heavy. The majority of the leases Scroggie has taken over extend for three years only.

An Elaborate Funeral.

Almost every tourist who has visited Paris knows the great Magasins du Louvre, the big department store between the Palais Royal and the Tuilleries. Its founder H. A. Chauchard, made preparations to give Paris a surprise in the form of a somewhat unique funeral. In his declining years the old gentleman became rather eccentric, and his chief occupation was to arrange the details of his funeral, which he planned upon a royal scale.

He has had a magnificent sarcophagus, costing $16,000, built in the Pere la Chaise cemetery, and selected a coffin costing $4,000, made of smarinth wood, with chiseled bronze ornaments. For his funeral he set aside the sum of $40.000. The procession to the cemetery through the Grand Boulevards is to be a splenid Louis XV. cortege, surrounded by grooms with lances, 200 messenger boys from the store, in livery and the entire 4,000 employes. Following the hearse his friends will ride in old-fashioned state mourning carriages with coachmen in cockades and silver galons.

Mr. Gould, with the firm of Playfair Preston, Midland, Ont., was in Montreal last month on a buying trip.

Athletic Garments "ZIMMERKNIT" Outing Garments

If your stock of "Zimmerknit" Spring and Summer lines should run short remember that we can fill promptly all sorting orders. These garments have enjoyed a record run so far by reason of the excellent quality and finish of the goods themselves, and the splendid value the trade knows that it is getting, which enables it to rapidly dispose of its stock.

"Zimmerknit" goods are those which create permanent and pleased patrons and assist a retailer in establishing a wide and strong connection.

ALL JOBBERS HANDLE "ZIMMERKNIT"

ZIMMERMAN MANUFACTURING CO., LIMITED

HAMILTON — ONTARIO

Pen-Angle Balbriggan



The Guaranteed Line

Every Balbriggan garment bearing the Pen-Angle trade mark is absolutely guaranteed as to fit, color and wear of fabric. Neither yourself nor your customers take any chances in buying Pen-Angle Balbriggan.

Penmans, Limited, Paris, Canada

A GOOD STORY WILL BEAR REPETITION

That's the reason why we want you to keep telling your customers that "CEETEE" Unshrinkable Underwear is the one kind that lives up to its reputation in every respect. When the term unshrinkable is used it means that and nothing else.

"CEETEE" UNDERWEAR

is guaranteed, and by that is meant, should any garment get smaller in the washing, you can get another garment out of us. What can be fairer, more definite and more convincing, showing you that you should sell "CEETEE." Never mind the other kinds; "CEETEE" adequately meets all requirements of your trade.

THE C. TURNBULL CO.
OF GALT, LIMITED
GALT, - ONTARIO

The Underwear Your Customers Will Want

If you want the line of Underwear your customers will want—buy Eureka Unshrinkable Underwear.

Eureka Uushrinkable Underwear for men is made in five heavy weight medium-priced lines, each of which is a necessity to your underwear department. Indeed, our lines may be considered the "bread and butter" of a men's underwear department.

UNSHRINKABLE Eureka NOVA SCOTIA WOOL

We make no unnecessary lines simply to swell the number of samples to be shown to a customer. Because of this settled policy we are enabled to devote all of our energies to perfecting those lines of which we make a specialty.

Each of the lines made by us is complete—all the sizes—and no detail, whether great or small, has been slighted.

In justice to your Underwear Department you should send for samples and prices.

Nova Scotia Knitting Mills, Limited
Eureka, Nova Scotia

JAY

THE JAY FINISH TRADE MARK UNSHRINKABLE.

UNSHRINKABLE WOOL

UNDERWEAR



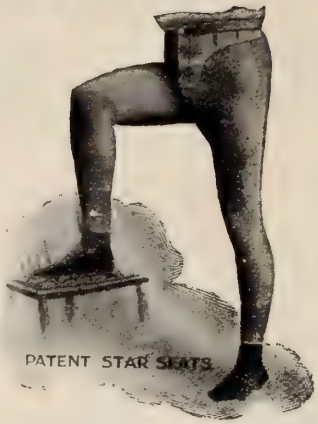
LADIES'

Combinations fitted with the Patent "S" WRAP, affording complete protection where this is most necessary.

No button is needed, and the garment does not drag when the wearer is sitting.

GENTLEMEN'S

'STAR" Seated Pants and Drawers. No seams at fork, up back, or down inside of leg to chafe, or give way. All wearing parts are strengthened and extra spliced.



These Specialities are made of Unshrinkable Wool and can also be obtained in Merino, and Silk and Merino.

ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

Please note the above TRADE MARK should be upon every genuine JAY FINISH Garment.

Wholesale only

Messrs. I. & R. MORLEY and Geo. BRETTLE & Co., Lon., ENG.

THE LEADING ENGLISH UNDERWEAR.

Sterling £ Hosiery

The BRAND of QUALITY

¶ A profit making and satisfactory line to sell.

¶ The range includes Ladies', Men's and Children's Lines in Cotton, Lisle, Cashmere and Silk.

¶ Sorting requirements promptly filled.

¶ Let one of our travelers tell you about Sterling £ Hosiery.

WHOLESALE DISTRIBUTORS

Konig & Stuffmann

MONTREAL

St. George Brand

Underwear for Men



made in various weights and textures

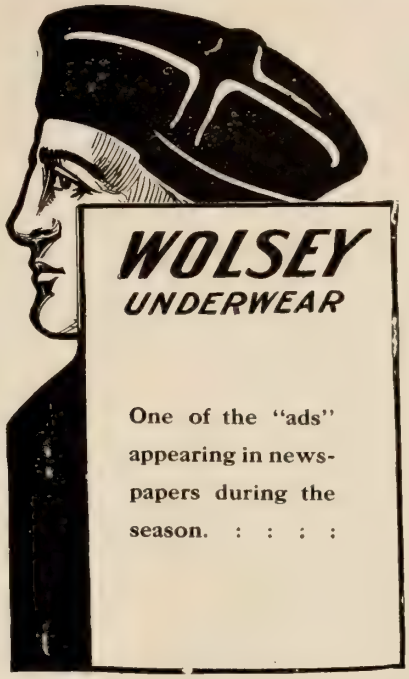
WOOLNAP

(For extra warmth)

Also bears the St. George Trademark for your protection and ours.

HOW WE HELP YOU TO SELL

Wolsey Underwear



Samples now being shown for the Fall

Ask Your Wholesaler

Health Brand Underwear

Our salesmen are now showing samples of Health Brand Underwear for immediate and fall. We have improved the quality of every number and have reduced the prices. We guarantee the sizes to be correct in every number. We have a complete stock on hand and can supply you at once with Long, Short or No Sleeves in white or natural. We think it will increase the sales of your Ladies' and Children's Underwear if you stock Health Brand.

Greenshields Limited

MONTREAL



A Long Experience Lies Behind Every Zenith Garment

We are one of the oldest established manufacturers of underwear in Canada, Zenith Brand is therefore the product of the longest experience in the making of underwear for the Canadian market.

We know that Zenith Brand is the best quality of underwear made in a Canadian mill; and our extensive list of regular customers know that the quality of Zenith Brand brings in repeat orders.

If you are looking for a line of underwear that will arouse the satisfaction of every customer, just try Zenith Brand

Travellers now showing Samples of Zenith brand underwear for fall. It is manufactured by

S. LENNARD & SONS, Dundas

RICHARD L. BAKER & CO.

100 Wellington St. West, Toronto - Sole Selling Agents

Zenith BRAND UNDERWEAR

The one best bet in the children's knit-waist field is

THE

Nazareth Waist

Might as well try to run a dry goods store without calico as to try getting along without the NARAZETH WAIST.

It's a sure, safe, steady selling staple that won't go to sleep on a shelf.

It's the best known knit waist for children—on the market twenty-three years.

Five and a quarter millions of them sold annually—more than all other knit waists combined, because it's the best.

Your customers know why—and they won't be satisfied with a knit waist that isn't guaranteed by this—



The following wholesale houses all carry the genuine NAZARETH Waist:

Calgary, Alta.
W. R. Brock Co., Ltd.

Halifax, N.S.
W. & C. Silver
Smith Bros.

Kingston, Ont.
Macnee & Minnes

London, Ont.
R. C. Struthers & Co.
Robinson, Little & Co.

Montreal, Que.
W. R. Brock Co., Ltd.
Gault Bros. & Co., Ltd,
Hodgson, Sumner & Co.
A. Racine & Co.
Brophy, Parsons & Rodden
Kyle, Cheesbrough & Co.
McIntyre, Son & Co.
P. P. Martin & Co.
A. O. Morin & Co.

Ottawa, Ont.
John M, Garland, Son & Co.

St. John, N.B.
The Vassie Co., Ltd.
Frank Skinner & Co.
Manchester, Robertson & Allison
Scovil Bros., Ltd.

Toronto, Ont.
John Macdonald & Co.
Beatty, Kerr & Verner
W. R. Brock Co., Ltd.
Gordon, Mackay & Co.
Denton, Mitchell & Duncan

Vancouver, B.C.
The Gault Bros. Co.

Winnipeg, Man.
R. J. Whitla & Co., Ltd,
Robinson, Little & Co.



Mills at
Nazareth,
Pa., U.S.A.

Nazareth Waist Co.

350 Broadway, New York

Canadian Representatives:—
E. H. Walsh & Co.,
Toronto and Montreal

Fancy Goods, Notions and Trimmings

Fall Promises to be a Season of Shine and Sparkle on Background of Soft, Rich Color---Vogue of Jet Assured in Many Forms---Gold and Silver in Dull, Antique Finish --- Braids a Big Fall Feature.

Trimmings and Buttons

IF FASHION'S designs for the coming Fall are fully carried out, it will be a season of shine and sparkle upon a background of soft, rich color. The vogue of jet is assured in its many forms in sequins, beads, bugles and cabuchons. Gold is, as the early buying progresses, advancing in favor, and silver antique, and, newer still, aluminum is promised. Jets and jetted effects came strongly to the front in early Spring millinery trimmings and even now, though always considered because of its heavy effect, a Winter article is still, to some extent worn. Its vogue is strongest, too, in the exclusive end of the trade. From millinery its vogue has spread to trimmings and it promises to be a foremost one for Fall. Nor will jet sparkle alone, but gold and silver in dull antique finish and newer than all, in aluminum, will also be used. For evening wear gold, crystal and pearls will be worked up into handsome trimmings. One feature of these trimmings is their lightness, the ground fabric invariably being of net. Colored embroideries in Moyen age colors and designs, either worked directly upon the fabric or on net, are also freely shown.

Braids promise to be a big feature. and soutache is used not only on the most severe tailor-made, but also freely trims the frailest fabric—the ninons, chiffons and nets. Buttons in all sizes are very much in evidence and are gaining rather than losing in fashionable popularity. Jet buttons lead, not just for Fall, but for the height of the Summer selling. Jet buttons trim the linen one-piece gown, and the tailored suit, and their very latest use is on the tailored suit of cream serge that is to be so much worn this Summer. It is also used on the many Summer suits of raw silk, and here it accompanies the collar and cuffs as well as pipings of black. For this purpose peau de soie is taking the place of satin. This is in line with the feeling developing for duller finished silks. So great is the demand for jet buttons that the manufacturer is now asking three months' delivery on present orders. There is a promise that gilt buttons will also come to the front, all the more strongly, perhaps, because of the difficulty experienced in procuring jet.

Jet ornaments for millinery purposes are shown in profusion, and this will mean a corresponding demand for jet hat pins. In jet and in other settings the cabochon and disc shapes are prominent, and these run from large to medium size. Jeweled effects are very strong, both in Rhinestone and colored jewels, and in dull gold and antique silver in filagree work and set with jewels. From the popular view point the miniature pins promise to be the best sellers. These are in imitation of 18th century miniatures, and come in both metal and jeweled settings. Jeweled beetles,flies, and other insects in silver or gilt setting are used. When these are of large size they are used alone, but the smaller insects are poised upon a tinted and enameled metal leaf. These pins are both artistic and attractive and promise to sell well for Fall.

One point the buyer would do well to look to in buying hats pins is the fact that the pin is not only of good length, but that it does not bend easily. For the fastening on of the present style of hat a long pin is a necessity, and the customer would much prefer to pay a little more for a reliable pin than one that is out of service because the pin is all bent up after little use.



Dutch Collar Pin

The popular Dutch collar is responsible for the introduction of the Dutch collar pin. These pins are, in reality, brooches of some size and are specially designed to go with the prevailing neckwear of that style. Those merchants who stock fancy jewelry will do well to keep posted as to the latest fads in Dutch collar pins Miniature designs are good, and so are the insects and bugs. Then there are large brooches of coral, amethyst, and various mock stones set in metal and jewels like those so much worn in the early Victorian period. All these are good now and new ideas may be expected later.

Art Needlework

Merchants all along the line are showing a disposition to add to their list of those novelty departments which, while requiring careful watching, and intelligent buying, are yet those in which the profits made are large and in which the stock turns quickly. Such a department is the one devoted to art needlework, and properly conducted it should prove profitable and also attract customers to your store. Though, of course, like all other departments, this also has its seasons of quietude, it is never without some trade-attracting novelty. For present selling, stamped Dutch collars for embroidering lead the list. There is little work on these collars, the main effort being concentrated upon the scalloped edge as this must be well and carefully worked so that it will not fray out when laundered. Dots are the chief item in the pattern. The designs are very pretty if worked in color. They come stamped upon white linen, and are worked in the popular mercerized threads.

Coronation Braid List

A novelty lace that meets many wants is the Coronation braid lace. This, as its name denotes, is made with the popular Coronation braid, and, instead of the needle, the crochet hook is called into service. There is one use that this lace can be put to which alone is enough the ensure its popularity and that is for finishing the edges of centrepieces, doilies, etc. For a long time there has been a need for a lace that would easily conform to rounds and ovals of all sizes, and as the new Coronation braid lace fully meets this need, it may be said that it fills a long-felt want.

Pretty edges and insertions may be made with the crochet needle, and as there is fine, medium, and coarse braid to be had, the trimming, when made, may be put to many uses.

As Coronation braid comes in black, and in a list of attractive colors such as old rose, amethyst, pink, blue,

brown, green or red, with mercerized threads of the same or contrasting colors, handsome trimmings may be developed. The crocheting may be done with either gold or silver thread. The wise head of the department will see that the full possibilities of this lace is put before the store's customers.

Customs Frauds.

Montreal, May 28.—The Wholesale Dry Goods Association of the Montreal Board of Trade is endeavoring to have alleged cases of defrauding of the customs tried in the same open manner as any other crime, so that the guilt or innocence of the crime may be known. The present system allows of a private settlement with the Government.

Quebec Notes.

J. F. Davis, of Gaspe, was in Montreal last month on a buying trip.

N. L. Moore, of Galt, Ont., was among the merchants visiting Montreal last month.

Mr. Thorpe, with Playfair Preston, Midland, Ont., visited Montreal last month.

C. Mussell, with the Gault Bros. Co., Limited, Montreal, has returned from a foreign buying trip.

V. Dowker, of the Crescent Mfg. Co., Limited, Montreal, returned the middle of the month from an European buying trip.

John Bailie, managing director of the Dominion Oilcloth Co., Montreal, sailed last month for the Old Country. He is expected back the end of this month.

J. Madill, of Madill Bros., Napanee, Ont., was among the visiting merchants to Montreal last month. Mr. Madill visited the new Montreal offices of The Review.

R. Smyth, of H. L. Smyth & Co., Montreal, is again in the city after a seven weeks' foreign trip. Mr. Smyth states that conditions are improving abroad and prices of all lines are stiffening.

Among the buyers visiting Montreal last month the following were noticed: W. E. Purvis, of Purvis Co., Limited, Edmonton, Alta.; Wm. Ferguson, Petrolia, Ont.; Mr. Chester, of Dunbar & Chester, Owen Sound, Ont.; S. R. Ernst, Berlin, Ont., and Raoul Lajoie, Three Rivers, Que.

Fownes Bros. & Co., an important English glove manufacturing concern, with Canadian headquarters in the Montreal Constine Building, Montreal, recently opened their large new factory in Gloversville, N.Y. This is an important event in the history of glove making in the United States, and the new factory is in keeping with the standing of the firm. Their main distributing point in the United States is at 119 and 121 West Twenty-third St., New York.

Creditors Dissatisfied and Prosecute

Shaer & Eliasoph, the Montreal garment manufacturers, who were in business for less than a year, and failed recently with liabilities of over $35,000 and assets which realized at the sale last month about $2,500, are being prosecuted by a number of the creditors who have pooled their interests. Early last month, both principals of the firm were arrested upon the charge of obtaining goods under false pretenses. At the hearing of this case both were committed and will stand trial. Later in the month they were re-arrested on the charge of fraudulently disposing of their goods. They were allowed out on $10,000 bail each. Mr. Shaer and Mr. Eliasoph through one reason and another have succeeded in securing several postponements. On Thursday, May 27th, the case is proceeding.

A somewhat remarkable piece of business history is recalled by the marriage of Miss Maud Coats to the Marquess Douro, son of the Duke of Wellington. The father of the bride is one of the controllers of the great Paisley cotton firm, J. and P. Coats, Limited, the employes of which number over 10,000. This firm grew from very small beginnings. In 1824 James Coats began business on his own account as a thread manufacturer. His two sons, Peter and Thomas, continued the business and extended it greatly. To-day the firm of J. and P. Coats has an authorized capital of $50,000,000.

Back Combs
Side Combs
Barrettes
Granby Mfg. Co., Limited
GRANBY, - QUE.


Ladies' Hand Bag No. 7687
Send for Illustrated Catalogue "C"

Ladies' Hand Bags

Our 1909 Line is one of the largest and best we have ever shown. Buyers are invited to inspect the collection.

Manufactured by
TRADE R MARK **C. F. RUMPP & SONS** Established 1850
Fine Leather Goods
PHILADELPHIA
New York Salesroom, 683 and 685 Broadway (Cor. Third St.)

Dollars have wings!



The flying tendencies of the elusive dollar are proverbial.
The business of a merchant is to catch and cage flying dollars; and the best known method of doing so is to have a reputation of giving extra good value.
Such a reputation is always possessed by the man who sells

"Hygeian" REGISTERED UNDERWEAR

Why?
Simply because every Hygeian Garment is a specific example of how really good underwear can be made in fit, feel and finish.
Try it!
Results will convince you.
The same is true of

Hygeian Waists.

Let us have your Spring Repeat Orders.
We deliver immediately.

Eagle Knitting Co., Limited

Hamilton - - - - - Ontario

TO THE TRADE



All Prints

sold by the leading Wholesale Importers which bear the above stamp or ticket are

GUARANTEED

by

The Calico Printers' Assn. Ltd.

Manchester, England

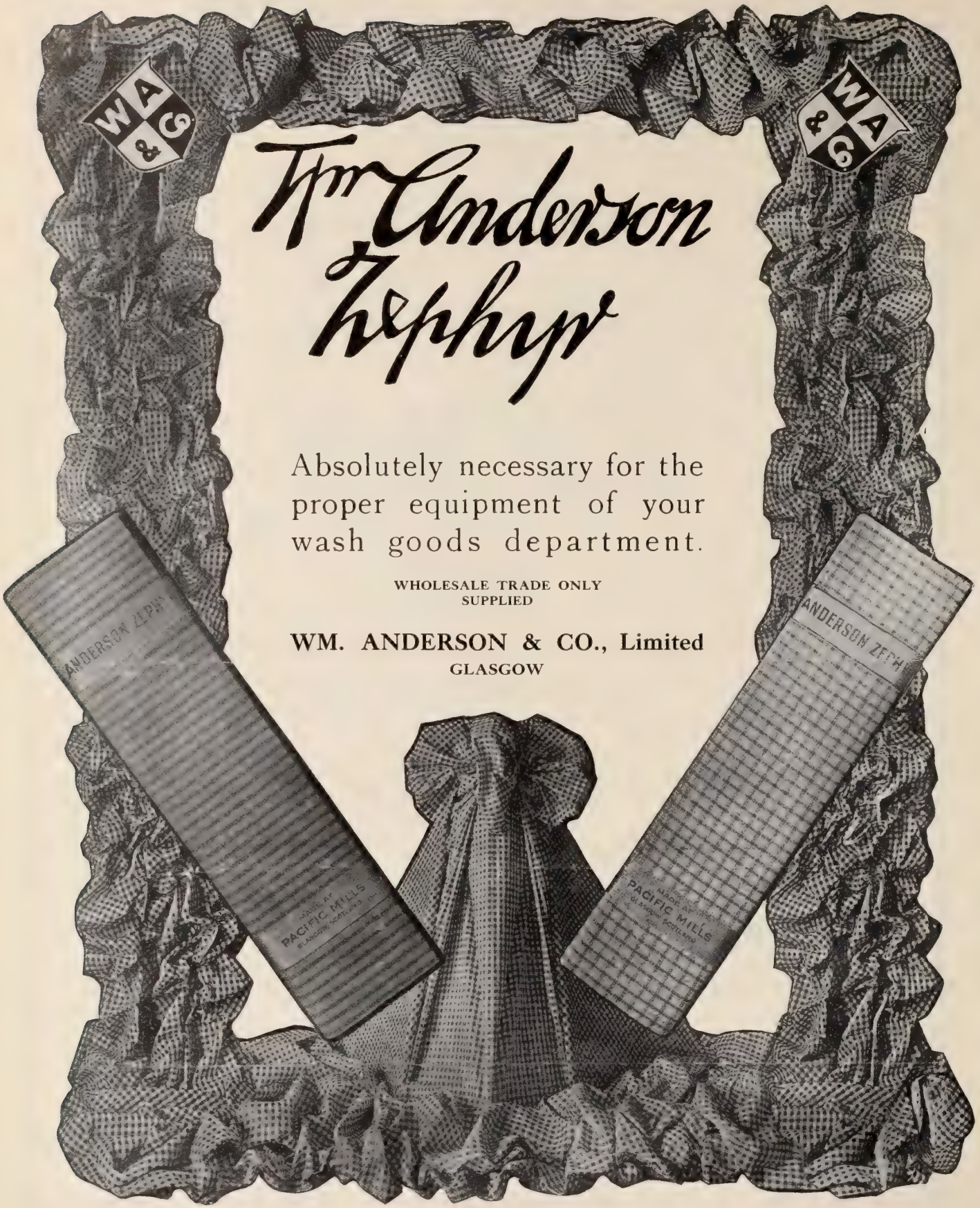
To be their

STANDARD 'CROWN' Quality

of cloth, which will be unchanged from Season to Season.

No other quality will bear this mark.

At the Franco-British Exhibition in London, England, The Calico Printers' Association, Limited, were awarded three "Grands Prix" (the highest possible award) for the excellence of their Printed Cottons and Printed Wools.


W A & C
W A & C
The Anderson Zephyr
Absolutely necessary for the proper equipment of your wash goods department.
WHOLESALE TRADE ONLY SUPPLIED
WM. ANDERSON & CO., Limited
GLASGOW
ANDERSON ZEPH
MADE AT PACIFIC MILLS
ANDERSON ZEPH
MADE AT PACIFIC MILLS

The Staple Department and its Problems

Fall Lines of all Kinds of Cottons are Selling Actively — Unseasonable Weather has Quieting Effect on Sorting Trade — Five Per Cent. Advance on Staple Lines — May was a Good Month at Retail.

IT was not to be expected that wholesalers in the various centres of Canada would experience an active sorting trade in staples last month. The weather certainly played havoc with Spring trade, and all lines of cottons suffered. Montreal and Toronto wholesalers did not have as many buyers visiting the market as in former years. However during the last week of the month, after Fall dating became effective, there was a large influx of buyers, who were in a position to sort up on various lines of prints, ginghams and wash goods generally, besides staple cottons. Many retailers are finding that prints and ginghams are staples the year through, and arrange to carry a fair assortment during the Fall and winter months also.

Active Fall Trade

Fall lines of all kinds of cottons are selling actively. Retailers recognize that values are exceptional and are anxious to place orders before higher prices are made. Wrapperettes, flannelettes, and all lines of whites and greys are priced for active selling, and reports from wholesalers are decidedly encouraging.

Wrapperettes Big Sellers

The advance buying of wrapperettes is much larger than a year ago. This is a result of favorable prices, coupled with an improvement in patterns, colorings, and much clearer printing. Wholesalers state that the sales of such lines as Empire Twills are enormous. Empress suiting is still a big popular priced seller, and Kimona cloth gets good attention among the better lines. The mills state their orders from wholesalers were larger than a year ago, and the number of repeats already received is larger than in any previous season. Early orders will be sure of good delivery and retailers should bear this in mind.

Cotton Prices Advance

Owing to the continued increased cost of raw cotton, Canadian mills making pillow cottons, sheetings, shirtings, etc., withdrew their prices on the 19th of last month, and sent out a general circular to manufacturers and wholesalers, giving notice of a general advance of five per cent. Some lines show even a more marked advance, while others are even less. It is thought in wholesale circles that the advance is justified and that more active business will now result.

Sale of Flannelettes

Flanelette prices are slightly lower than a year ago, and this has caused active buying. Canadian mills have shown a big range of new patterns which are meeting with the approval of the trade. In view of the continued rise of raw cotton, which costs to lay down in Canada about 12c for middlings, it is expected in trade circles that an advance in prices will take place before the season opens at retail. The mills are giving prices based on cotton at a much lower figure and the labor cost is higher than when prices were so favorable previously.

The Staple Trade at Retail

Staple buying at retail continued active during last month, particularly in household supplies. May is always a good month for these lines, and reports of staple departments are to the effect that trade this year has been ahead of last year.

Pillow cottons and sheetings have been in heavy demand and the call for ready-made sheets and pillow slips has exceeded any previous season.

Bedspreads and white quilts of all kinds are doing particularly well, and good displays of these lines have been made this season. Good retail stores seem to be doing well with art quilts.

Hemstitched table linens have been selling actively. There has been a fair demand for fancy table lines, particularly linens made up with coarse cluny laces. Yardage goods are also in good request, the medium priced lines being the best sellers.

Wash goods of all sorts are selling actively. Ginghams are particularly good, being ahead of last year, and prints are selling readily. This season's lines are favorable to active trade. Retailers are doing particularly well with linen and cotton suitings of all kinds.

Cottons From the Orient

Manchester trade is finding an increased demand for cottons from the Orient. This is resulting in firm prices with a tendency to an increase.

As the trade is well aware when China demand is good, cotton prices advance.

Cotton Manufacturers at Boston

The 86th convention of the National Association of Cotton Manufacturers was held at Boston last month. The Textile Exhibitors' Association of Machinery and Mill supplies took place at the same time.

Bryson, Graham, Limited, have been incorporated with $600,000 capital to take over the business of departmental store carried on by Bryson, Graham & Co., Ottawa. The incorporators are W. M. Graham, J. B. Bryson, J. F. H. Paperriere, H. Beer and E. P. McLean, of Ottawa.

D. G. Laidlaw, head of the dry goods firm of John Laidlaw & Son, Kingston, is president of the Moral and Social Reform Society of that city. He has also been active in the movement to make Kingston beautiful and gave a prize for one of the best kept gardens.



Wrapperettes

Wholesalers report that the trade have received our range with enthusiasm. The new patterns and colorings have met with approval.

Don't Delay Your Inspection

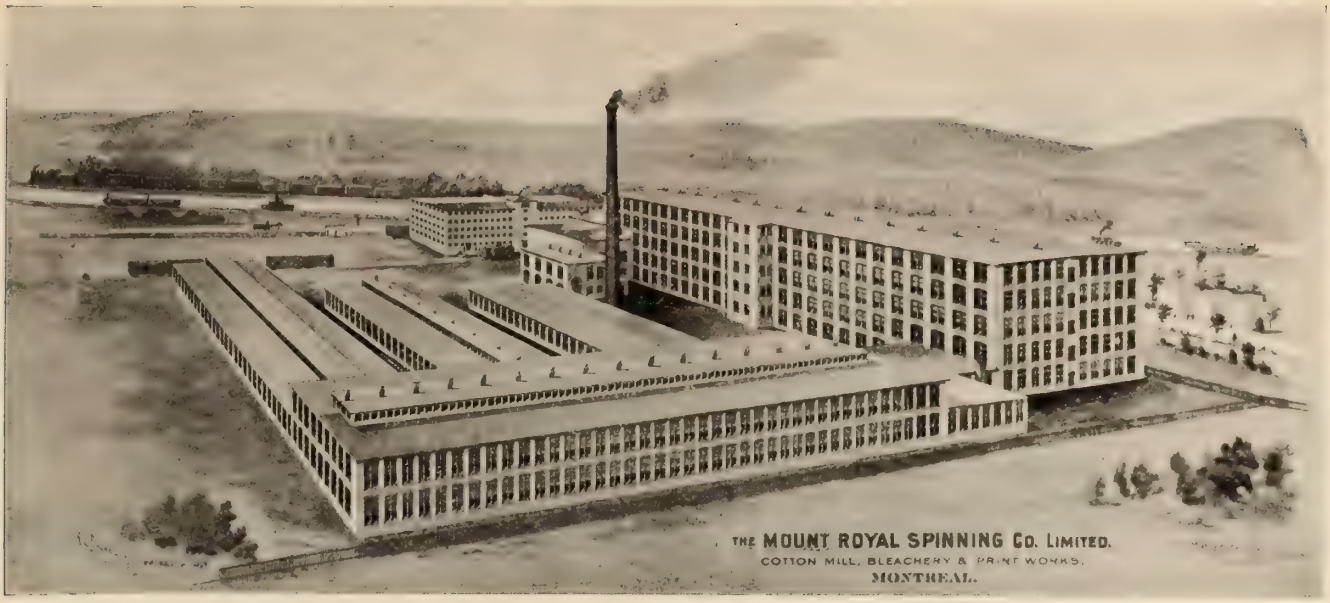
Remember that Wrapperettes will show increased sales this coming Fall — women appreciate the many uses they may be put to.

Empire Twill
Empress Suiting
Kimona Cloth

are good lines to stock.



Please mention The Review to Advertisers and Their Travelers



Rapid Growth of Canadian Cotton Industry in 50 Years

Has Become Highly Developed and Specialized---Output of Canadian Cottons Encouraging in Spite of Very Limited Protection --- Over Fifteen Thousand Hands Employed in Canadian Cotton Mills.

EVERY well-informed retailer knows that the Canadian cotton industry, as it is to-day, forms one of the most important industrial sections of the country. Retailers are relying more and more upon Canadian cottons, and consumers are rapidly appreciating the output of Canadian cotton mills. This is truly a rapid development, as the Canadian cotton industry is just over half a century in existence. In 1856 the first cotton mill was started, and expansion has gone on steadily until, in 1909, Canada has thirty-one cotton mills located from Halifax to Hamilton, with the centre of the industry in Quebec Province. That the industry can attain such proportions without marked protection, is proof of its ability to further expand, when more protection is given.

The cotton industry has gone through the severest kinds of set-backs. Determined opposition at home, coupled with the sometimes unhampered competition of foreign mills, has made an investment in the industry sometimes precarious. However the faith of early investors and the perseverance of far-sighted manufacturers have been duly rewarded. The output of Canadian cottons is certainly encouraging in spite of very limited protection, and shareholders in the various cotton mills are paid reasonable dividends.

Struggle Against Prejudice

From the inception ol the industry a struggle has had to be made against unreasonable prejudice. It has been stated so often that Canada is not suitable for the manufacture of cottons. The climate and cost of labor have been repeatedly pointed out as detriments to the firm establishment of cotton manufacture. Further, the facts of a limited market and the necessity of making a wide variety of lines have been held up as a warning. Perhaps no other Canadian industry has gone through the same marked opposition, and certainly no other industry has come out with such flying colors. Canada has vindicated her right to be called a cotton-manufacturing country. Naturally, the industry is very small indeed compared with England and the United States, but it compares favorably in size considering the available market. The industry has been developed along the lines of least resistance, manufacturing a class of goods most suitable to the country. Low and medium lines have been attempted and successfully made first, and gradually finer weaves and more intricate finishes are being successfully manufactured.

Canada is also a large user of cotton per capita, notwithstanding the fact that on account of the climate wool is a necessity. This is largely due to the fact that the population is an out-of-doors contingent, together with the vast consumption of sacks and bags for the grain trade. The wealth of Canadians also permits of a wide and varied use of cotton fabrics, and Canadians are quick to appreciate the advantages of new finishes applied to cottons.

The Early Days

The industry began when the Dundas, Ont., mills were founded in 1856, and in 1865 Canada had five cotton mills and 40,000 spindles. In 1871 the number had increased to eight mills and 95,000 spindles. These mills included the Lybster mill at Merritton, Ont., the mills at Hochelaga, Que., and the Cornwall and Park mills at St. John, N.B. They all made the coarser variety of cottons. A few years after came the National Policy, and in 1881 Canada boasted of 243,000 spindles. The industry then flourished and in 1885 the total was twenty-five mills and 461,748 spindles. The period of depression of 1886 then struck the industry. Consolidations were effected, and the mills gradually began to specialize instead of all working on the same class of goods. This was the real secret of the permanent development of the industry. It insured the production of a sufficiency of the low grade goods for the nation's requirement, while it afforded facilities for an extension of the range of manufacture into the higher lines of

Sorting Needs In Wash Goods

Your Wholesaler Can Supply You With Any of These Lines

Good Sellers In Dress Linens

These 4 lines are in 28 and 32 inch widths, and come in white and the latest shades such as old rose, taupe, wistaria. : : : : :

Munster
Linen Finish and a popular line

Ulster
All the appearance of linen. This is the big seller.

Limerick
Mercerized finish.

Belfast
The soft mercerized finish.

Victoria Lawns (40 inch)

Ask for Our Goods

Algerian Silk
32 inches wide, retails from 25 to 30 cents.
Looks like China Silk.

Not-Silk
32 inches wide. Retails from 25 to 30 cents.
Looks like Shantung Silk.

MANUFACTURED BY

The Montreal Cotton Company

Mills, Valleyfield, Que.

Sales Offices, E. T. Bank Building

TORONTO MONTREAL WINNIPEG



MILLTOWN, N.B., MILL
The CANADIAN COLORED COTTON MILLS CO., Ltd.

One of the Mills making KINGCOT COTTONS
Selling Agents: The D. MORRICE CO., Ltd., Montreal

goods. The success of this specialization may be gauged by the fact that in 1896 the spindle capacity had increased to 643,312.

This development has gone on until to-day a specialty is made of every line of cotton. The staple whites and grays are all specialized in individual mills so as to reduce the cost of production. The same thing is done with all lines of printed cottons, making possible large runs upon certain patterns. This materially reduces cost of prints, wrapperettes, etc. In the manufacture of linings, lawns, etc., the same general procedure is followed. This condition also applies to woven colored cotton goods, such as ginghams, flannelettes, etc. There are employed in Canadian cotton mills over 15,000 hands, and the total investment in Canadian cotton mills is at least $30,000,000.

Dominion Textile Co.

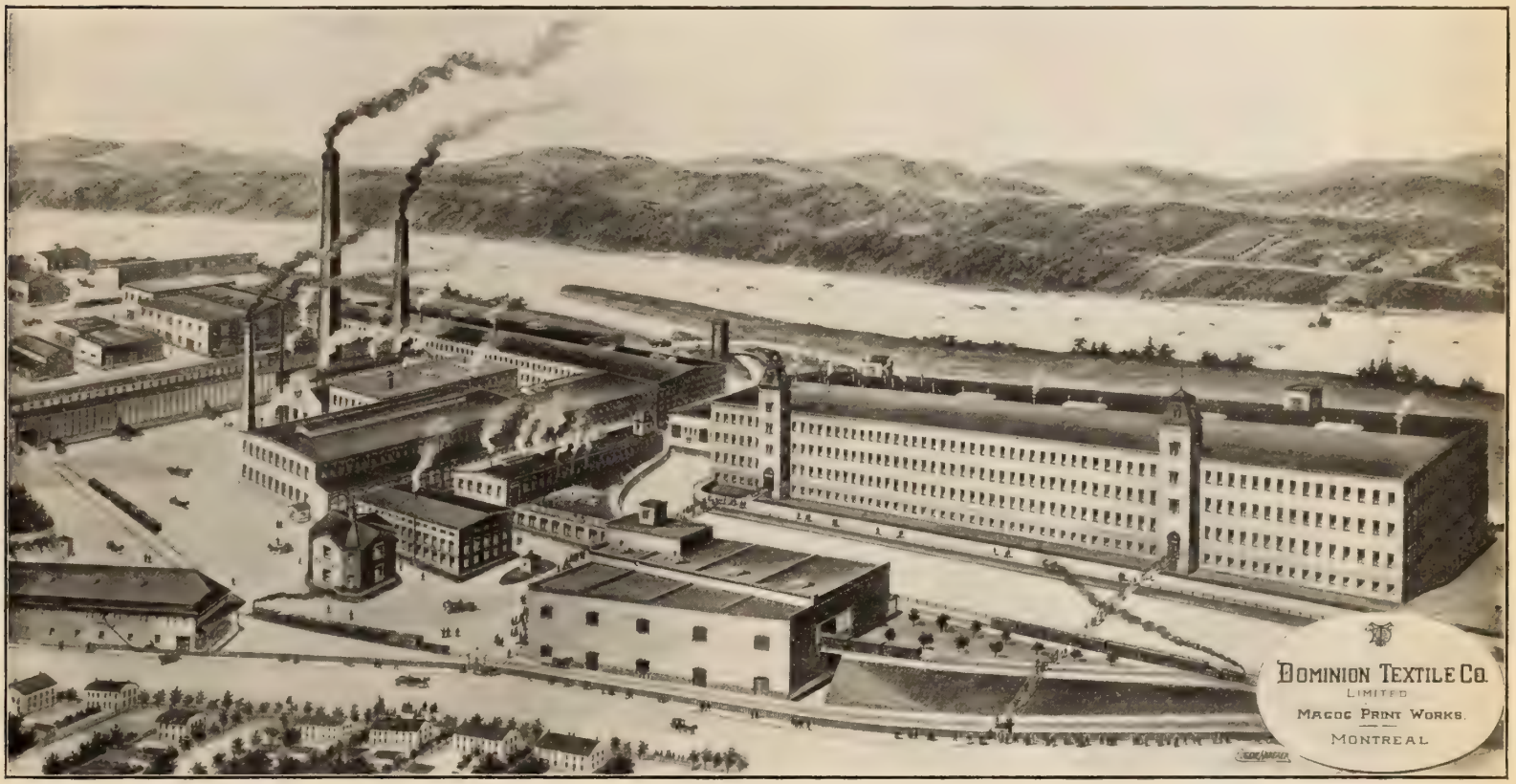
The Dominion Textile Co. Ltd., with head office in Montreal, is easily the largest cotton organization in Canada. The company has been signally successful and since its organization in 1905 has made steady progress. The Textile Co. operates seventeen different works, classified as nine cotton mills, four bleacheries, two print works, and two spinning mills. The number of looms, spindles and class of goods manufactured at each mill is as follows :—

The Merchants Mill, St. Henri, Que., employs 1,300 hands, operates 2,200 looms, and 112,800 spindles. This branch consists of three mills, two picking buildings, a winding and packing building, a warehouse and bleachery. The mill manufactures the following classes of goods : bleached and unbleached shirtings, sheetings, bleached cambrics, underwear cloths, diaper cloths, butter cloth, shoe linings and shade cloths, and cloths used by rubber and oilcloth manufacturers. This mill also turns out hosiery yarns.

The Hochelaga Mill, Hochelaga, Montreal, employs 1,000 hands, operates 1,600 looms, and has 72,000 spindles. This mill turns out bleached and unbleached shirtings and sheetings, twills, drills, cantons, ducks, as well as pillow cottons, cambrics, long cloths, quilts and towels, and cloths used by rubber and oilcloth manufacturers.

Montmorency Mills, Montmorency Falls, Que., employs 1,000 hands, operates 800 looms and 60,000 spindles. The plant comprises four separate mills. Among the lines manufactured are cotton blankets, grey shirtings, rugs, towellings, drills, bag cloths, cheese bandage and hosiery yarns.

The Magog Cotton Mill and Print Works, Magog, Que., consists of the Magog Cotton Mill, which employs 450 hands, operates 1,250 looms and 48,000 spindles, manufacturing grey print cloths, which are used in the Magog Print Works. The Print Works employ 450 hands, operate ten printing machines and among the lines manufactured are prints, wrapperettes, shirtings, quiltings, duck suitings, skirtings, cretonnes, draperies, tweeds, moles, pantings, etc.



The plant of the St. Anne's Mill, Hochelaga, Montreal, Que., consists of the main mill, stores, dye house, dressing room and picker room. The mill employs 450 hands, operates 450 looms, and 19,200 spindles. The chief lines manufactured are grain bags, cement and grey duck towels and carpet yarns.

The Halifax Mill, Halifax, N.S., employs 350 men, operates 520 looms, and 22,750 spindles, manufacturing grey cloths and twines.

The Kingston Mill, Kingston, Ont., employs 250 hands, operates 500 looms, and 18,100 spindles manufacturing grey cloths, bag cloths and cement duck.

Moncton Mill, Moncton, N.B., employs 250 hands, operates 400 looms, and 17,300 spindles, manufacturing grey cloths and twills.

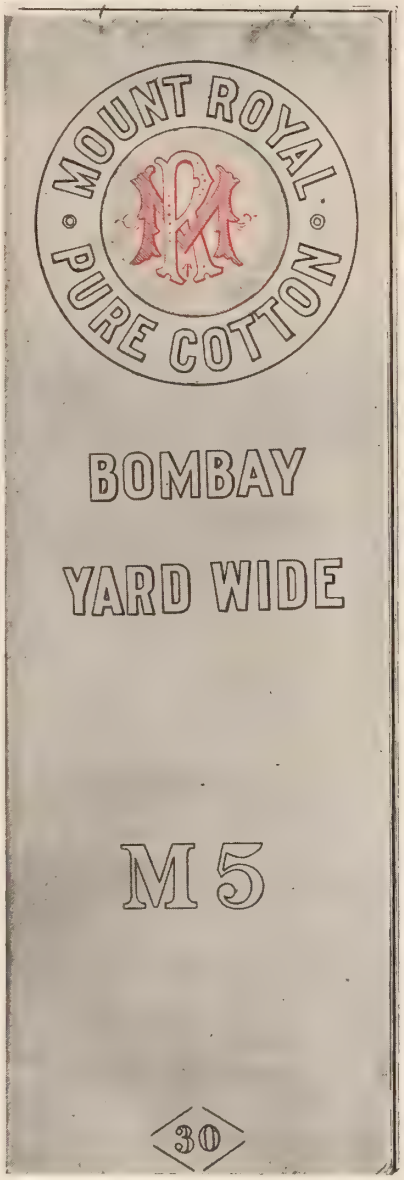
Two hundred hands are employed at the Windsor Mill, Windsor, N.S. There are 350 looms in operation.

ORDER

MOUNT ROYAL

GREY COTTON

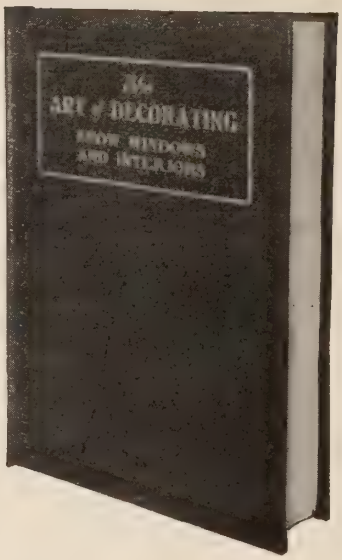
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IRISH HAND EMBROIDERED BED SPREADS

SHEETS, PILLOW CASES, TEA CLOTHS, ETC.

All Pure Linen and Perfect Work

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30 WELLINGTON ST. WEST, TORONTO
Irish Linen Agency

and 13,800 spindles, manufacturing grey shirtings, drills and twills.

The Colonial Print Works, St. Henri, Montreal, employs 150 hands, operates four printing machines, and manufactures prints, wrapperettes, tweeds, moles, etc.

Colored Woven Cottons

D. Morrice, Sons & Co., Ltd., Montreal are the selling agents for the Canadian Colored Cotton Mills Co., Ltd., Cornwall & York Cotton Mills Co., Ltd., and the Hamilton Cotton Co. These organizations comprise the Canadian mills making what may be classed in a broad way as woven colored cottons.

The Canadian Colored Cotton Mills Co. Ltd. is a highly efficient organization and composed of the following mills manufacturing the class of goods described and of the capacity indicated : The organization has been successful in building up a large and growing business.

Cornwall & York Cotton Mills Co.

Cornwall & York Cotton Mills Co., Ltd., St. John, N.B., contain 430 looms, 28,000 spindles and manufacture flannelettes, denims, tickings, yarns, etc.

Hamilton Cotton Co.

The Hamilton Cotton Co., Hamilton, Ont., has a capacity of 120 looms, 7,950 spindles and manufactures cottonades, denims, lamp wicks, yarns, twine, warps, etc.

Montreal Cotton Co.

The Montreal Cotton Co., Valleyfield, is by far the largest individual cotton mills in Canada. In fact it is an aggregation of four cotton mills and numerous other necessary buildings for cotton manufacturing. There is the Montreal, or the old mills, built in 1875, the Empire,



Interior of Weave Room, Montreal Cotton Co.

Canada Branch, Cornwall, 500 hands, 870 looms, 33,640 spindles. Manufactures awnings, Oxfords, denims, cottonades, saxonies, domets, etc.

Stormont Branch, Cornwall, 410 hands, 633 looms, 22,630 spindles. Manufactures denims, tickings, cottonades, apron ginghams, Oxfords, etc.

Dundas Branch, Cornwall, 160 hands, 202 looms, 9,672 spindles. Manufactures cotton blankets, napped sheetings, domets, yarn, etc.

Ontario Branch, Hamilton, Ont., 310 hands, 445 looms, 13,248 spindles. Manufactures denims, sheetings, galateas, etc.

St. Croix Branch, Milltown, N.B., 750 hands, 1,198 looms, 35,680 spindles. Manufacturers dress ginghams, apron ginghams, dress goods, Oxfords, flannelettes, domets, etc.

Gibson Cotton Mill, 475 hands, Marysville, N.B., 732 looms, 29,256 spindles. Manufactures flannelettes, ginghams, shirtings, yarns, etc.

Louise and Gault mills. The total number of looms is 5,000, spindles 250,000, and employees 3,000. This mill has been successful in the manufacture of all grades of cotton linings for both ladies and men, and a number of lining specialties. They also manufacture fine white cotton for whitewear purposes, including such lines as lawns, nainsooks, mulls, etc. Other lines include lightweight cotton materials for blouses and dresses, suiting cloths, checked and striped muslins.

Mount Royal Spinning Co. Ltd.

The Mount Royal Spinning Co., Cote St. Paul, Montreal, commenced manufacturing early this year. The cotton mill is by itself the largest in Canada. The bleachery and print works are now being constructed. The mill has a capacity of 1,200 looms, and 50,000 spindles. Thus far turning out grey cotton. When the new buildings are completed, they will manufacture all classes of printed goods.

Wabasso Cotton Co.

The Wabasso Cotton Co., Ltd., Three Rivers, Que., commenced operation in 1908. The cotton mill is of a capacity of 500 looms and 30,000 spindles. The cotton mill and the bleachery are of the most modern construction. They manufacture lawns, nainsooks, cambrics and long cloths and are making many of the higher grades of these lines.

J. Spencer Turner Co.

J. Spencer Turner Co., 86 Worth St., New York, are the selling agents for Imperial Cotton Co., Hamilton, and the Cosmos Cotton Co., Yarmouth, N.S. These mills make standard duck, cotton dryer felt, heavy cotton duck for sails, tents, etc. Hose and belting duck for



Ontario Branch, Hamilton, Ont., Canadian Colored Cotton Mills Co.

mechanical rubber companies, waterproof duck, awning stripes and sail and wrapping twine.

News of the Dry Goods Trade.

The Lyons Tailoring Co. has opened a branch at 206 Dundas St., London. This makes a chain of nine.

A Harris is making preparations to open a stock of groceries and dry goods in Uxbridge about June 20th.

H. A. Hormsley, of the Charlebois Dry Goods store, Haileybury, intends going into business in Penetanguishene.

Bell & Co., of Toronto, neckwear manufacturers, are taking over the Canada Neckwear plant at Port Hope. A. Bell is now in charge.

The F. J. Knott clothing store, corner Main street and Pacific Ave., Winnipeg, was burglarized recently and from $300 to $350 worth of goods stolen.

The widow of the late Senator John Macdonald, founder of the wholesale dry goods firm of John Macdonald & Co., who died in Toronto on April 13, left an estate of $109,031. It will be divided equally among the ten children.

Wm. Mount's dry goods store, Dundas, is being remodeled. A new front will be put in, a new floor laid and other improvements made, which will not only improve facilities for doing business but will add very much to the appearance of the block.

Harold Tanney, of the Robt. Neill shoe store, Peterborough, has been promoted to the managership of the Galt branch. On leaving Peterborough, he was presented with a handsome silver napkin ring by the Belmont Club and a fountain pen by the Charlotte street Methodist choir.

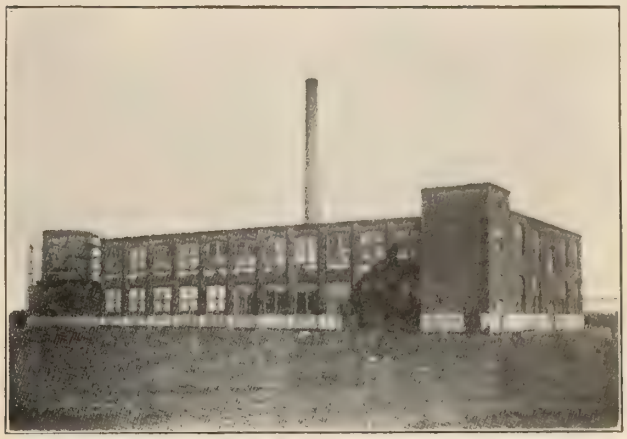
D. E. Broderick, who for many years was a prominent merchant of St. Thomas, died in St. Joseph's Hospital, London, May 8. He was 77 years of age. Mr. Broderick came to Canada from Lincolnshire, England, when a young man and settled in St. Thomas. He was in business there continually up to the time of his retirement about eight years ago.

A by-law to grant to the Trent Valley Woolen Manufacturing Company a fixed assessment of $50,000 for a period of twenty years, was voted on in Campbellford on May 10, and was carried. In return for this $10,000 reduction in their assessment the woolen company agree to enlarge their premises and employ 75 more hands than their present yearly average.

Wabasso Cottons



Wabasso Cotton Mills, Three Rivers, Quebec.



Wabasso Finishing Plant, Three Rivers, Quebec.

Our Mills are of the most modern construction, and are equipped with the very latest improved cotton machinery.

That's one of the reasons why all lines of Wabasso Cottons are unique for their value, finish, color and purity.

Ask your Wholesaler and compare any of the following lines with those you have in stock.

Wabasso Lawns
Wabasso Nainsooks
Wabasso Cambrics
Wabasso Longcloths



THE TRADE MARK OF PURITY
FOR
LAWNS, - - - NAINSOOKS
CAMBRICS, LONGCLOTHS

The Wabasso Cotton Co., Ltd.

Address all correspondence to the Mills

Three Rivers, Quebec

Advance Orders Required to Ensure Good Fur Deliveries

Retailers Recognizing the Importance of this Fact—Evils of the Consignment Method — Fur-lined Garments have had an Exceptionally Large Sale—Muskrat Coats in Heavy Demand —The Trade Outlook.

OUR manufacturers are now busy on Fall orders, and the general result of advance business is characterized as fair. At any rate, taking the trade Canada over, results are better than the previous season. Orders from the western provinces are much larger than last year, and Quebec Province and the Maratime Provinces have also done better. Ontario has been the poorest ground for the majority of houses, and Ontario merchants have carried over more furs than any other part of Canada. Furthermore the rainy period throughout Ontario last month tended to discourage buying.

Fur-lined garments have had an exceptionally large sale, and the competition in this line has tended to lower qualities. Many manufacturers, in order to meet prices, are using a poor quality of shell. This is a dangerous condition for the retailer, and the wise ones are buying upon quality, not price.

Muskrat coats are in heavy demand, particularly in the West. The popular styles are the three-quarter lengths, loose and semi-fitting. The extensive use of muskrat for linings and coats has resulted in a scarcity of this fur.

Fur Neckwear.

While there has been a certain demand for the small fancy ruffs, this is confined chiefly to the stores doing a fashionable trade, and the sale of these so far has not been heavy. The fact that Ontario trade is so poor probably has a great deal to do with this, as these fancy ruffs are more suited to Ontario than to the East or West.

In small furs mink, on account of its value and appearance is the leading seller among real furs particularly in Quebec and the East. Lynx and long haired furs, on account of prices, have not been a success, so far as placing orders are concerned. These furs are more suited to New York trade than to Canadian. Their imitations and imitations of Alaska sable have done fairly well.

Prospects for Fall Sorting.

Advance fur orders are large enough to make it certain that practically every retailer has realized the necessity of giving a fair amount of advance fur business. This means that sorting during the Fall and Winter will partake of hand to mouth business. Fur manufacturers are not organized to take care of the season's demand within three months, and to make sure of good deliveries, and the right kind of furs, advance orders are absolutely necessary. Of course, a merchant can always get furs in the Fall, but generally not the right kind of furs and the question of delivery is a trying one.

Consignment Again.

Notwithstanding the general lessening of fur business, on a consignment basis, manufacturers speak of instances where certain retailers have arranged for the new season's business on this basis. There are certain retail furriers, who have been in the habit of worrying along in the retail fur business in this way, and there are always a few who are tempted to try this method. Many of the old ones soon sicken of their bargain, and do business by buying furs outright, while others just drift along, not fully realizing the amount of profitable fur business they are losing.

Looked at from a sane and logical viewpoint, the consignment of furs at retail is ultimately bad for the retailer. First, and most important of all is that manufacturers who cater to consignment business must necessarily face the return of a large amount of goods. The retailer has to pay for this method of doing business. Above all the retailer is never sure of getting stylish and up-to-date furs. The furs that return from one merchant one season, must of course be sent to some other merchant the following season. This procedure makes it impossible for the retailer doing business on a consignment basis to show the newest things. Furthermore, there is not the same inducement to push furs and make the department a success.



Good Spring Trade in British Columbia.

(Staff Correspondence.)

Vancouver, B.C., May 25.—General trade is good, and although the first rush of the Spring season is over, merchants are pleased with the satisfactory conditions. The trade this Spring has been better than before, the demand has been general, and there has been a call for those articles which indicate that the people are fairly prosperous. The dress innovations have been particularly well patronized, as well as the millinery. The newer dress fabrics have put into the old styles many of the former favorite designs, and these are now being offered at much reduced prices; in fact, in instances, the prices are more than cut in two. It is considered advisable to get rid of them even in this way rather than have them taking up space on the shelves, with little likelihood of their being called for.

R. S. Wilson, of London, Ont., has succeeded Mr. Clark in the firm of More & Clark, whose dry goods house is on Hastings Street. The firm will now be known as More & Wilson.

W. T. Benwood who for five years has been with Greenshields & Co., of this city, latterly known as Johnston Bros., wholesale dry goods, has bought out the interest of E. A. Ramsay in the firm of Ramsay & Philips, Kamloops. Mr. Benwood will have charge of the gents' furnishing department, and will go to Kamloops early in June. The firm name will not be changed.

On May 8th, Meagher & Company, who have conducted a milinery and dry goods store in Nelson, B.C., for many years, opened their new premises. The new show rooms are the largest in British Columbia, outside of Victoria and Vancouver and the lighting arrangements, so necessary to enable buyers to distinguish colors and qualities of goods, have reached a stage of perfection perhaps unequalled in Canada. In the daytime, light comes from

Sixpenny Shops for England

There is still much in a name, even when the question invloved is an international business rivalry. Proof of this is given by F. W. Woolworth, head of a chain of five and ten cent stores, who is about to invade England with his business.

American enterprise easily surmounted problems which ordinarily might be considered difficult, but now Mr. Woolworth is at a loss to know what to call his foreign stores when they are thrown open.

Five and Ten Cent Stores will not sound well in London, nor will Threepenny and Sixpenny Stores possess the necessary euphony to catch the public ear. Mr. Woolworth declared recently that Sixpenny Shop sounded pretty good to him, although it lacks the rhythm which goes with the American name and helped make his fortune.

It is planned to export from the United States to England a large part of the goods to be sold. The public will decide the character of the goods to be sold in the world metropolis. If London women demand threepenny hairpins, sixpenny vases or shilling frying pans the stores will be open to specialties in those lines. With the business it is hoped will come an inspiration which will give the right name.

Investigating Clothing Imports

S. L. Landers, of Hamilton, representing the United Garment Workers of Canada, is endeavoring to ascertain whether it is possible for manufacturers in Canada to import Leeds clothing under the preferential tariff and sell it in Canada cheaper than if purchased from Canadian manufacturers.

Interviewed in Montreal recently, Mr. Landers stated that he was particularly interested in youths' and children's clothing, as that was, in reality, the only clothing imported from Leeds.

"This may not amount to much in the estimation of some, "said Mr. Landers, "but when one considers the volume it is a matter of vital importance to Canadian workers. One firm there imported in its last consignment a couple of months ago, some 75 cases, 125 suits to the case, while thousands of operatives in Hamilton, Toronto and Montreal were walking the streets idle."

Mr. Landers will begin his investigation at once and the real object of his visit will be to find out the conditions under which this class of clothing is made up here and the cost of production. He will remain in Montreal about ten days. In the meantime he has a representative making a similar investigation at Leeds, from whom he will hear before leaving here and will publish the comparison.

Mr. Landers maintains that Canadians ought to be in a position to turn out clothing as good, and as reasonable in price as they can in Leeds and keep operatives in this country employed unless the prices and living conditions in Leeds are wors+ than supposed. The worst feature of this whole imported clothing affair, said Mr. Landers in conclusion, "is that the firm importing it puts on it the ticket of a firm now out of business, and this ticket has on it 'Made in Canada.' Many are purchasing the same, both retailer and consumer thinking it is a Canadian output."



Everything in Dependable Ladies' and Men's Furs.

Record Fur Orders

Musk Ox Brand orders for Fall and Winter 1909-1910 are particularly gratifying.

Our values and styles have met with the approval of the trade.

Musk Ox Brand Furs represent careful workmanship and dependable trimmings, and all furs are as represented.

We help you build a permanent, satisfactory Fur Trade.

Boulter, Waugh & Co., Ltd.

Canada's Furriers, Established 40 Years.

491-493-495 St. Paul St. 57 St. Peter St.

MONTREAL

An Editorial

For a good many years—longer than most of you who read this have been in business—the D. McCall Company, Limited, have been supplying the millinery wants of Canadian milliners and millinery departments.

That a satisfactory service has been given is demonstrated by the steadily increasing growth of our business, due to larger sales to our old customers and to new accounts, which we are constantly opening.

These customers do not buy the bulk of their goods from us season after season on sentiment; they do it because they get good service and good value.

We get the new accounts the same way.

A milliner starting in business or a dry goods merchant opening a new millinery department is out to secure the best service and to get the goods which will turn themeselves into money most easily.

The reason we get these accounts is because we demonstrate our ability to give them the goods just when they want them—not when the season is half over—and at a price which allows of a satisfactory profit being made.

Just at the present time we want to say a word about sorting orders for Midsummer Millinery.

From our stock we are able to fill promptly all orders, placed with our travelers or sent direct to the warehouses.

The season's selling will, no doubt, have run you low on certain lines. You know, of course, that in order to do the maximum volume of business you must keep your stock well assorted.

We are well prepared to meet the demands made upon us, and you may order with full assurance of being able to secure just the goods you need.

It is not too early to begin to think of Fall. The prospects are good for the biggest business in the history of Canadian milliners. We can help you to make it the most profitable.

The D. McCall Company, Ltd.

94-96-98 Wellington Street West **Toronto**

Branches at Winnipeg, Montreal, Quebec, Ottawa

The Millinery Trade Review

The Black Hat Promises to be a Leader for Summer — Wide, Soft Ribbons are in Evidence in the Later Hats — Violet and Amethyst Shades are Prominent in the Fall Shade Card — Vogue in Trimmings.

THE Spring season is pretty well over in the importing houses, being only kept alive now by special assorting orders, and hats, etc., for outing wear. Preparations for the Fall are now engaging the thoughts and efforts of milliners, but are not sufficiently advanced for much more than staple indications to be given. As is well known the trend of fashion from now on will give the key to the new season's styles.

Variety has been the keynote of the season that is passing, not only in shapes but also in materials. Braid hats have vied with pressed shapes and though the large hat is decided the leader, some very smart small shapes have been in evidence. With the advent of Summer styles, came the elongated Cavalier shapes and while these have obtained a footing they have not displaced melon shapes and pots. Everything that is mushroom is and has been desirable. The large shapes with drooping brim into which the head is buried are also worn.

Seldom has there been a season when so many extreme models have not only been shown but worn also. This, perhaps, is truer of the larger cities, but there are also many models that are pretty and becoming without being so extreme, so that the milliner has had every chance to suit her customers.

In accordance with the color tendency, even for Summer wear, the hats are dark. Black is in high favor, and the black hat in crin or Milan or in fancy braid or straw promises to be the leading hat of the Summer. Single willow plumes in white or black velvet ribbon and jet ornaments are prominent trimmings, Ospreys are also used upon this class of hat. After black, amethyst seems to be the leading color, and these hats are worn with almost any colored gown. The very coarse pineapple or lobster braids are much used for made hats in the better trades. The new gold shades, and pastel shades in blue ping or mauve are much seen in this braid. Hats of this class are generally trimmed with flowers, foliage or fruit. A Paris development is that combining blue and mauve. Large capelines of blue crin are simply trimmed with velvent bows in mauve shades and frequently a mauve hat is worn with a blue gown.

Flowers have fully fulfilled all the season's expectations. Hats have been simply loaded with them. Fine flowers led in the early season, but now it is roses in natural sizes with Beauty roses in high favor. Cherries have had a great run but are giving way to grapes. These and peaches promise to be popular for the rest of the season.

Fruit is a patricularly appropriate trimming for the leghorns, which are now making their appearance. Large plumes also decorate hats in this straw. A very favorite trimming is black velvet and black plumes. An exquisite leghorn has frills of knife-pleated val lace hanging down from the crown and covering almost all the brim. This was headed by a shirred band of blue satin set around the edge of the crown. Both leghorn and lingerie hats have frilly lace under facings. The lingerie hats have huge puff crowns, or large melon crowns of shirred mull and have brims of frilled or knife-pleated lace. Some of them are poke in effect and many have the ties that come from the edge of the brim on one side and passing under the brim fasten on the brim edge at the other side. These are as a rule of soft pink or blue satin ribbon.

Roses in dark pastel shades or in old pink with moss and fine foliage trim these hats.

Wide soft ribbons are much in evidence on the later hats, and hats are appearing now that show no other decoration. There has been a big demand all the season for velvet ribbons. This is now being supplemented by piece velvets for trimmings. This brings the season to a close with velvets in high favor, and from this the inference may be drawn that velvets will be a leading feature for Fall.



The Fall Shade Card

The shade card put out each season by the Paris Flower and Feather Syndicate is just to hand, and serves to strengthen the impression that in millinery as well as in dress fabrics, very deep, dead shades will be the ones in vogue. Great importance is given to shades on the violet and amethyst order, and quite a number of the series shown are in this class of colors.

First on the list comes a group of grape shades, followed by a series of six grey-greens on the reseda order. Next is a deep purple series which run out in the deeper tints almost to black, and which have received the name of passion flower tones. Another series of this color is the faded periwinkle shades, and brighter than any other set on the card comes a series of bright petunia shades.

The bois rose shades of the present season receive their continuation in the group of colors named "Cythare," which, it must be confessed, are not as pleasing in tone as the set now in vogue. Old rose and claret tones are shown under the name of chantecleer, and the elephant shades have received the name of mammoth. In greens, there is a series of myrtle shades named cossack, and three sage greens shown as rhubarb. A rich royal blue and two other dead blues form one of the most notable series on the card. Taken altogether the collection of colors is a rich and beautiful one and will certainly meet with the approval of the trade.

Advices from Paris state that flower makers there are exceedingly busy with orders for roses, garlands and fruit. There is little doing in fancy feathers as yet, but a large Autumn season is expected with large wings and aigrettes in big demand. Imitations of Paradise feathers are also expected to take well, as the true Paradise is extremely high-priced.

The size of hats, already enormous, is still on the increase, and in spite of their strong backing, small hats do not seem to take. St. Etienne is away behind in orders received for velvet ribbons. Golden shades are high in favor, not only in velvets but in all ribbons. Plain silks, moires, and also brocades are being ordered in quantity. The latest tulle is called marquisette, and is something on the order of a voile etamine.

Millinery Must Change to Preserve Style Symphony

Fur Will be a Strong Feature of Next Season's Creations --- Spring Styles Give Place to Hats Less Extreme and Infinitely Prettier --- Best Dressed Women Showing Their Preference for Simplicity.

Staff Correspondence.

Office of the Dry Goods Review,
622-624 Tribune Building, New York, May 28.

NEW York is at its best just now, and the New York woman, regarded by many as the best dressed woman in the world, is very lovely in her Spring toggery. Fifth Avenue is a fashion exhibit morning and afternoon from the Plaza to Martin's and along this famous thoroughfare one meets the hats one has photographed and described, and which are of course familiar enough to make the wearer an object of curiosity and interest. It is a notable fact, however, that the season's first crop of millinery seems to be entirely done away with, and another, less extreme and infinitely prettier collection taken their place.

At present the best dressed women are going in for extreme simplicity in their headwear. It is astonishing how many hats are decorated simply with huge bows of wide velvet ribbon. The majority of these hats are modifications of a Caroline Reboux model, seen at the second openings. The crowns are large, of course, the brim helmet shape at the back and rolling high at the left, the bow being placed on the right side, caught to the crown. In the original there is no band around the crown, but the majority of those now worn are banded.

Black in Great Demand

The supply of wide velvet ribbon cannot satisfy the demand. The taffeta-backed velvet is the smartest, but is scarce enough to make it bring fancy prices. Black is in greatest demand and then brilliant red, cherry and cerise. It is in no sense a one-color season. In straw the burnts are most popular. White hats, which looked dubious early in the season are getting strong, particularly Neapolitans and crins. It is considered much smarter to have the hat trimmed in color. Black velvet, folds, bands and pipings are good as are also facings and the same effects in Royal blue, or apple green. The new color card, by the way, has an attractive range of greens called "aeroplane green," which while up-to-date is certainly not descriptive of their character. Leghorns are very strong as was to be expected, French chip, yeddah tagal, Milan, Neapolitan and crins are also in demand. While pressed shapes are very smart, it is a splendid season for the straw braid trade, and therefore for the frame manufacturers. Two-tone effects are well liked ; indeed the majority of hats have a facing of contrasting color to the upper part of the hat. Shapes are still very large and are crammed well down on the head, but there is a tendency to get away from the peach-basket and bowl-like hats, by those who are buying now. The side flare craze has caught the town. Sailors are very good, and one finds many of the rolling brim variety, banded or trimmed. Patent leather is used for facing and trimming sailors and for motor hats. Cretonne, in the quaint Dolly Varden patterns, or gaudy Pompadour designs is used for the midsummer hat, and Bangkoks and Panamas are favorites of the rich.

Wings—The Bigger the Better

The newest development in trimming is wings—the bigger the better. Two huge wings mounted to cross each other across the front of a hat is one way of trimming, or one wing is caught to the side of the crown, giving the elongated side effect so stunning with the rolled brim. Georgette is responsible for a huge white chip with abrupt side flare. A two inch bias fold of black moire velvet was introduced on the under brim. Caught to the crown at the right side was a broad white wing, sweeping backward, and from its base, a little to the right of the front, sprang a cluster of white aigrette. Wings are considered sufficient unto themselves in the majority of cases, however.

Mention must again be made of the vogue of Paradise. It is used with a reckless disregard of expense and in all colors as well as black. Cross aigrettes are also in great favor. They are arranged among flowers, giving a feather back-ground.

The daintiest of chiffon roses, gauze-like and transparent, are the latest from Paris. A stunning white crin was wreathed with roses in a rich royal blue gauze, their foliage being of lustrous silk. In white and the nacre effects they are of fairy-like daintiness. From this variety of roses through the Rococo effects, American Beauties and other cultivated bloom to the most modest rambler, roses are supreme. There has been a decided run on large field daisies, both in the white and yellow and black and yellow varieties. Geraniums are also good. Marguerites, as the daisies of course are called, are sometimes combined with roses, but more frequently with other field flowers. Lilies-of-the-valley are used in many clever ways. Aigrettes and ruche-like effects of this dainty flower are charming. Tiny boutonnieres of small many-colored flowers, having almost the effect of a mosaic, are also good.

Manufacturers Busy Making Fruit

Fruit has had a phenomenal success. The cheap trade is still keeping the manufacturers busy supplying the demand for cherries in exaggerated sizes, to say nothing of peaches, apples and grapes. While the high-class trade does not run to it, fruit is seen at all of the smart millinery shops. It has been noted that rose foliage is used with fruit in many cases, instead of the leaves peculiar to it. Black berries in the various stages of their development, are uncommon and decidedly attractive.

For My Lady's Hat

It is no news that lace is once more to the fore. It is probably here for a strong season, particularly when combined with fur. Fur manufacturers are preparing for an enormous demand in pelts. Practically all fur-bearing animals are being prepared to contribute to the millinery wants of my lady.

Preparations for Fall are of course under way. The semi-annual exodus to Europe is occurring and every one is asking, What next ? There has been such a radical change in gowns that it would seem as if hats must again change to be in the picture. No longer are things Empire. The waist line has suffered a decided decline, and the new dresses remind one not so much of the pictures by old Masters, but of those in the family album.



Lingerie hat of net, circles of val. ruches, with small roses and lattice design of velvet ribbon; fancy feathers.



Dressy small hat of spangled net and valenciennes ruffles, roses, lace chou, ornament and white feathers.



Grey yeddah, with crown of grey lace and cross aigrettes. Frills of the straw at base of crown.

It seems only natural, then, that hats should lengthen out and become squat and tippy as they were when the chignon and such styles were in fashion. But, millinery being a decidedly feminine commodity, has most of the feminine atttributes ; it is more or less uncertain and illogical. It would appear that the season which is now passing had run the gamut of the eccentric. Good taste has prevailed, however, and the result is a much more attractive assortment of chapeaux.

It is interesting always to compare the new schedule of color with the present scheme. The card in its entirety is soft and rich in character. There are no bright shades ; the pretty, mauvish purples heading the card through the entire series. Catawba, so fashionable throughout this season, is practically unchanged in all but name.

Great Dry Goods Merger

New York, June 7.—Additional details concerning the formation of the United Dry Goods Companies, the $51,000,000 concern chartered in Delaware recently and the greatest dry goods combination ever attempted in this country, have now been made known and disclosed that J. Pierpont Morgan & Co. are financing the gigantic project.

John Claflin is president of the concern, which will control large stores in this city, Baltimore, Buffalo, Minneapolis, Newark, Louisville and other commercial centres in the South and West. Names of the other officers were not made public.

At the offices of Gould & Wilkie, No. 2 Wall Street, it was stated that the United Dry Goods Companies was a holding company and that there was no truth in the story that it was about to operate a large dry goods store in this city on its own account. The concern was formed, it was said, not to antagonize any of the big department stores, but for the purpose of bringing a number of stores under one head, with a view to economizing in the matter of operation. There would be no attempt to trim prevailing rates of wages, and it was hoped that the consolidation would benefit all concerned.

The managers of the stores that have been absorbed will retain their positions and will work under the direction of Mr. Claflin. The company will have headquarters in this city. One of the interesting features of the merger is that no allowance is made for good will.

Of the $51,000,000 capital $20,000,000 will be issued at once. This will be in the form of $10,000,000 seven per cent. cumulative preferred stock and $10,000,000 common stock. The preferred stock of the company, which has been taken by J. P. Morgan & Co., has priority both as to assets and dividends. The combination will purchase $8,650,000 of the outstanding $17,250,000 stock of the Associated Merchants' Company.

The new company will control the H. B. Claflin Company, James McCreery & Co.'s two stores, the O'Neill-Adams Company, and will hold four-fifths of the common stock of G. G. Gunther's Sons, of this city ; Stewart & Co., of Baltimore, and J. N. Adams & Co., of Buffalo. Stores operated by Hahne & Co., of Newark; the Powers Mercantile Company, of Minneapolis ; the William Hengerer Company, of Buffalo, and the Stewart Dry Goods Company, of Louisville, have been bought outright.

The tangible assets of these stores were obtained at the current market rates, less than a 30 per cent. deduction.

There is no REAL ROSE Hat Pin but the ST. GEORGE



¶ No high class article was ever placed on any market but what hordes of cheap imitations soon flooded the market. When after years of experimenting, we, last month, presented "The St. George Real Rose Hat Pin" to the merchants of Canada, we expected just what has occurred. We saw advertised recently a very cheap so called Real Rose Hat Pin and found it made of paper. Another was made of tin. But how can you expect anything else at the ridiculous prices quoted? How can we or anyone else pay from $3.00 to $6.00 per dozen for the finest hot house roses, put them through eighteen processes, taking five days from beginning to finish and sell them at any price below what we do? These imitations condemn themselves.

¶ Also please notice this. We have covered the only processes by which these can be made by Royal Letters Patent, No. 116944, and no other firm can now legally produce these "Real Rose Hat Pins," so all others advertised as any but the "St. George" are manifestly imitations.

¶ For the Dry Goods Trade and Millinery Departments, no higher class novelty was ever introduced. Our sale of these has not decreased one particle in the last two weeks. Please remember, if you have never seen the "St. George," you have never seen the Real Rose Hat Pin made under our patent.

¶ You cannot wish to offer your patrons cheap imitations. No man really honestly places a poor imitation before his customers, when he knows where to buy the best.

THERE IS NO REAL ROSE HAT PIN BUT THE ST. GEORGE.

FOUR SIZES, governed by beauty condition and size of the original rose. Size A $15.00 per doz. Size B $12.00 per doz. Size B Special $9.00 per doz. Size C $6.00 per doz. Sizes A and B packed each in a plush lined box. Sweet Peas $6.00 per doz. Carnations $12.00 per doz. Special discounts to jobbers. Send in your sample order to-day, so that you may have them in stock.

The only Manufacturers of Real Rose Hat Pin

The NEWELL MANUFACTURING Co., PRESCOTT, ONT.

Artistic Simplicity in Gowns at Race Meetings in France

Tailormades are in High Favor — Majority Have the Short Skirt, Pleated, of Tussah or Fine Serge — Long Coats in Dull, Soft Tints — Stage Gowns Indicate Trend of Styles for the Coming Season.

Staff Correspondence.

Office of The Dry Goods Review, 8 Place de la Bourse.
Paris France, May 22nd, 1909.

THE arrival of very warm weather is placing the heavier materials on the back list. Now that Summer fabrics are coming in to general wear, new colors are making their appearance. The very latest is a deep shade of forget-me-not blue, and this is superceding the saffrons and mustard tones that have been so fashionable. Not only is this blue much worn in shantungs, which by the way, keeps its place as a first favorite in modish silken fabrics, but it is often selected as the foundation color for lingerie dresses. Foundations of mercerized batiste are more used than those of silk this season.

Novelties in Wash Goods.

Wash goods novelties are beginning to be shown, their latest appearance being in mercerized batistes, with rather broad stripes printed so as to form a diagonal check on foulard grounds. The colors are in pastel shades of blue, mauve, green and pale pink. Cotton suitings, designed for seaside wear, come in decidedly bright colors. All shades of khaki are shown, some of which are almost bright orange. These are bordered with wide bands of black, deep blue or plum.

The colors now worn may be described as fruit and flower shades. There are perwinkle blue, orchid mauve, bois de rose, azalea pinks ivy green and many others. The new blues are named artichoke which are blue green in shade ; then there are moss greens, and eucalyptus greens. These shades are all light, but, passing on to darker colors, come yew greens, dull strawberry and raspberry shades, violets with a greyish tendency, deep plum and the raisin shades. There are many new shades in fawns, drabs and greys, and the golden russets and orange khakis in big variety. These latter colors shade off to dull buffs. Navy is the only staple color now fashionably worn.

Medieval Styles.

As an outcome of the new medieval style tendencies, comes the new corslet skirt. This begins, like an apron, having a bib continuation with straps over the shoulders. It joins a little above the waist and is fitted to some distance beyond the hips where the skirt is either pleated on or gathered on full. When gathered there are three rows of shurrings, and often three tucks form the trimming around the foot of the skirt.

At the race meetings, at the two salons, and whereever fashionable women congregate, the high popularity of the tailor-made is evident. These are simplicity itself, but of that kind of simplicity that only an artist in dress can achieve. The majority are made with the short skirt, pleated, of tussah or fine serge. The jacket is long, and has a shawl collar, fastened some distance below the waist with three buttons in the same coloring.

New Corded Embroideries.

The trimmings of the moment are the new corded embroideries and embroideries of soutache and, whether used on tussah, or cloth in the new pastel shades of rose, green or grey, they give a charming touch to plain materials. These trimmings are worked up on nets, mousseline de soie or crepe, and are made over a white lining. Another popular idea is the sleeveless jacket open-worked at the seams, worn over a princess dress.

Foulard is combined with lingerie in the most exquisite models, and these gowns promise to be popular at the coming race meetings.

Foulards are shown everywhere and there is a decided fondness for spotted patterns. Close white spots upon colored grounds are in high favor; black spots upon pastel grounds are newer, and more novel still is violet spotted with blue. Blue and violet is a favored millinery combination of the moment, hats of blue straw having as a trimming immense bows of violet velvet. Large capelines of the finest white straw are encircled with roses of mousseline de soie in colorings impossible to describe, so delicate are they, and so wonderfully harmonized. With the tailored suit, hats are worn trimmed with a compact wreath of mixed flowers, almost hiding the crown. Yellow pansies and roses are a favorite combination and one that goes well with the colors now worn in tailored suits.

Long Coats for Race Meetings.

Paris has taken heartily to the long coats, and for the race meetings, long coats in dull soft tints are being prepared. The more conventional are of taffetas, Shantungs, etc. handsomely embroidered, but silk voile, ninon, and mousseline de soie are pressed into service and some clever and unusual coats are developed in these soft drapy fabrics.

Dress on the stage, as is well known, has a marked influence upon fashions and as an indication of advance styles the following costumes may be described. At the vaudeville, Mlle. Yvonne de Bray is wearing a dress in rose mousseline de soie with the front of the skirt and the bodice embroidered in cherries and leaves in the same color as the gown. Over this gown is worn a jacket of tussore in the same soft rose tint. This coat has a lining of black and is touched with black in the border and at the neck and sleeves.

In the fourth act Mlle. de Bray wears a morning dress of tilleul green tussore. This is a plain tailored two-piece suit and is worn over a blouse of muslin in the same shade. This blouse has a lining of muslin spotted with blue. The jacket has a collar of black and jet buttons.

Favor for Jets.

Jets are coming on strongly in spite of the fact that jets are a Fall fashion and not well suited to this time of the year. Jetted embroideries, or laces, the pattern almost or entirely worked out with beads or bugles of jet, metal, or glass, and pearls, are strongly featured now and will be in high favor in the coming Autumn. Tunics, aprons, tabards, etc., are made of net and are encrusted with cabochons, beads, bugles, and metal threads in almost barbaric profusion and splendor. This is due to the grow-

Garments and Millinery Illustrative of Parisian Styles



Hat of white chip, trimmed golden brim; velvet and wheat ears.



Race coat of silk voile in ivy green, braided with soutache to match, the vest and sleeve trimmings of jet sequins.



Moyen age gown of jet and mousseline de soie.



Large capeline of gauzy pink crinoline; wreath of many-tinted pastel roses in mousseline de soie and ties of pink satin ribbon.

ing influence of Moyen Age fashions. The evening gown illustrated shows how lavishly jet is used.

That fashion has by no means done with what may be termed the princess figure is evidenced on all sides. The great change is in the lowered waist line and in the fuller skirts. Directoire skimpiness is loosing its hold and the waist line is resuming its normal position. The long, tight sleeve is developing slashings and puffs—a scant puff at the elbow being a decided feature of many new sleeves.

Premier's Wife Causes Lively Row.

Indignation is hardly a strong enough word to describe the feelings of the tradespeople, particularly of the dressmakers, at the action of Mrs. Asquith, wife of the Prime Minister, in holding an exhibition of French made goods, the work of a certain M. Poiret, of Paris, at the famous official residence, No. 10 Downing Street, now nicknamed "Gowning Street," writes the London correspondent of the New York Herald.

Here all the latest dress productions of the French capital were displayed before Mrs. Asquith's admiring guests. Could any tradesman have a grander advertisement than this ? Of course the trade of the country was up in arms at once, and most furious they waxed. They can't get goods into France without paying heavy duties, and yet here was a Frenchman invited to bring to bring his goods to England duty free, to be exhibited before a fashionable gathering in the Prime Minister's official residence.

Oh, dear, it was too terrible ! Up they got, held indignation meetings and sent violent resolutions to the Prime Minister. They demanded that the members representing them in the House of Commons should insist on an explanation from the Prime Minister. They demanded that the members representing them in the House of Commons should insist on an explanation from the Prime Minister, but the questions of which notice was given were ultimately withdrawn, the fact of their having been put on paper being held to serve the purpose.

Those interested in trade evidently assumed in their fury that Mr. Asquith himself must have known and approved of the use to which his official residence was being put, but it is stated, on the highest authority that such was not the case. Mrs. Asquith, with the impulsiveness and irresponsibility which is one of her great charms, arranged for the exhibition of the French gowns to several of her private friends without any previous reference to the Premier. She is the very soul of candor herself and didn't see the artfully contrived advertisement in the scheme and regarded the show as purely a social domestic and feminine affair in which her husband had no concern. The Premier saw the danger of the plan directly it came under his notice and was very angry about it, while Mrs. Asquith was no less sorry than he when she found what interpretation was being put upon her action.

Anyway, Mrs. Asquith showed regret in a practical way by immediately patronizing English dresses made by an English firm. Madame Lucile, who, as nearly everybody knows, is in private life Lady Duff Gordon, gave one of her famous at homes when graceful, pretty and beautifully gowned women paraded up and down her lawn. There Mrs. Asquith went, with her two daughters, sipped tea, listened to a string band and, most important of all, bought some of the lovely gowns.

The dry goods store of J. O. Mortineau, Montreal, suffered damage by fire last month to the extent of about $2,000.

Selfridge Wins by Advertising.

Simon F. Rothschild, a Brooklyn merchant, recently visited London, England, with the object of studying the results of the introduction of American department store methods in London. To the New York Herald Mr. Rothschild, remarking upon the progress which the Selfridge store has already made, pointed out that the chief difference between American and English methods was to be found in the advertising policy pursued. American merchants advertised heavily in the retail newspapers and in that way kept up a constant demand for seasonable goods. Then they supplied goods at seasonable prices to satisfy the demand, being content with small profits and quick sales.

The best brains that money can buy are retained to buy the right kind of stocks. It takes no small measure of experience and skilful foresight to determine what will be the popular lines of a season. The British shopkeeper buys such goods in a large measure as he thinks most desirable. His opinion counts more than the public's. There is no use trying to get an English shop to match something they do not ordinarily carry. You simply can't do it. Besides goods there always carry a bigger margin of profit than the American shop would expect.

English merchants' methods of advertising are equally crude. Newspapers are used infrequently and by means of small space only.

Catalogues and price lists are, however, used by the million, much to the annoyance of poor Londoners, whose letter boxes are crammed full of uninteresting matter which is, as a rule, most unattractively printed and seldom read. Selfridge has gone in for American methods. There are not many London papers but carry his bold announcements daily, and his store has been always well filled from the day it opened.

Mr. Rothschild is of the opnion that Mr. Selfridge will revolutionize English retailing methods. A good proof for this opinion can be found in the fact that numerous large advertisements on the American order are now appearing daily for other London shops.

This American store is just about as big a thing as London has ever seen in the retail shopping line, and already, although it was only opened ten weeks ago, the capacity of the store has been taxed beyond the firm's greatest expectations. Fifteen other buildings in the neighborhood have been taken over one after the other to give further facilities.

Companies Incorporated.

McKay Bros., Toronto, have been incorporated with $40,000, to purchase, sell, manufacture and otherwise deal in garments and wearing apparel. The provisional directors are J. T. H. McKay, H. L. Klein and J. W. McKay.

Underhill & Sisman, Limited, capital $200,000, have been incorporated to manufacture and deal in boots and shoes. The directors are R. D. Moorhead, T. H. Stinson, M. L. McKinnon, R. L. Johnston and R. H. Paterson, of Toronto.

The Scotland Woollen Mills Co. with capital of $100,000 has been incorporated to manufacture and deal in textile fabrics and yarns, as well as wearing apparel, furnishings and fancy goods. The provisional directors are : G. Miller, J. S. O'Higgins and E. W. Goulding, and the head office Toronto.

Montreal Horse Show as an Index to Style Tendencies

Fashion Features Studied by Far-Sighted Designers—Appropriate Retail Advertising and Display—Smooth Surfaced Materials Principally Used for Evening and Afternoon Wear—Notable Gowns Described.

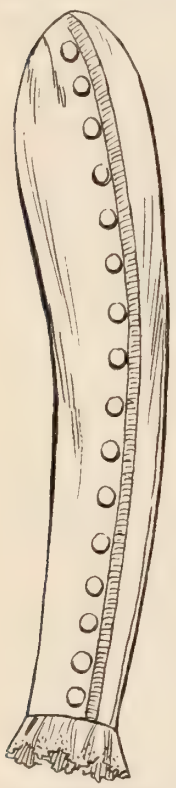
Staff Correspondence.

Montreal, May 16.

THE tenth annual Horse Show at the Arena, May 12th to 15th, inclusive, exceeded from every point of view, any previous exhibition. The horses comprised many more classess and a larger field of entries and from a fashion viewpoint Montreal gave evidence of its wealth.

The fashion part of the show attracted many far-sighted designers from factories in Canada, and many wholesalers who were anxious to judge of present styles and future tendencies. Montreal retailers, department, dry goods, shoe and clothing stores, particularly took full advantage of this feature of the show. The Ogilvy, advertisement, (an exclusive dry goods store) which is reproduced, gives a good idea of the class of retail advertising done. Window displays, while not as elaborate or as typical of the Horse Show as in previous years, were in keeping with Horse Show week. Either Horse Show colors, purple and white, or something appropriate was used in the windows by the majority of good stores, particularly in West St. Catherine Street.

The Montreal Horse Show has come to be regarded as an opportunity to get a view of what is the latest development in the Canadian fashion world. Canadian styles have come to be regarded as peculiar to Canada, and do not follow blindly those of any other country. Canada, to a certain extent, sets her own styles, and retailers may be guided in buying by the styles seen each year at the Montreal Horse Show.



Lace-Finished Sleeve.

Judging by the gowns worn by the occupants of the boxes, and those seen on the Promenade, the Directoire type has by no means outgrown its popularity. The slender, hip'ess style, curveless waist, narrow skirt, natural width shoulders, and long, tight-fitting sleeves were very much in evidence. There is a marked likeness between the styles seen at the Montreal Horse Show, and those popular in New York and Paris. The "tube woman" style is an accepted fact, and has lost its novelty. It seems likely Fall styles will see the Directoire on the wane, as it appears now to be at its height.

Evidence of this may be had in the fact that among the gowns worn in the evening, there were a few which were along the lines of the styles of the Middle ages, showing the extended waist line. These were becoming, and attractive, and in all probability will be taken up as readily, or even more readily, than the Directoire styles now in vogue. They have the advantage of not being so exaggerated as to restrict their popularity. These gowns are elaborately trimmed, and those seen on the promenade, as far as the bodice was concerned, were similar to a close-fitting Princess dress, except that the long Princess lines were broken at the hips where the skirt joined. This meeting of bodice and skirt was hidden by a sash which was also seen on several Directoire gowns. A few ordinary Princess dresses were worn.

Afternoon Costumes.

Tailor-mades were the rule of the afternoon performances. There seemed to be nothing strikingly new in



Black Hat Trimmed with Pink Rose Wreath, Brim Caught up Sharply at Left Side with Bow of Velvet Ribbon.

these. The majority were very simple. The three-piece costume, the Princess dress and coat were commonly seen, and there were several Directoire dresses, of chiffon broadcloth, etc., worn without coats.

The coats worn were of the semi-fitted variety, three-quarter length, trimmed, with satin, buttons and braid, more or less elaborately.

Dutch collars of Irish lace were frequently seen on the coats. A few sleeveless coats were noticed, but it seemed evident that these have not taken a very strong hold as yet. A few were also noted with the Buster Brown belt, a belt worked into the coat over the hips. One costume, striking because of its severity, was worn by one of the lady exhibitors. It was a heavy cream serge, the dress being a very plain princess, with long tight sleeves, having an insert of tucked net, about two inches wide, the length of the sleeve. With this was worn a seven-eigth length coat, semifitting, without sleeves, and with the Buster Brown belt. Plain tailored smirtwaists were much in evidence, worn with tailored costumes.

Materials.

Smooth surfaced materials were principally used both for evening and afternoon wear. Directoire satin was the material seen most frequently in the evening dresses, and other smooth soft materials were also worn.

Chiffon broadcloth was most in evidence in costumes, and of the more severe tailor-mades were often of the fine smooth worsteds. Very few stripes were seen, but there were enough striped costumes to indicate that these will still hold.

Tucked net was used extensively for yokes and sleeves, generally white or cream. Colored net, with the coarse hexagon mesh, was employed in the same way for trimming purposes, being worn over silk or other material of the same shade.

Jet yokes were a feature of many dresses, and these yokes were usually finished at the bottom edge with a beaded fringe, or jet ornaments of some sort. A few jet necklaces were also worn.

Soutache braid was employed in great quantities. This was applied in elaborate designs on costumes and evening dresses.

Great Range of Colors.

Owing to the beautiful colors worn, this year's Horse Show proved a scene of unprecedented brilliancy.

Vieux rose, and ashes of roses seemed to lead in popularity, if that could be said of any color. Catawba, Pompeiian, prunella, vieux bleu, reseda, and peacock, all seemed to be favorites. White and cream were frequently noted, and a few cream costumes with a black hair line stripe were worn.

Hats worn at the Horse Show.

A feature which was noticeable at the Horse Show was the number of large black hats worn, both at evening and afternoon performances. Many of these had large crowns, with the broad brim caught up sharply to the crown at the left side. On these, white Paradise ospreys were used extensively for trimmings, also white ostrich plums.

Peach basket and mushroom shapes were also much in evidence, and many, particularly among the younger ladies, wore the large hats with the slightly upward rolling brim. These were worn tilted up slightly at the left side, and were decidedly chic. Black seemed to be the favorite color in these, but combinations were seen, the top of the hat being black or some color, and the under brim of white. Several hats matched the costumes, and particularly on the colored hats large quantities of flowers were worn. Fruit was also used to a great extent for trimming purposes, and long ribbon streamers were frequently seen. A great deal of use was made of jet cabuchons. Hats worn by the children were principally of the peach basket variety.

White Gloves in the Majority.

The almost universal use of the long Directoire sleeves made the short glove a necessity. The few low necked, short sleeved evening costumes of course necessitated the very long gloves. There were a very few three-quarter length sleeves with long gloves, and in one or two instances long gloves were worn wrinkled over the tight fitting sleeves to just below the elbow. These, however, were so few in number as to scarcely figure in taking account of the gloves worn. Naturally, white gloves were worn entirely in the evening. A noticeable feature of the afternoon costumes was the number of short white gloves. A careful estimate, based upon actual count, placed the percentage of white gloves worn by the occupants of the boxes and those on the promenade, at 70 per cent. There were a few tans, blacks, and chamois, and also a few colors matching costumes.

Veils worn at the Horse Show.

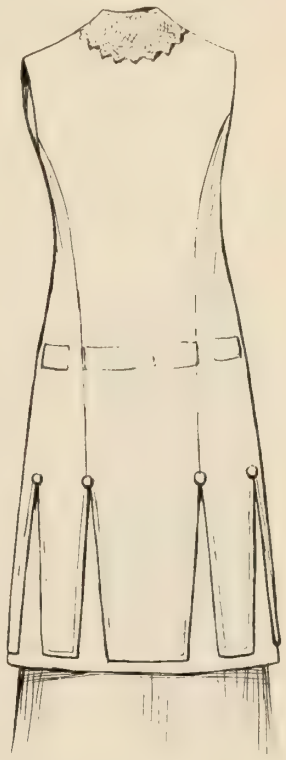
Russian net, in its different varieties, seemed to be most in favor. Some of these, though with a tendency to



Rose-Colored Gown of Directoire Satin, Showing the Long-Waisted Effect with Directoire Sleeve.



Tan-Colored Gown, Showing the Square Yoke and Bolero Effect.



Seamless Coat of Heavy Cream Serge Showing Buster Brown Belt.

the Russian variety, seem to have gotten very far from it. Many wore veils of a fine hairlike mesh, without spots of any kind. Black was most frequently worn, and taupe seemed to come next in favor. A few veils matched the costume and hat in color.

Coiffures.

The majority of the coiffures were guiltless of anything approaching marcel wave. Straight hair, or only slightly waved, seemed to be the most popular. Pompadours were very low, and in many cases the hair was worn parted in the middle. It was well puffed at the sides and the back, the roll only reaching around the back and sides of the head. Puffs and curls were seen on all coiffures, arranged in a variety of styles.

Large Barettes were used extensively, and fancy pins seemed popular.

Footwear.

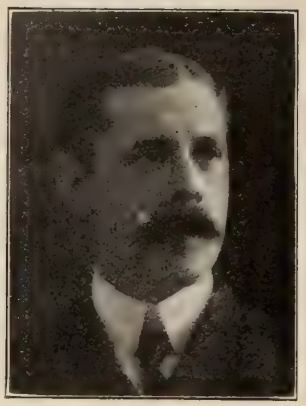
Pumps, with t small bow of the leather, were worn by a great many of the ladies. Many of these had the ankle strap, and some were without it. The styles affected were very neat and smart. Black and gun metal were most in evidence, bronze was seen to some extent, and with tailored costumes many wore tan. Suedes were occasionally seen, both in black and colors. White and light colors were worn to a considerable extent at the evening performance. Plain silk and fine lisle hosiery seemed to predominate, matching the color of the shoes worn.



An Advt. Illustrative of the Importance Attached to the Horse Show by Montreal Merchants.

The Canadian Smallware Co., manufacturing hooks, eyes, safety pins and brass headed nails, recently opened a factory at St. Mary's, Ont.

Takes Active Interest in Athletics



C. M. Cameron of Greenshields Limited

C. M. Cameron, one of the Executive of the Montreal Horse Show, and a Director of the Arena, where the Horse Show was held, is well and favorable known in dry goods circles. He is connected with the firm of Greenshields, Ltd., Montreal, where he is employed in the capacity of general salesman for the entire warehouse. Visitors to the warehouse are usually greeted by him at the main entrance.

Mr. Cameron is a native of Montreal, and his dry goods experience in that city has extended over a period of twenty years. He began his business career with the firm of J. J. Mackenzie, St. Paul St., and later was with Jas. Johnson & Co., until they were succeeded by W. R. Brock Co., Ltd. He was then connected with the latter firm for sometime, until about seven years ago, when he left to take up his present position.

Mr. Cameron's connection with the dry goods trade of Montreal, both as traveling and warehouse salesman, has resulted in making many friends in the city, while he has also become well known to many merchants throughout Canada. Aside from his business connection he is favorably know in musical and sporting circles. He is a life member of the Montreal Amateur Athletic Association, and was at one time on the Board of Directors, as well as President of the Glee Club in connection with the Association.

Holt, Renfrew & Co. to Pay Big Rental.

Alex C. Ross, an employee of the Standard Woolen Mills, Toronto, for more than twenty years, died early in May.

Fred Fowlie, of Orillia, has sold his stock of general dry goods and groceries to C. M. Boys, of Toronto. It is Mr. Fowlie's intention to go into life insurance.

H. A. Adam & Co., have purchased the general store of I. M. Gilpin, of Hawkestone. The interior of the store is being remodeled, and new shelving, counters and silent salesmen will be installed. The light of the store will be greatly improved. Mr. Adam was formerly train despatcher on the C.P.R. at Kenora.

The northwest corner of Yonge and Adelaide streets, Toronto, has been let to Holt, Renfrew & Co., furriers, who will put $15,000 worth of improvements on the building. The property, which belongs to Dr. Sheard, M.H.O., has a frontage on Yonge street of 52 feet and a depth of 100, and is assessed at $123,000. The rental is to be $17,000 and taxes for 21 years. The corner is now occupied by the Savoy restaurant.

G. E. Newkirk, for the past three years advertising manager with the firm of Thomas C. Watkins, dry goods merchant, Hamilton, has taken a position as merchandise manager and advertising manager with Denholm & McKay Co's., big department store of Worcester, Mass. Mr. Newkirk will have charge of twenty-four buyers for the firm, in addition to his duties as advertising manager, and he will have four copy writers under him in this department. The Denholm & McKay Co. is a large concern, doing a yearly $5,000,000 business.

Brilliant Fashion Display at the Woodbine Races

Exceptional Beauty and Harmony of Color---Soft Tones in Extreme Popularity---Some Elaborate Gowns and Cloaks in Soft Pastels---Several Dresses Illustrative of Moyen Age Effect---Shoes and Hosiery.

THE best-dressed gathering ever seen at the Woodbine race track, was the opinion expressed upon all sides, and those connected with the trade who visited the park during the progress of the present meeting must admit that Toronto is making good the claim to be considered a leading Canadian fashion center. They must have felt that the time spent in the study of dress at the races was illuminating as it showed those points in the present style that appealed most strongly to the taste of Canadian women.

On all the principal days the weather was bright and sunny though there was still a hint of unseasonable coolness in the air. This, perhaps, was no drawback from the point of view of those connected with the trade for it made the wearing of some sort of a wrap a necessity.

The exceptional beauty of the colors now worn and their harmonious blendings was responsible for much of the brilliance of the scene. Closer investigation and classification revealed the high favor in which wisteria and amethyst shades are held. This is in strict accord with Paris ideas, and it may also be mentioned, is in accord with the placing of orders for the Fall season. Gowns, cloaks, and especially millinery showed that in the smart set, at least, the soft tones of amethyst are in extreme popularity. Faded rose shades and odd pinks in many tints were well worn while quite a number of the most elaborate gowns were in the new gold or khaki-doro shades. Deep yellow greens were almost the only shades of this color worn while bright golden browns and chestnut shades were seen in the popular rough silk suits.

Soft Pastel Shades.

Some very elaborate gowns were in soft pastel shades of mysotes blue, and Dubarry pink, helio and corn colors and soft pearl greys. Pastels, it is said, are slated for a revival in the early future. Not so many satins were seen—casemire de soie, ninon, and marquisette being more in evidence than satin. Many chiffon broadcloths were worn, and soft ribbed silks of the Ottoman and Bengaline order formed the material for a number of smart suits.

That Directoire styles have reached the turning point was very evident, though many women had chosen this, to the slender woman, most graceful of styles. Very much noted were several gowns in the new Moyen age effect. The figure outline is much the same as when the Directoire is worn. Hips are suppressed as much as possible, the only difference being that the waist has dropped into its normal position. A typical gown noticed in this new style was developed in old blue raw silk. The long corslet waist was braided with soutache of the same color. The close-fitting waist part came well below the hips, and the skirt was formed of a pleated flounce of the silk. Another development of the Moyen age idea, not so extreme as the gown described above was the finishing of the princess dress with a deep pleated flounce. Many of these gowns show the long tight sleeve varied with a scant puff at the elbow, indeed many gowns showed some trimming effect at the elbow. All sleeves were of the full length, and gloves therefore were wrist lengths—white being almost universally worn, save where the gown was a plain cloth tailor made. With these gowns tans were the general wear.

Dainty Footwear.

Particularly noticeable was the especially dainty footwear. Pumps were very generally worn, and even with the light colored gown the black shoe was most worn. Patent leather was first choice, but gun metal and suede were also much in evidence. Tans were seen, but not nearly to the same extent as last year. As a rule it was only when a linen one-piece dress, or a suit was worn that the shoes matched the gown. Black hose was much worn in the sheerest of gauze effects, drop stitch and embroidered, neat and small patterns being much worn. The black shoe with the hose matching the gown was also good style. It might be said that these two styles were about evenly divided.

The high popularity of the white lingerie petticoat was another interesting feature. These were worn even when the gown was of silk. Many were lace-trimmed, but the majority were of handsome embroidery. In all cases they showed the deep flounce. Soutache patterns were noted both in the lace and the embroidery.

Elaborate gowns showed the yoke of net either tucked or striped, the new note being the use of metal threads in darned in patterns. Gold net was also used to veil white. The high collar was seen on all these gowns but often neither the yoke nor the net sleeves had apparently any lining. This gave a very decollete effect to many gowns.

Yarn-dyed Striped Worsteds.

Tailor-made gowns in three-piece, two-piece, and also in princess styles were very numerous. Many grey-striped bright-finished worsteds were worn, grey-striped mixtures being prominent. A new departure noted was the presence of yarn-dyed striped worsteds in diagonal weave and with a close, hard finish, rather than a bright one. These fabrics were developed in two or three tones of the same color—neutral tones of grey, fawn, stone, etc., being most seen. Some, however, had stripes of subdued color running through them. Many rough navy serges and cheviots were worn. White serge was the choice of many women, and the latest note was the trimming of the white serge suit with jet buttons.

Raw Silk Fabrics.

Decidedly the best-worn material was the rough, bright, raw silk fabrics. This was much in evidence in the natural shade and in all the faded pastel shades so popular now. The latest color is a deep khaki brown, then there were many shades of blue, raspberry and pink. This fabric was also seen in pastel shades in mysotis blue, in rose pink, and pearl grey. Suits of this fabric invariably had collar, cuffs and facings of black peau-de-soie, or moire, and buttons of jet or satin. More dressy suits were developed in cotele weaves and Bengalines and with suits of this class the blouse was of marquisette or net in the same shade. A pretty suit in pearl grey cotele was noted. The skirt was cut perfectly plain and had a moderate train formed into a square by the straight back gore.

Notable Gowns
Seen at the Woodbine Races



Heavy crochet lace separate coat worn over gown of wistaria cashmere de soie, with pleated panels of fancy spotted silk let in at the side. Hat of black rough straw, lined with white and wreath of shaded roses. Fashionable side roll.



Directoire Gown of Apricot Broadcloth, guimpe and sleeves of tucked and embroidered net, bolero heavily braided with same shade of soutache, buttons and tassels of dull gold. Large black crin hat, with high side roll.



Suit of Rose Rough Silk. Coat heavily braided; hat of black straw with underbrim faced with white straw; mixed flowers as trimming, mauve predominating.

Notable Gowns Seen at the Woodbine Races



Suit o' rough silk. Many of the newer suits had handsome vests and were trimmed with braid motifs. Buttons are as much in evidence as ever.



Early Victorian quite away from the tendency of the past few seasons.



Plain tailored suit of white serge, trimmed, buttons to match and touches of soutache in black.

Silver in Buttons and Trimmings.

The coat was Louis XIII in shape trimmed with silver soutache and large antique silver buttons. The high military collar small revers and waistcoat were of silver embroidered net lace. The skirt continued an inch or so above the waist line—not quite in Empire effect but just high enough to dispense with a belt. The waist was of grey marquisette, having a yoke effect formed of small tucks crossed by a wide silver lace below the bust. There was a square yoke formed of silver galoon and the neck was of the same. With this beautiful costume was worn a large black hat. The crown was of melon shape and the wide straight brim rolled slightly up to the left side. The hat was of crin and the trimmings consisted of a wide velvet ribbon encircling the crown, and a panache of black plumes fastened in by a jet ornament. Caught around the crown was a scarf of Chantilly lace, and this was brought around the bust.

The All-Black Hat.

The all-black hat trimmed with ostrich and velvet and with often a touch of jet was certainly the one most worn by the most smartly gowned women. Many black and white hats were seen and when either white or a color was used as the trimming the hat was generally of coarse straw braid, and was worn with a tailored cloth suit. Next to black the violet or amethyst hat was most in evidence, and moreover hats of this color were worn with almost all colored suits—and more rarely when the gown was of mauve or amethyst shade. These hats were flower-trimmed, Beauty roses and mixed flowers being used in combination with wide velvet ribbon. Pretty lingerie hats were numerous, having in most cases full crowns and frilly lace brims. The trimmings were wreaths of small shaded roses and wide pink or blue satin ribbon. Ties were worn on most of these hats.

It would be pretty difficult to select any one shape as the leading one. Hats for the most part were very large, but moderate sized shapes, and even some very smart small hats were seen.

Separate Coats in Various Styles.

The vogue of the one-piece or princess dress has brought the separate coat back into high favor and a remarkable feature of the dress display was the number and variety of coats worn. Materials also were as varied as the styles. Many were of linen in natural shades and in colors, raw silks were used in all colors, and in the natural shade, and broadcloths, in oyster, in pastel shades of blue, pink, helio, corn color and pearl were seen, many were in cape form and handsomely braided. Wraps of silk crepe and Persian patterned crepe were also worn.

Collection Department in Chatham.

(Staff Correspondence.)

Chatham, May 28.—The collection department in connection with the local Retail Merchants' Association is now an actual fact.

During the past week Secretary Powers and Collector W. M. Murdock have been hard at work, canvassing prospective members. Pending the results of their efforts, the inauguration of the system was deferred.

A special meeting was held recently to hear the results of the work of the collector and the secretary. They reported that 44 members had signed for the collection department, and that there were in addition practically 20 certain prospects, who merely awaited the inauguration of the system to come in. It was accordingly unanimously decided to go ahead with the scheme, the resolution to this effect also recommending that members be asked to send in their accounts for collection at once

The association has been working with an ultimate membership in the collection department of 80 as its objective point. It is felt that results so far have been very encouraging. The list of signatories covers the various mercantile professions pretty thoroughly. The list would have been larger had it not been for the fact that some seven or eight members had signed a considerable time before with a Detroit collection agency, and their contracts had not yet run out.

The system will be inaugurated at once. It was originally intended to pay Collector Murdock and Secretary Powers fixed salaries, regardless of the number of members, but to-night the association decided to allot the secretary three-eighths and the collector five-eighths of the membership fees. This will be, it is felt, an incentive for the bringing in of new members.

The merchants in the adjoining town of Wallaceburg are contemplating the formation of an association and the inauguration of a similar system for handling collections. Mr. E. Askunas, of that town, was present at to-night's meeting securing pointers. Wallaceburg, owing to the fact that some of its leading industries are in operation only part of the year, is a big town for credits, and the need of a system of looking after them is felt.

The inauguration of the system here comes as the climax of a couple of months' preparatory work, and two weeks' hustling on the part of the two association officials and of individual merchants.

At a meeting two weeks ago the executive, after hearing an address from D. A. Scroggie, secretary and official collector for the Guelph association, brought down the first tangible proposition for a collection system here. The following clauses were embodied in the executive report, as finally adopted:

1. That the flat rate system of assessing members be adopted.

2. That the annual assessment be fixed at $10 a year for the collection department, exclusive of $2, the regular membership fee in the association.

3. That in organization work a thirty-day post-dated cheque or a thirty-day note be taken from prospective members, to be returned if enough members are not secured to ensure the success of the undertaking.

4. That the proceeds of collections be divided equally among the different merchants to whom accounts are owed, irrespective of the amounts of their claims.

5. That the division of receipts be made semi-monthly and a written report furnished monthly to every merchant joining the department, showing the names of debtors against whom the association holds accounts, the amount paid by each on account, and the names of debtors removed from the list.

6. That a secretary-treasurer be appointed to do the clerical work, and to have general supervision over the work of the collector.

J. W. Powers, who has been secretary of the association for some time past, was named to look after the clerical work, and W. M. Murdock was appointed collector. Mr. Murdock was formerly in the grocery business, but for the past year or two has been engaged in insurance work here,

The system so far applies only to collections inside the city and suburbs. A scheme for handling outside collections is, however, being studied out by the executive.

Trend of Styles in Canadian Dress Goods

Every Indication of Heavy Distribution for Fall — Lessening of Interest in Highly-Finished Satin-Faced Goods — Dark Colors Held in Strong Favor—Rough Weave Materials will Probably be Fall Leaders.

NOT only are merinos and fine cross-breds ruling higher, but the coarser wools are showing a tendency towards advances. The fabrics now selling are all produced from fine wools, and, as the bulk of the season's crop is now being worked up, there is nothing but a maintaining of present values, or of further advances in sight. The distribution for Fall is well advanced, and there is every indication that a heavy business has been done. The backward Spring has had an adverse influence, particularly in the smaller centres, and this applies most forcibly to the Ontario ground. Just as soon as a week or so of the much-needed sunshine arrives it is expected that the orders from these sections will come up to anticipations, as stocks are light, and prospects for the Fall excellent.

Even in the larger centres the continued cold and rain is the source of much grumbling, but it has not served to check buying. Business was fully 25 per cent. ahead of last year for January, February and March, but April and May have averaged just about the same.

Reports of sales go to show that there is a lessening interest in the very highly finished satin-faced fabrics. Bright finishes in worsteds, in sedans, broadcloths, cashmeres, etc., are being freely ordered. Satin-striped worsteds, fancy broadcloths, Bedford and other cord weaves, poplins and serges—stripes, diagonal and traverse weaves —are all accorded a liberal representation.

All reports show the strong favor in which dark colors are held, and also the growing favor of black. The color movement is still away from staple shades, navy being the only standard color that has a good representation. Wistaria, amethyst and prunelle shades head the color list, with faded rose shades leading down to catawba and dregs-of-wine.

In the United States, the better trade is giving a representation to rougher weaves. Unfinished worsteds are selling, cheviot weaves and diagonal effects are good, and melanges and mixtures are shown.

The cutting-up trade is making free use of both cream serges and shepherd's checks, and a large Summer business is anticipated.

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Pongee Shantungs and Foulard Silks.

For Summer selling pongees and shantungs, as well as foulards, are those in evidence. In the rougher weaves the new khaki shades, tapestry blues, and the various rose shades are most in evidence ; dark amethysts are also coming to the front. Silks of this class are made up into two-piece suits, one-piece dresses, and fancy separate coats. The makers-up are taking peau-de-soie for trimming purposes, and moires are coming into favor for separate skirts and for trimming purposes.

For separate coats and suits, ottomans, bengalines and other ribbed weaves are selling.

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Wash Fabrics.

In the retail end of the trade, business is becoming brisker, and buyers are making strenuous efforts to get stocks down before the sales period arrives. In many of the best selling lines the supply is short. This applies to linens, repps, poplins, and some of the highly mercerized materials.

There has been a big sale of suiting fabrics, tans, mauves, blues and pinks being the leaders. Mauve is moving up to the front and promises to be a big selling color, if not the leading shade, before the season ends. Silk and cotton fabrics in sheer weaves are also free sellers. In white goods fine lawns, linons, batistes, cross-bar muslins, dimities and linen-finished cottons are the big sellers.

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Favored Fabrics for Fall and Winter.

(Staff Correspondence.)

New York, May 28.—When it comes to a question of fabrics for use in women's wear for next Fall and Winter, one treads on dangerous ground, as it is indeed hard to tell just what ones will be mostly in demand. It is still an uncertain problem and will be until the actual Fall garment buying begins in July and August. Especially is this true of this season when we are constantly being confronted with a transition period of fashions.

However, those manufacturers who are catering to the better class of trade are taking freely of novel rough effects and from all appearances, rough weave materials will have first chance in the fabric field. These new fough weaves are of the camel's hair and homespun variety, with a large sprinkling of unfinished worsteds among them. Should this sort of fabric take well, the position of the unfinished materials and cheviots will become quite strong.

A number of manufacturers think as much as ever of broadcloths, however, also serge and fancy effects. Fancy grey mixtures in worsteds will be especially good for separate skirts. Serge is shown in a number of novel weaves, although the plain serges are holding their own. Other novelties in the fabric line are corded and ribbed materials, which are used for coats and suits, as well as costumes. These are shown in monotone, two-tone effects and mixtures.

The color tendency is still for very dark shades and among the new novelty shades are a few deep brown and purplish reds which are on the dregs of wine and raisin order.

Greys are to be good in very dark tones; also taupe, smoke and stone greys as well as shades which are of the castor family. Greens are showing up very strongly and it is anticipated that this Fall they will have strong representation.

Black will be especially favored by the ultra fashionable trade. Black and white effects will also be good, and we may expect to see many such effects throughout the Fall and Winter season.

For the popular trade the rose shades will occupy the most conspicuous place, although in darker tones than those seen this Spring. Blues are always good and this coming season we shall see them in faded cadets, gendarme and Prussian blues. Navy blues are staple and should always be included in fabric stocks.

THE
Trade Mark of Quality



Ladies' Suitings
Mantle Cloths
Woolen Sheets
Blankets, Yarns

Harris & Co., Limited
ROCKWOOD - - ONTARIO

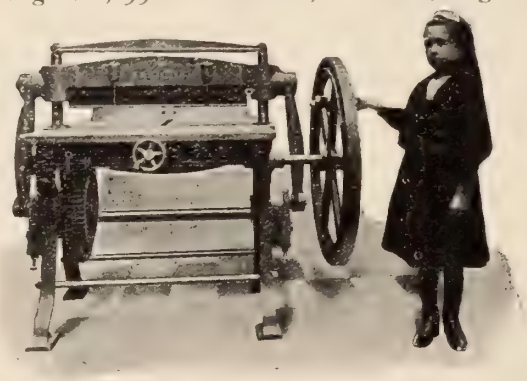
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HALIFAX - G. A. WOODILL, Roy Building
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WINNIPEG - McRAE & WALKER, Ashdown Block

Appearances Count

Textile samples of every description look their best when cut with gimped, pinked, or serrated edge.

"EASICUT" MACHINES

are made for this purpose. Carried in stock at Montreal in various sizes from 8 inch to 32 inch wide knife. Made by J.T. Hardaker, engineer, 99 Crowther St., Bradford, Eng.



This style is our Hand Power Machine made to cut 30 or 32 inch. Made for power work if wanted.

SOLE CANADIAN AGENTS:
WALTER WILLIAMS & COMPANY
525 St. Paul St., Montreal

Enquiries Solicited Catalogues and Prices on Request

Reds are making steady gain and they will be very good this Fall. Especially favored are those shades of the new purple tones and Pompeian reds.

At the present time the dress goods counters are having a large run on checked patterns, black and whites taking the lead, white serges with and without stripes. The stripes of black are having unusually good sales and for the Summer they will be seen quite extensively made up in two and three-piece tailored suits, as well as Princess costumes.

Montreal Board of Trade Resolutions.

Montreal, May 28.—Canada will send representatives to the Imperial Congress at Sydney, Australia, in September. On May 6th, at a meeting of the Montreal Board of Trade a resolution to be submitted then, introduced by Mr. Meighen, (Lake of the Woods Milling Co., and C.P.R. director), and seconded by A. McFee, grain merchant, was passed. This resolution was commonly interpreted as favoring free trade within the Empire, with the rider added, however, "in as far as the revenue shall permit." This resolution was passed at a meeting when few members attended, and it did not please many members of the Board of Trade, and a special meeting was called on May 18th to vote upon the following resolution:

"Whereas, the fourth and fifth Congresses of Chambers of Commerce of the Empire, expressed the opinion that the bonds of the British Empire would be materially strengthened by a mutually beneficial commercial policy;

"Whereas, it is the opinion of this Congress, that it is in the interests of the Empire that steps should be taken towards consummating such an arrangement;

"Whereas, the sixth Congress, held in London in 1906, urged upon His Majesty's Governments in the United Kingdom and in the various Colonies and Dependencies, the advantage of granting preferential treatment in their respective markets on a reciprocal basis, each to the other, believing that thereby the bonds of union would be strengthened, the different parts of the Empire more rapidly developed and Imperial commerce thus increased;

"Be it, therefore, resolved, that this Congress, whilst reaffirming the foregoing, urge upon the Governments of the Empire that they treat this matter as of present practical importance, and that each organization represented at this Congress pledges itself to press its respective Government to take such action at the next Imperial Conference as will give effect to the principle advocated in this resolution."

This resolution was interpreted as declaring for preference on a reciprocal basis, and the vote was passed by a large majority. G. E. Drummond (Iron and Steel) and many others spoke in favor of the reciprocal basis. Mr. Drummond declared free trade within the Empire to be impossible, because of the diversity of climate and other things. He pointed out that the preference given Great Britain to be lasting and satisfactory must be mutual.

Alex. McFee, speaking in favor of the original resolution, pointed out the danger of western crops going to the United States, instead of to Great Britain, unless Canada was protected in that market against Argentine and Russia. His speech outlined an ideal bond between the component parts of the Empire, though this was to be arrived at gradually as conditions could be met. With the Empire linked as a whole, Great Britain could dominate the world of trade.

The result of the vote makes it clear that Montreal manufacturers consider their interests need protection against British manufacturers.

Cashemir Recamier, Regd.

(Duplex Satin Finish)

This unique fabric is the leading speciality in our French Dress Goods Department for next season. It is exquisitely soft and brilliant and suits the new style of draping better than any all-wool fabric invented this year. Nothing more refined and artistic could be desired by the most fastidious of fashionable ladies, and the attractive get up in two tone art paper will please the most exacting window trimmer and progressive sales clerk. It is manufactured expressly for us and cannot be had elsewhere. Other Fashionable French Novelties are:—

Cotele Premiere	**Cotele Strasburg**	**Cashemir de l'Inde**
"Travere Elegans"	**"Travere Sedan"**	**"Travere Vigoureux"**
Cote Cheval	**Cote Cheval Raye**	**Zibeline** **Bruine Cotele**
Raye Satin Cloth	**Raye Venetienne**	**Raye Sedan**
Raye Zibeline	**Raye Cheviot**	**Raye Soliel**
"Satin Directoire" (new velvet finish)		**"Satin Directoire De Luxe"**

and the very latest —Directoire Serge, Diverging Weave.

"Chevera" Cloth, Registered

This is the leading speciality in our Bradford Department for winter wear. A more serviceable cloth at a popular price could not be desired, because it is not only durable but unshrinkable and unspottable. It is made for us by special contract and comes in all the leading shades. Other fashionable English specialities are:—

"Permo" Reps,	**"Permo" Cotele**	**"Permo" Stripes**
Soliel Ottomans	**"Pirle" Serges**	**Fancy Stripe Worsteds**

Self Stripe Satin Cloths, "Reflex" Satin Cloth
and the new "Wulmella" Heavy Pile Lustre Satin Cloth.

Blacks will be very much worn this fall and we anticipate a big demand for our far-famed Brilliant Blue-Blacks.

J. & N. PHILIPS & CO.

Manchester, England

and 20 Cheapside, London, E.C.

211 Lindsay Building,
St. Catherine St. West, MONTREAL

611 Empire Building
Wellington St. West, TORONTO



Ladies Neckwear Belts and Blouses

As far as the Ladies' Neckwear situation goes, our Designers are not so much concerned in getting out something new along general lines, as they are in creating new ideas in Dutch Collars.

The call for this class of goods for the Summer is so general, that we have been encouraged to devote considerable energy in getting out goods of this order, particularly along the flat type similar to illustration above. Our Buyers having recently returned from European Fashion Centres, have adopted many of the general ideas shown abroad.

This type of Neckwear, along with Jabots, Bows and the various other accessories, make altogether a display which will appeal to the buyer who appreciates and who is looking for something really classy.

SEE OUR SALESMEN OR WRITE FOR SAMPLES

LADIES WEAR LIMITED

64 WELLINGTON STREET WEST

TORONTO

Latest Ideas of Fashion in Dress Accessories

Dutch Collar Promises to Hold Good Throughout Summer — Gilt Promises to be Strong Fall Novelty in Neckwear — Embroideries Being Freely Used—Lingerie Effects in Parasols Excellent Glove Season

THE Dutch collar and the jabot to match continue to be the big end of the neckwear business, and promise to keep their supremacy until the end of the season of Summer selling. The coming of the Dutch collar and the manner in which it has dominated the situation has been somewhat of a surprise to the manufacturers. Both collars and jabots continue to be shown in endless new designs and in many different sizes and orders continue to pour in from all sections of the trade. There is also a good sale for embroidered stiff collars and for bows to wear with them—lace and lawn heavy imitation Irish and Cluny laces are in vogue.

Stock collars in imitation Irish and in lingerie styles trimmed with Cluny sell for those who cannot wear the stiff and Dutch effects. Jabots of lace and net both in white and cream are also being put upon the market. Tourist frillings edge the neck of many of the stock collars made up in lingerie styles, and there is a fair demand also for tourist frillings. These are made now in pastel shades with pink and blue in the lead as well as white. These are developed in softer finished lawns than the white frilling. The latest idea is a fold of gilt net edging the top of the frilling, but placed at the bottom edge and pleated up with the frilling.

Manufacturers are beginning operations on Fall lines. As yet Fall novelties have not taken shape. Gilt



Fancy Braid Belt Shown by R. D. Fairbairn Co., Ltd., Toronto.

promises to be prominent and the combination of jet with white is expected to feature.

With the advent of the Fall season Gibson collars in the present form are expected to be again in demand. Frillings are also to show a strong revival, but in new effects. These will take the form of narrow folds, and close pleated quillings of net and liesse.

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Embroideries.

The vogue of the lingerie princess is exercising a marked influence on the sale of handsome embroideries. The preference is for open-worked styles excuted on soft mull or batiste. Wide galoons and bands as well as deep flouncings are used for this purpose.

Embroideries are also to the fore for trimming purposes, and there has been a big demand for corset cover lines. Embroideries bought before prices advanced have been freely used as leaders in many stores. Sales of such goods have proved attractive events, and profitable to the stores holding them.

One novelty that will be seen in late season lines is done on cross-bar muslin. New designs show lacy effects, baby Irish motifs being freely introduced. Soutache motifs are also new and are looked upon with high favor. Designs as a rule are more conventional than usual, spirals and Greek key being popular. Heavy blind work is also used.

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Parasols and Umbrellas.

The retail stores are now pushing parasols and parasol windows have been a feature of the latter part of

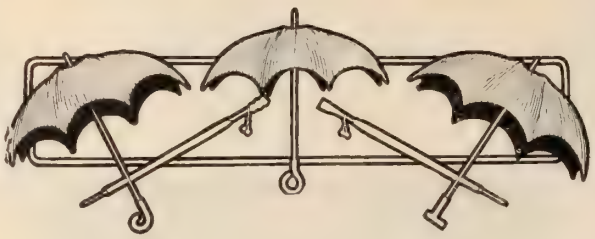


Dutch Collar, with Fichu Ends Shown by Ladies' Wear, Ltd., Toronto.

the past month's window displays. Notwithstanding the unfavorable weather sales have been very fairly up-to-date in this department. Coachings have been the best sellers so far in plain and fancy effects, those with a stripe of Dresden and top and border in plain color being very much liked. More chiffon ruffles are seen this year than last. Pongees, and white and cream silks decorated with soutache braid or self-colored embroidery are very good style.

Lingerie effects, particularly in eyelet patterns, promise to be good for Summer selling.

Umbrellas Exclusively



In an age of specialization we have perfected a new wholesale organization for the manufacture and sale of Umbrellas, based on many years' practical experience in every detail of the business.

We know Canada through and through in regard to its needs, and are fortunate in having an intimate acquaintance with most of the trade. We purpose doing things a little better than has previously been thought necessary, and in urging our claims for a share of your patronage we insist that we have the best selling lines, with every facility for meeting requirements promptly.

Bailey, Dixon & Co.

96-104 SPADINA AVENUE

TORONTO

T. D. Bailey *F. I. Dixon*

The wet Spring has made business brisk in the umbrella section, and manufacturers are kept busy filling orders.

Sample lines for Fall are not completed yet, and it will be some weeks before travelers are on the road. As umbrellas have sold freely this Spring prospects are all in favor of a good season.

Excellent Veiling Season.

The season has been an excellent one in the veiling department and due to the weather business still keeps up. Yard goods in the many Russian meshes have been the best sellers, and with black in the lead, and with a fair representation of colors to match the hat. Ring dots on Brussels nets are fair sellers.

Made veils for auto wear are coming into promi-



Jabot, with Bow, made of fine Lawn and St. Gall Lace, as shown by Ladies' Wear, Ltd., Toronto.

nence with the advent of Summer weather. These are also used for outing wear and are simply placed over the hat and tied in a bow under the chin.

High-class stores are making a big display of scarfs in embroidered and spangled metal patterns on crepe or net, or soft silk. The newest have heavy fringed ends and promise to be worn for theatre and evening wear in the coming Fall and Winter.

Dress nets in many-sized and in plain and fancy meshes have been, and are indicated again as strong sellers in the coming Fall. White, cream, black and colors as well as gold and silver nets are all selling.

Gloves.

Glove departments in retail stores are doing well with lisle and silk gloves. With the arrival of really warm weather, there was a marked increase in the sale of silk gloves, particularly. The shorter lengths are chiefly

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AND
UMBRELLAS

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Letter Orders.

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LIMITED
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Fownes

That is all you require
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Ready to Fill Your
Immediate Wants

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Coristine Building,
MONTREAL

in demand so far. A few short gloves are called for from the regular stock, but the long gloves which have been sold thus far in city stores are manufacturers' samples or job lots, sold at a reduced price.

Blacks, whites, tans, and greys are the colors principally in demand. Of course a few odd shades are called for. There has been a surprising demand for grey fabric gloves this season, and they are in short supply.

There has been a good demand for chamois gloves this season, and it is expected that these will continue good for the Fall trade. This is due, to a great extent, to the great improvements in the making of these gloves both in the appearance and fit.

A few merchants who had placed good orders for long kid gloves, and did not have their cancels accepted owing to lack of an adequate reason have refused delivery of these lines. Wholesalers contend that after the goods leave their warehouse they are the property of the retailer. The express offices, in quite a few towns, are holding some long gloves. It is quite likely that when the time for payment arrives in the early Fall some actions may take place.

Ribbons.

Ribbon departments in retail stores are doing an active trade in ribbons. The vogue for ribbons in millinery and for sashes is having a good effect and buying is active.

The big demand is for satin ribbons, the widths selling best being five and six inches. Wide velvet ribbons in black are in active request. Taffetas are selling but the demand is not so great as for satin.

Black is strong, and all the fashionable shades, such as the rose shades, wisteria, catawba, prunella, taupe, peacock, etc., are selling freely. White is quiet. Plain ribbons are selling most freely, but a few fancies are called for.

Injunction for Infringement.

Inasmuch as Perrin Freres & Cie., Mark Fisher Bldg, Montreal, is the Canadian firm of V. Perrin & Co., the following paragraph will be of interest:

"V. Perrin & Cie., manufacturers of the Perrin gloves, have obtained from Chief Justice Fuller an injunction enjoining the Bacon-Chappel Co., retail dry goods, of Syracuse, N.Y., from 'selling, marking, advertising or offering for sale as 'Perrin' or 'Perrin's' gloves, gloves not manufactured by V. Perrin & Cie., and from any other manner offering for sale any gloves not of the complainant's manufacture having the name 'Perrin' or 'Perrin's' thereon, or on the labels, bands or packages thereof, without the same being plainly marked to indicate that the same are not the manufacture of V. Perrin & Cie."

The curator in the estate of the Marieville Knitting Co., has disposed of the entire stock, amounting to some $17,000. The Acme Glove Works, of Montreal, are the purchasers.

S. G. Claxton, secretary of the Montmorency branch of the Dominion Textile Co., was presented with a cabinet of cutlery on May 19th, by the overseers of that branch, on the occasion of his approaching marriage.

Do You Want Neckwear That Sells



No. 966. Dutch Collar and Jabot complete. $4.50 dozen set.

Neckwear that is so attractive that women will buy it on sight? On the two essential selling points of style and value we will back our neckwear against any made. It will sell in your store because it has sold in every store in which it has been stocked. Isn't that a good test? We show here some lines that will help sales in your neckwear department. Let us send you a sample order of these goods.



No. 967. Dutch Collar. $4.00 dozen.

We can also give you good value in Belts, Veilings and Laces.

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Novelties——are what everyone wants. We have them. That's our specialty.

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Bastin, Merryfield & Cracknell, Ltd.
Cor. Great Portland & Great Castle Streets
Oxford Circus
London, W., England

Retail Dry Goods Merchants Endorse Convention Idea

Would be Valuable as a Means of Exchanging Ideas — Bring the Young and Old Fry Together and Promote and Protect Trade Interests — What the Hardware Men Have Done for Their Business.

THAT retail drygoods merchants look with favor upon the proposal to hold an annual convention similar to those held by the hardwaremen is evident from replies received by The Review to letters recently sent out asking for opinions on the matter. The annual convention of hardwaremen is made an exceedingly interesting occasion by reason of its question drawer and discussions of topics of importance to the hardware trade. It has done much in the solution of local and general problems, and what is still more important has tended to elevate standards of merchandising in the hardware trade.

Benefit Younger Fry

It may be of interest to note two or three of the replies received to letters sent out proposing an annual convention. A merchant in a town of about eight thousand population writes: "You ask our opinion in regard to the holding of a convention for dry goodsmen. There is no doubt at all that this would do a great deal of good, giving the younger fry the benefit of the experience and advice of the old timers who have weathered the storms for years. Apart from this the mere fact of meeting in convention is not a bad plan."

Promote Trade Interests

A second merchant writes:—"Regarding an organization of drygoods merchants, we think this a capital idea. It would be very desirable in promoting and protecting the interests of the retail merchants. We should be very happy to give our assistance in this respect."

A third merchant replies as follows:—"I think there are many questions which might be satisfactorily arranged, and difficulties which might be overcome by an annual convention of dry goods men. I think it would be a good idea for the trade."

Bring Merchants Close Together

Another writes:—"Anything that will bring the merchants closely together for a consideration of their own interests cannot fail to do a vast amount of good. A convention, say in Toronto, during a buying season or at the time of the National Exhibition when a good many retailers visit the city, would it seems to me, be very convenient. Of course, there would have to be some form of organization, on provincial lines, possibly. This would entail a little expense, but I can readily see where the benefits to be obtained would far outweigh any pecuniary consideration that might be necessary. By all means, let us have a convention. The time is ripe for it."

That Hardwaremen Have Done

Touching the question of expense, the experience of the Ontario Retail Hardware Association shows that there is no good foundation for an objection of this kind. The secretary of that organization writes as follows:—

The Ontario Retail Hardware Association was formed in April, 1906, with about twenty members scattered throughout the province. It met with active opposition on the part of the Retail Merchants' Association, secretary E. M. Trowern uttering a foolish threat that he would put the hardware organization out of business unless it nestled under his protecting wing. The Retail Hardware Association, however, declined Mr. Trowern's invitation and, placing its annual membership fee at $3, collected $400 the first year and after paying expenses of $340 began the second year $60 to the good. In 1907 the expenses were $450 and in 1908 only $365, the assets at the beginning of 1909 being $138 and the balance to the good on April 1, 1909, being $540.

The retail Hardware Association paid out about $200 during the first two years in traveling expenses for an organizer and while the Association had a profit on the work, experience has shown that in the long run it is unwise to hire a man to talk merchants into joining an association as unless men join of their own accord they are likely to become disgruntled and withdraw, feeling that they have been "done" for the amount of the membership fee.

This is a wrong attitude to take, as the indirect results of having an association organized are considerable —notably in compelling concerns looking for custom from the retailers to sell more exclusively to the trade. But the experience of the officers of the Retail Hardware Association has been that their most enthusiastic members are those who attend the annual conventions while those who stay awat are reluctant to pay their membership fees.

The conventions of the Retail Hardware Association have become events to be looked forward to, the gathering at Hamilton last February being attended by about two hundred retailers with another hundred present representing jobbing and manufacturing firms, one session being open to all branches of the trade. In connection with the convention a trade exhibition was held, over thirty firms paying a small fee of $10 for the privilege of exhibiting. It is the money raised from this source that has given the Association its creditable balance in the treasury. The Association has recently decided to hold its 1910 convention at London and to run an excursion of its members and retail friends to Montreal in August.

Combat Mail Order Houses

By having a balance in the treasury the Hardware Association is in a position to put up a strong campaign against any unfair legislation which the mail-order houses endeavor to put through parliament. It is largely due to this organization, in fact, that Postmaster-General Lemieux in 1907, withdrew his proposed parcels post c.o.d. law, the effect of which would have been to make every postmaster in Canada a collecting agent for the big department stores. Whole wagon loads of letters and petitions were delivered to Hon. Mr. Lemieux on Feb. 1, the date set by the Association for members to forward petitions.

Another matter being pressed by the Hardware Association is that of Mutual Fire Insurance. In the United States there are many Hardware Merchants Mutual Fire Insurance Companies, several returning an annual rebate of 50 per cent. of the premium to its members in addition to maintaining a substantial cash reserve. In Ontario farmers are the only class privileges to form mutual fire companies but at the next session of the legislature

(Concluded on page 111.)

EXTENDING OUR FIELD

The Ribbon House of all Canada

Now Covers all Canada and is Specially Prepared for your Sorting Orders

We added this season to our travelling staff Mr. A. NELSON ISNER for the Maritime Provinces, and Mr. H. G. POOLEY for the Western Provinces, and the favorable reception accorded these representatives is appreciated.

Our travellers now cover all Canada, and every good retailer has the opportunity of seeing our Ribbons. The Ribbon House of Canada has built its business by first of all looking well after accounts in a limited territory. Then as our facilities grew we expanded carefully. It is gratifying to announce that we are now properly organized to well look after the Ribbon wants of retailers in every Province of Canada.

Our business is RIBBONS, and we DO give the values and show the variety.

Retailers have appreciated our ability to give them the right Ribbons at the right time.

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We can help you from our stock with the Ribbons you need particularly at this time of the year. If you want SPECIALS to sell at 12½, 15 and 20 cents, we have them. The trade in such Ribbons will be big. We have in stock a range of Ribbons in many qualities, especially made for this vogue.

Write and tell us what you need. Mail orders are sent always with the understanding you may return the goods at our expense if they are not satisfactory.

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ALL WORK GUARANTEED UNEQUALLED.

MONTREAL TORONTO OTTAWA QUEBEC



London, Eng., Office, Dry Goods Review, 88 Fleet St., E.C.

The Month's Review of Trade Activities in British Markets

Staff Correspondent.

Office of the Dry Goods Review,
88 Fleet St., E.C., London, Eng., May 22.

MAY marks the end of the Spring selling season as far as the wholesale trade is concerned, though of course Spring repeats are still expected. Due to the marked revival of trade in April, a revival that happily is not confined to any one centre, but which embraces the provinces as well as London, the second quarter of the year promises to show quite an improvement over the early part. One measure at least that was felt to be inimical to the interests of the trade has received its quietus—the Railway Amalgamation Bill. Though it had the Government at the back of it, and though the Board of Trade had inserted so-called protective clauses, the opposition developed was so great that the bill was withdrawn. The Drapers' Record says: "that one noteworthy feature in connection with the incident is the evidence it furnishes demonstrating that commercial men have little confidence in the Board of Trade as administered by Mr. Winston Churchill."

When the Importation of Plumage Bill was before the House of Lords last Autumn a detailed account of the bill and its objects was given. Strong as was the opposition at that time it has not prevented the introduction of new legislation on the same subject. The new bill now before the Commons is even more drastic than the one introduced by Lord Avebury. The first measure only provided for the punishment of persons bringing prohibited plumage into the country for sale or exchange, the later measure proposes to punish all persons who have the plumage in their possession for the purposes of sale.

London is to have a new Arcade Building and it is to be located in Piccadilly, opposite the historic Burlington Arcade. This new arcade is to form the ground section of a large office building, 95 feet high.

The Calico Printers' Association are now fitting up a splendid building in Watling St., and from now on will maintain a representative staff, not only in London, but also in Manchester and Glasgow, to look after the interests of buyers. Each market, in addition, is to have an experienced representative. The home trade and the colonies will be looked after by T. Stratton, and cretonnes for all markets by G. Bolden.

One of the most curious cases that has cropped up in connection with the drapery trade in many a long day was brought to light when the executors of the estate of the late C. J. Dickens, the founder of the drapery firm of Dickens & Jones, brought a suit for fraud against a number of art dealers.

Bradford.

The selling price of merino wools still keeps up to the comparatively high level that it has attained since the beginning of the year, and that in spite of the fact that the season's production in Australia has totaled some 100,000 bales over the crop estimates. Notwithstanding the fact that this has come near being the largest wool season on record, wool importers and topmakers, are confident that the May series will see merino wools at a higher level, and that merino prices will show a distinct advance on the concluding rates of the March sales. The finer crossbreds are also advancing, but there has been some slight easing off in price in the coarser varieties.

Should merinos and fine crossbreds show another material advance the possibilities of enhanced prices of fabrics made from these wools, bringing about a reaction in favor of materials made from the coarser wools, is being discussed. There is, however, no indication that in any way points to a change favoring this idea at present. Bradford has had a fair measure of success with the mohair novelties that have been put out for the summer season and there has been quite a run on the new crepe-like silky effects put on the market. The fact that black is advancing in fashionable favor is creating a demand for good qualities in mohairs and alpacas.

Manchester.

American cotton has again shown a slight advance, and Egyptian cottons are also manifesting an upward tendency. As this advance in the raw material has not been reflected in yarn prices, the spinners' already narrow margin of profit has suffered a further reduction.

Manufacturers are only buying yarns for present use and therefore there is more talk of short time. Many Spinning mills now shut down on both Saturday and Monday, but the spindles now going can easily keep up with the demand for yarn.

In piece goods, though there has been no actual advance, the firming of raw cotton prices has developed an upward tendency. This has brought out more orders from the home trade. There is, however, much irregularity in the piece goods market and some lines in big demand are decidedly short. Summer goods are selling better, and such lines as fancy muslins, printed goods and woven stripes are moving out freely. Export busi-

ness is also irregular, South America proving now the best of the foreign markets.

The numerous Canadian representatives who came in contact with Everard Hayden Ford, the veteran silk buyer, for J. & N. Philips & Co., will hear with regret the news of his death. His death recalls to the trade memories of the great coup he made for the firm by the large purchases of silks made just previous to the outbreak of the Franco-Prussian war. This event almost caused a cessation of manufacturing in Lyons and a great scarcity of silks and those who were in the lucky position of holding stock made large profits.

Nottingham.

All of the lace factories busy at present, are working overtime. Trade is moving in the narrower laces, and the demand for Valenciennes is likely to centre on goods of this class. Quite the busiest section at present is the making-up end. Orders here are good, prices firm, and good machinists are in urgent request. Blouse makers are exceedingly busy, and there is an increasing trade in tucked nets. Frilling and neckwear are booming and Directoire and Peter Pan collars are being turned out by the hundreds of dozens.

The curtain trade is looking up, larger orders are coming, and prices are firmer, and last but not least, the hosiery manufacturers are busy. Half hose and hosiery in colors, chiefly, and certain grades of underwear are the goods that are selling.

There is a well authenticated rumor that a leading lace manufacturer intends to place lace embroidery machines in his factory in the immediate future. This will be another addition to the list of Nottingham's industries.

MERCHANTS ENDORSE CONVENTION IDEA.

(Concluded from page 108.)

the Hardware Association will endeavor to have the law changed to include merchants generally.

The officers of the Retail Hardware Association state that they could have done more effective work if a $5 fee had been named as with a paid up membership of about 200 the $3 fee was needed to pay office expenses, cost of executive meetings, printing supplies, and a small honorarium to the secretary.

Dry goods merchants in Ontario far outnumber the hardwaremen and, with the advantage of already having several live local associations in the larger cities, there is no apparent reason why they should not be able to profit by the experience of the hardwaremen and organize a strong Provincial Retail Dry Goods' Association to work in harmony with the hardwaremen, booksellers, grocers and other classes of merchants.



"E" DEPARTMENT

Embroideries, Laces, Ribbons, Neckwear

SORTING WANTS

We make a specialty of Novelties as they come into the market for sorting trade.

Our stock is kept solid in the best patterns in Vals, Torchons and Guipure Insertions—White, Ivory, Champagne and Black.

Our Embroidery Stock is complete and well sorted.

Our Travellers are now out with complete range of Embroideries and Laces

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We are making a very big effort to secure these orders, and a look at the range, we feel sure, will convince you we are leaders.

GREENSHIELDS LIMITED

MONTREAL

Summer Models Show Many Style Indications for Fall

Manufacturers are Looking Forward to a Large Season in Tailored Garments—Skirts to be Fuller and Wider at the Foot—Pleated Models to the Front—The Sleeve Problem—Latest New York Fashion News.

Staff Correspondence.

Office of the Dry Goods Review,
622-624 Tribune Building,
New York, May 28.

THE suggestions brought out in the Spring exhibitions are slowly being developed and elaborated until soon they will become familiar to everyone. There is a strong leaning still, especially for the summer, towards the Directoire styles. There is, of course, much variety to be found in the styles that will prevail, at any rate during this season, thus in a way detaining rather than hastening the old modes and slowly, but surely, holding out a welcome towards the oncoming effects in the new pleated and fuller skirts, elongated and normal waistlines, and puff sleeves, which mark the "new" models of the moment. In fact there will be such a mixture of styles during the next two months that it may be absolutely difficult to state what is the fashion.

Many persons are surprised often to find the advance Paris fashions on the streets in New York, and turned out by the ready-to-wear departments. Still, when it is considered that practically every self respecting American manufacturing concern of women's apparel hears from Paris every mail, it is little wonder that Paris and New York styles have come to be practically coincident. Every mail steamship that comes to this port bears the latest word as to the general outlines, fads, and fancies of large or small import, of materials and colors, to the waiting maker on this side of the water; and at the word pattern change.

Ready-to-Wear Garments.

What is good style for the Summer as a rule is a hint of the coming Fall and, should this apply to this year, the mediaeval or "Moyen Age," as the French call it, influence will be strongly marked. Such styles feature the long closely-fitted sleeve and the accentuated waistline which may be anywhere from below the normal waistline and the knees. There is also quite a tendency to return to the natural lines and curves of the figure in the cut of the plain tailored garments for next season, although the suppression of the hip is still necessary to the fashionable silhouette.

Manufacturers are looking forward to a large season in tailored garments and the two and three-piece suits are certainly promising. From present indications, the longer coat promises to become the vogue, the tendency being to keep to the slender figure outline, in a way excluding the possibility of the shorter coat. The half and semi-fitted effects will be in greater evidence when the season opens. These are quite in accordance with the prevailing figure outline. Due to the resuming of the normal waistline effects, these styles ought to be popular.

The two-piece tailored suit has proved itself to be exceptionally popular throughout the country during the past few seasons. The styles of the garments now being made up for fall are unusually favorable to the sale of the tailored suit.

Skirts are to be fuller and wider at the foot. This brings the pleated models to the front again. Everything is being done to get away from the all-around pleated models that we have grown accustomed to wearing. The circular and gored effects show deep and cluster pleats at the sides, back and front, and these are the styles that are expected to meet with large favor among the buyers.

The plainly tailored effects will no doubt keep the skirts of suits to the severe lines so as to correspond with the coats, but many novel ideas will be seen in the arrangement of panels, yoke-skirts and the like. Separate skirts as a rule come in for more novelty, however, than these for suits.

Princess Dresses Continue Favorites

Whatever changes Fashion may have in store for the future, she has most certainly earned our gratitude and ensured our immediate comfort, as well as smartness, by permitting and indeed, encouraging in every possible way, the continued wear of the princess or one-piece costumes. So pronounced has the vogue for such effects already become, that their popularity for the fall is unquestioned. Many houses specializing on separate skirts are including one-piece or princess dresses in their lines for fall and they expect to do a big business with them.

There are many styles that vie with each other for favor in these models, but surely those with the pleated skirts, either at the side, front or back, the accentuated waistlines and new variations of tight fitting sleeves, accomplished by tucks or trimmings, as well as the tailored designs and cut of the garments, etc. will come in for their share of recognition when the trade sees them.

The Sleeve Problem.

The sleeve question, to a certain extent, continues a subject of vital importance and interest, especially in the costume and waist trade. In sleeves for elaborate costumes it may safely be asserted that the greater number of model makers still favor the long, plain and closely-fitted effects as the most practical and becoming.

However, others are trying to get away from this effect, and are making them quite straight, fulled into the arm hole and confined midway to the elbow by corded shirrs, a band of tucks, or trimmings, developing into a very deep and tight lower portion into which the fulness was confined. Others show the old-time mediaeval shape, with a rather scanty puff at the elbow or one let into the armhole. Others have a straight tight sleeve of the dress material protruding below.

Lengthwise slashed sleeves into which puffings of taffeta, satin or net are set, much after the manner of those seen in the portraits of Catherine de Medici, are also among the novelty sleeve ideas suggested for Fall. Still others are in modified forms of the Anne Boleyn puffs.

Tailored Skirt and Coat.

Fashion has added new trials and new expense to the lot of the woman who loves a tailored skirt and coat suit by persisting in having the blouse to correspond in color regardless of the style of the model. This is to be a big feature of the Fall.

The styles for Fall this year are similar to those now being worn. The long, straight lines are to be featured more extensively than ever, in some instances the trimming arrangement accomplishing the effects. The waists are made to fit the figure more closely, the shoulders are narrow, sleeves long and closely fitted except in the novelty blouses, and simplicity in design is accentuated, especially in the tailored models.

Taffeta, satin and corded-silk blouses promise to become good sellers for Fall. These models are being made up in both tailored and fancy effects. Jet buttons are a big feature for fall waists. Although solid colors are considered to be the best, some manufacturers are endeavoring to popularize striped and plaid effects.

At the present time lingerie blouses are selling well. The cheaper blouses, lavishly trimmed in coarse lace embroidery are an abomination, as they have always been, but in the better models, Irish crochet and Baby Irish laces are being lavishly employed. Such models are taking very well among the better class of trade, and they will continue popular through the entire season.

Petticoat Business Resuming Normal State.

Silk and cotton petticoat manufacturers are not worried over the problem of "no petticoats," as they were last year at this time. With the widening of the skirts, the fuller petticoat comes back to its own again.

The shaping of the petticoat continues the main effort of the manufacturer and while a great many novelty effects are being introduced in the way of trimmings, etc., such as side effects and new flounce arrangements, the desire to have the petticoat fit snugly over the hips and eliminate all fulness there is still being strongly evidenced.

The adjustable belt ideas have also met with ready receptions in the trade and for Fall many new ones have been brought out in this connection.

Taffeta continues to take the lead and while there are a number of soft taffetas and satins in the line, manufacturers do not think there will be as many calls for such materials as heretofore. For the larger cities satins have taken well all along but the merchants in smaller towns have not had much success with them. The medium class of trade want petticoats that rustle, therefore taffetas are the best.

The colors of the Fall petticoats run about the same as those noted in dress goods; grays, blues, wistaria, greens, catawba, reds and old rose shades all being taken.

Muslin Underwear Houses Busy.

Now preparations are being made for the January sales and very shortly the roadmen will start out on their initial Fall trips booking advance orders for these sales.

The most important feature in the muslin underwear business is the continued showing of novelty effects in either trimmings or the cuts of the models. The side-effects are about the newest, these ideas being taken from the side-trimming arrangement now so popular in costumes.

Combinations are still in high favor and from all appearances they will continue big throughout the next season. Those models with the very long waistlines and short petticoats are unusually attractive.

The two-piece designs are the most popular, the combination of corset-cover and drawer or corset cover and short petticoat, being universally adopted. Such garments permit of many variations in cut and design.

The materials for the undergarments are of sheer texture in the better class models; in some models, real laces being employed as trimmings. Among the finer models, cross-bars are included in linen plaid effects. There are also styles developed in dotted cross-bar that are very attractive.

White petticoats are selling in increasing quantities. Various new and effective models are made up to sell quite reasonably. The embroidery most in vogue is the openwork eyelet effect in various pretty patterns. Blind embroidery is, however, not neglected, but trims many exceedingly attractive petticoats.

The Newest Creation.

Pantaloon gowns are the newest creations in feminine wearing apparel and sets the Directoire gown upon a pedestal of modesty.

One of the leading garment manufacturers of this city has brought out this startling new innovation in women's dress and it is creating quite some comment among the newspapers and stores.

The model in question is made of light-weight chiffon broadcloth, with a train fifty-six inches in length, trimmed with French cord embroidery, embroidered Chantilly lace and satin. Twelve dozen self covered buttons are used. It has the Directoire back, long effect, Louis XIV front, and bolero shape. Seven yards of cloth compose the whole dress. When the wearer stands still the costume resembles an ordinary pretty costume. When she walks, however, what has seemed a skirt, parts just above the knees and regular trousers come into view. The seam that goes up the front of the skirt from the knees to the waist gives an all-pantaloon appearance to the front of the garment. No underskirt is worn with this costume.

Colored Cotton Co.'s Record.

At the annual meeting of the Canadian Colored Cotton Mills Co., in Montreal, May 28, it was pointed out in the report of the directors, that the shipments of goods to the trade for the year amounted to $2,354,608, against $2,967,338 for the previous year, showing a shrinage of sales to the extent of $612,730. The company however, after paying their bond interest and a stock dividend of 4 per cent., was able to carry an amount of $14,366.53 to the credit of profit and loss, after writing off $63,000 for repairs and betterments. The net profits were $300,000.

The president reported that business had not yet returned to its normal condition, and hence the company was still curtailing production, a policy which would be continued until conditions warranted the running of full time.

It was also stated that on account of keen competition from England and the United States, prices at which goods were sold were exceptionally low, particularly in view of the fact that raw cotton was held at an exceedingly high figure.

The company has in operation 3,110 looms, 113,600 spindles, and employs over 2,000 hands. Their wage account last year amounted to $633,000.

The report of the directors was adopted and the old board was re-elected, namely: D. Morrice, Sir Geo. Drummond, Sir Edward Clouston, Theophilus King, Senator F. L. Beique, Geo. Caverhill, D. Morrice, jr., A. A. Morrice, A. O. Dawson.

At a subsequent meeting of the board, the following officers were elected:—D. Morrice, president; Sir Geo. Drummond, vice-president; A. Bruce, secretary-treasurer.

Trade Allen's Mark MADE IN CANADA

Trade Allen's Mark MADE IN CANADA



Allen Manufacturing Company, Limited

(ESTABLISHED 1886)

Net Waists **Lace Waists**
Silk Waists **Muslin Waists**

Muslin Waists, Tailored Effect, with Dutch or Gretchen Collars, now in stock and ready for shipment by express.

An excellent assortment of Tailored Coat Suits, in Colored Linens, Crashes, Drill and Duck, for immediate shipment. Order now.



We have provided for June and Summer Whitewear Sales by making a special stock of Ladies' Gowns, Corset Covers, Skirts, Drawers, Aprons, and Princess Combinations, which we can ship immediately.

WRITE FOR SAMPLES OR TRAVELLER

Allen Manufacturing Company, Limited

Simcoe and Pearl Streets, Toronto, Canada

Long Distance Telephone Main 1150

Trade Allen's Mark MADE IN CANADA

Trade Allen's Mark MADE IN CANADA

Best Vogue in Ready-to-Wear Garments

Great Vogue of Fancy Colors is Giving Impetus to Blacks—Heavy Retail Trade in Tailored and Plain Blouses—Increasing Popularity of Princess Dresses—Active Opening of Fall Season—Style Indications.

THE present color tendency, from its diversity, presents many difficulties both for garment buyer and manufacturer, and while for the higher-priced garments the amethyst and deep rose shades will have a representative, popular-priced lines will be developed in more staple colors. The great vogue of fancy colors is causing black to gain ground in ready-to-wear lines and, not only in coats, but in suit and in skirt lines, black is expected to lead the procession as the best selling color. Navy is next on the list, not only in dark shades, but in the lighter tones verging to royal blue. Fancy mixture stripes in grey will also sell well. In some sections there is a partial revival of the interest in brown.

Self-colored stripes are much in evidence, and smooth-finished worsteds are used. Serge weaves, fancy cheviots and diagonals are all leading materials with the cutting-up trade. Broadcloths and satin finishes will be largely confined to the three-piece suits, satin cloths having been found unsatisfactory for tailoring.

✝

Changes Predicted in Waist Sleeves.

Retail trade at present seems to be heaviest in tailored and plain blouses of all sorts. The cool weather which has predominated this Spring has not been conducive to the sale of the fancy lingerie blouses, but it is expected that this month will bring a good demand for these.

There has been a good deal of difficulty with regard to delivery of waists. Orders were delayed so long that when it was necessary to buy or lose the season's trade, orders were piled up, and manufacturers could not turn out the work as soon as wanted.

Manufacturers are talking of nothing but long sleeves for the next season, but numerous changes are predicted.

The present season, which has been a busy one, is rapidly drawing to its close. What is doing now is confined exclusively to Summer waists. Early Fall lines are out and orders are coming in a manner that is highly satisfactory to the trade.

The heavy run upon plain tailored styles is having a marked influence upon Summer waists. Trimmings consist chiefly of embroideries applied in flat effects and so as to give long lines.

Many of the new waists show the shoulder yoke. There is also a larger number of models shown that close in the front. Many new waists have the Peter Pan or Dutch collar, but these by no means supersede the high Gibson collar.

Net waists are to be popular sellers again in the coming fall; as a general rule black, white and ivory are the colors sampled. Some houses, however, are catering to the colored-waist trade, and are putting out a range in the new Fall colorings. Tucked and imitation tucked nets for blouses are showing. Embroidered nets and plain nets are in evidence. Fine meshes seem to be more favored than coarse makes, but there are also some attractive novelty nets used. Novelty laces, Irish effects, peau-de-soie pipings, crochet balls and tassels are used as trimmings.

The long tucked Directoire sleeve is the one shown on all early samples. There are, however, indications that the present tight sleeve will blossom out into puffs at elbow and wrist before the season advances much further.

✝

Princess Dresses.

With the coming of summer, the increasing popularity of princess dresses is clearly demonstrated. So great has been the demand for these that manufacturers have had difficulty in filling orders. The demand for this style of dress has been active for some time, but is growing heavier. Embroideries are used extensively, and val insertions, as well as the coarser laces are used as trimmings, on the mull and batiste dresses, and the heavier linen or repp dresses are trimmed with coarse Irish or Cluny lace. Buttons are also used. The lingerie dresses are elabor-



Ladies' Rubberized Garments Shown by National Rubber Company of Canada.

The Kaybro "KNITTOP" PETTICOAT



A Garment that will instantly appeal to your Customers

The "Knittop" Petticoat has a light, elastic knit body that fits like a glove over the waist and hips, doing away with all wrinkling and bunching so common with ordinary petticoats. The Flounces are made of Sateen, Silk Taffeta, Imported Moreen or Heatherbloom Taffeta.

The "Knittop" Petticoat gives the perfect smoothness of fit and correctness of hang so indispensable to the present styles of close fitting gowns.

The "Knittop" is healthier than the old-style petticoats because it is lighter in weight and provides for adequate ventilation. So the dressmakers recomend it for style and the doctors for health.

These facts create an instant and insistent demand for "Knittop" Petticoats wherever they are shown.

TRY IT
PRICES AND PARTICULARS
Gladly Furnished on Request

McKAY BROS., LIMITED

1229-1231 Queen Street West
TORONTO CANADA

TRAVELLING REPRESENTATIVES:
WESTERN ONTARIO - - - - - - - G L. DAFOE
EASTERN and NORTHERN ONTARIO - ALLAN G. BRADY
WESTERN CANADA - - - - - - E. M. BLACK

ately made up with tuckings and insertions, sometimes with combinations of laces, using a coarse lace in conjunction with a fine Val.

These dresses usually have the high waistline at the back, with the normal length at the front. Skirts are tucked over the hips, and are finished with an elaborate flounce about eighteen inches deep.

Besides white, pale pink, sky, and mauve are the popular sellers.

Wash Suits.

Retailers are pushing wash suits, and a good trade is being done in these. This season's lines favor active selling, and it seems likely that the trade in these will exceed any previous season. The three piece suits are taking well and the showing of these is varied and attrac-



Net Waist with Soutache Trimming – Shown by R. D. Fairbairn Co., Ltd., Toronto.

tive. These are made up chiefly in plain materials, sometimes with lace insertions. Many show a yoke of lace, or are worm with a guimpe or blouse. The sleeveless coat is often seen in these suits.

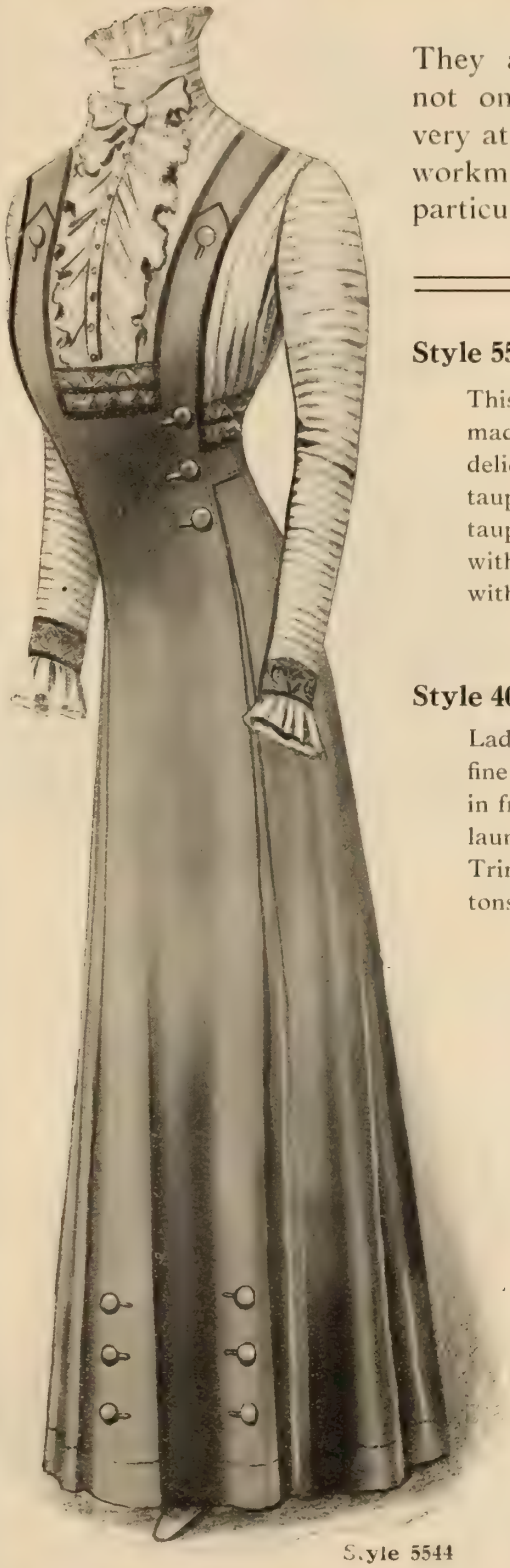
Two-piece suits are elaborately trimmed with coarse lace insertions or are liberally braided. They are made on much the same lines as the cloth costumes in vogue. High class goods are in plain materials only, linen, linen imitations, and repp being principally used. Stripes are seen in some of the popular priced goods.

A great deal of favor is accorded tan in the wash suits in demand this season. It is made up with white lace or with touches of black in the form of pipings, braid loops or buttons. These suits are also shown in the popular spring shades, such as wisteria, old rose, vieux bleu, etc.

Rainproof Coats.

Among the popular selling lines of rainproofs cashmere cloths, waterproofed, retailing as low as $6 and $7 are popular sellers. These are shown in navy, fawn and

Here are Some Genuine Helena Values



Style 5544

They are already in the lead, not only on account of their very attractive style and excellent workmanship, but because of their particularly low price. : : :

Style 5544

This Empire princess jumper is made of fine English worsted in delicate fancy stripes. Colors—taupe, with mauve stripe; taupe, with blue stripe; grey, with black stripe. Trimmed with satin strapping and buttons.

Price $6.50 each



Style 4056

Style 4056

Ladies' tailored waist, made of fine linene with 14 ¾-in. tucks in front and 6 in back, and with laundered collars and cuffs. Trimmed with large pearl buttons.

Price $12.00 per doz.

Style 4092

This is a waist which displays the New York style features; made of imported lawn. This model has the fashionable rolling Dutch collar, so popular in New York, and is handsomely trimmed with fine French val. lace insertion and edged with a dainty frill of the same lace. The waist is finely tucked and has a fashionable sleeve with a cuff to match the collar. Sizes 32-44.

Our price, $13.50 per doz.



Style 4092

Send us a sample order and be convinced

Helena Costume Co., Limited

190-198 King Street : : : : : : : London, Ontario

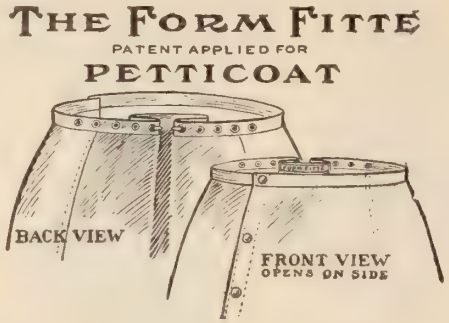
Something New!

THE KAYBRO

FORM-FITTE

PETTICOAT

Your customers will appreciate the merits of this underskirt the moment you show it to them--it is such an obvious improvement on all other petticoats.



It has a flat, narrow waistband with new method of adjustment that makes it fit the figure without the least shirring or bunching. This feature is particularly desirable in view of the present close fitting styles in outer garments.

It has the novel Directoire Side Opening without any placquet in the back. And a feature that has met with the most cordial approval is the well made and spacious pocket.

A SAMPLE DOZEN

or so of Form-Fitte Petticoats displayed in your store will convince you that there is a big dormant demand for these goods all around you. Try it! Wake up the dormant demand—make it active! The bulk of the business in your locality goes to the man who makes the first move.

WRITE US FOR SAMPLES AND PRICES

McKAY BROS., Limited

1229-1231 Queen Street West

TORONTO CANADA

TRAVELLING REPRESENTATIVES:

WESTERN ONTARIO - - - - - G. L. DAFOE
EASTERN ONTARIO - - - - ALLAN G. BRADY
WESTERN CANADA - - - - - E. M. BLACK

olive in the high close fitting collar styles. Some of the popular priced silk coats show velvet collars.

Buy in Fair Quantities.

The active opening of Fall buying of coats and suits has again brought up the old story from the manufacturer's viewpoint of the lack of adequate advance orders.

Manufacturers contend that, as opposed to the clothing trade, they are seriously handicapped. Clothing manufacturers, for instance, get their Fall orders in Spring months and have Spring and Summer in which to manufacture. Garment manufacturers catering to the



One of the New Three-piece Suits for Fall—Manufactured by the Standard Cloak & Skirt Mfg. Co., Montreal.

better class of trade where style is so important a consideration, are sometimes lucky to get sample orders in June, and this followed up with scattered orders during July and August. This puts a heavy and almost impossible handicap upon certain firms. Material requirements in trimmings have to be anticipated, a larger investment for machines and factory space is necessary, and there is a fearful struggle to get operatives when it is needed.

The effect of this condition is to increase the selling cost of merchandise in a country where traveling cost is already high. Merchants have to be visited twice very often, instead of business being closed on one trip.

The result of such methods on the part of retailers is that the Canadian garment industry, coats and suits



Blackeye

Silk Moire

Underskirts

May be had from

The Leading Wholesalers of Canada

Retailers all over Canada
are selling them.

For wear and appearance Blackeye Underskirts are the Ideal Underskirts.

Blackeye Skirts made from our own patented material, which will not split nor crack.

Blackeye Skirts have both the rustle and the lustre.

Prices from

$30 to $52 a dozen

Delivery at once.

GUARANTEE

Dealers are authorized to refund full purchase price of any Blackeye Skirts not proving satisfactory.

Many Styles and Seven Colors. Black, Navy, Brown, Gray, Helio, Green, Red.

LOOK FOR THE LABEL SEWN ON EVERY SKIRT.



MANUFACTURED ONLY BY

The Canadian Converters' Co. Limited.

Montreal

Time to Think of Bathing Suits

¶ There will be call for these goods this month, and you should have them in stock at once. Home & Watts' Bathing Suits in your store and displayed will mean big sales and easy sales in these garments this season.

¶ We make them in one-piece suits for Kiddies from 3 to 6 years, two-piece suits for girls 8 to 16 years, and for women in all sizes.

¶ They are made of the finest quality of lustre, absolutely fast colors.

¶ *We can fill your orders for these garments at once.* Let us send you a sample selection.

HOME & WATTS

LIMITED

Duncan and Pearl Sts., - TORONTO

particularly, has not attained the size and importance it deserves. Failures among the garment trade, in Montreal, particularly, have been altogether too numerous. Of course the reason for these failures cannot always be assigned to the above conditions. However many of these firms cater chiefly to Ontario trade where late buying is most prevalent. The Far West, Quebec Province, and the Maritime Provinces, outside of certain large stores, will buy coats within a reasonable time, but delay the buying of suits which comprise the most important volume of the trade.

Canada is going through the same general conditions that the United States has experienced. Across the line manufacturers for their own protection, formed an important cloak and suit association. They hold a meeting each season for the adoption of style tendencies in plenty of time to allow for manufacturing. Canadian manufacturers will have to follow the same general plan.

✣

Fall Garment Styles.

Garment manufacturers have completed Fall samples, and the new lines are very attractive. There seems to be no reason why the Fall goods should not meet with a ready response from retailers. From the point of view of the styles, materials, colors and values, the new lines are desirable.

One feature of the Fall suits is that heavier materials are being used than formerly. This is due to the fact that ladies more than ever are wearing suits all winter, with furs, instead of separate coats. Naturally this necessitates heavier materials to give the requisite warmth.

Coats of suits are long, the popular lengths ranging from 36 to 48 inches in length, but the 40 to 45 inch lengths will predominate. Coats of three-piece suits are usually 40 to 45 inches long. As a general rule coats are made more closely fitted than the shapes which have been called semi-fitting, but the hipless idea is still maintained. The long lines which characterize the present season are noticeable in the new Fall samples. Sleeves are small and in all instances full length. The natural width of shoulders is preserved. In many cases the trimmings are applied to indicate the extended waist line. The Buster Brown belt is worked into the coat at the hip line in some of the new models, but it is not likely that this style will achieve any marked popularity owing to the fact that it is a style which can be worn to advantage by very few.

Some of the new coats will show military effects, fancy collars will also be seen, and Dutch collars have been introduced into some of the Fall samples.

Trimmings consist of braid loops, buttons of self material, and jet buttons in liberal quantities. At present there is a good deal of difficulty in getting delivery of jet buttons and ornaments, owing to the heavy demand for this class of trimming. Moire and velvet will be used as collar facings, and satin will be employed for trimming purposes.

There seems every indication that there will be a return to the full pleated skirts of a couple of years ago. There is more flare to the new skirts, and nearly all show pleats in some form. Pleats are introduced at each seam, and a great deal of use is made of fan pleats.

It is expected that the three piece suits will be in greater favor for the coming Fall and Winter than they are at present. The dresses of these suits will fasten at the back, front, or at one side. Coats of these three piece suits will be slightly looser than those of the two piece suits.



Shirt Waists By Express

The Day Order is Received

To fill the demand for Shirt Waists that are required immediately, we have made up a range of new styles at practically all prices. : : : : : :

Our Offer

If you cannot call at our factory personally send us your order for all lines required, including special lines for Saturday Sales. If our selections do not please you, return the goods at our expense.

We make this special offer to fill the requirements of our old customers and make hundreds of new ones.

All Waists (Lawn and Net) Are Our

REGULAR Eclipse **QUALITY**

in Style, Finish and Material

Write To-Day

THE ECLIPSE WHITEWEAR COMPANY
TORONTO

Separate Coats.

Separate coats promise to be an important factor of the Fall garment trade. The new samples are very attractive. The popular length is 51 inches, which is considerably longer than the coats of last season. They will also be more closely fitted than the previous season, and sleeves will be smaller. A feature of the new lines is that trimmings are all placed low over the hips, carrying out the idea of the extended waist line. Collars in many instances will be in the Dutch collar form, either in the same material as the coat, or in moire or satin.

✠

Underskirts

Fall orders are coming in well. Taffetas are back again in their old position. In the most exclusive end of the trade there has been little doing in soft satins. There is a strong feeling developing for moire and as moire is now selling in fair quantities for trimmings, etc., it is quite evident from the cards that considerable business



Linen Suits—Shown by Al. Goldstein & Co., New York.



Lingerie Gown—Shown by Al Goldstein & Co., New York.

will develop along this line. This, of course, will bring moirettes into prominence in the cheaper grades.

Knitted-top petticoats finished with a flounce of taffeta, or one of the many mercerized fabrics used for underskirts are growing in poularity. One reason is that the knitted fabric is produced in Canada and therefore the price is more attractive. The close fit that lowers all fulness to well below the hips is still favored, but there is more flare around the feet than was seen last year. As usual, the all-black skirt is the big seller, but rose and wine shades as well as the staple navies and browns are selling.

✠

Kaybro Petticoats.

As announced in the last issue of The Dry Goods Review, McKay Bros., whose office and warerooms as manufacturers' agents and importers were formerly at 77 York street, Toronto, have removed to larger quarters at 1229 Queen street West, where they have installed machinery for the manufacture of knit top and form-fitte petticoats. The outstanding features of the "Kaybro" lines, as they are called, are such as to command the attention of the trade at the present time. It is claimed for the Kaybro knit top petticoat that it not only does not sag, but that it neither bunches nor wrinkles at the waist. The band is very narrow, and the method of fastening is such that the defect of the average wide band is overcome. When one considers the present day styles in gowns, these merits are of great importance. The tops and flounces of this petticoat are made in a range of materials adapting it to every requirement of style, comfort and wear. The particular feature of the form-fitte petticoat is the adjustable waist band, on which the use of draw strings or anything of that kind has been done away with. McKay Bros., state that these garments are meeting with a great demand and that they are now working on a large volume of advance business.

The active members of the company recently incorporated are :—President Jas. T. H. McKay ; vice-president, H. L. Klein; secretary and managing director, J. W. McKay ; directors, Jas. Rosser and N. Dingman.

✠

The Whitewear Department.

June and January sales in the whitewear departments in the retail stores are semi-annual events that are looked forward to, but, as a fact, under modern methods, every month in the year is a proper time to buy whitewear, and every month sees in a properly conducted department a full whitewear stock for the customer to choose from. There is more of the genuine bargain flavor about the June sales than there is to those held in the first month of the year. The presence of the true bargain filip brings a crowd into the store, and their presence makes it easy for the management to clear stock and to sell out broken sizes and lines.

Sales of high-class underwear that have become soiled through handling, but only require a visit to the wash tub to restore their first freshness and dainty whiteness, make the most attractive of bargain lines. The June sales wind up a much better season than the trade has had for the past two or three years, and when the clean-up is over stocks will be in splendid shape.

Manufacturers are busy with sample lines for January delivery and promise a line of unusual excellence for the Spring of 1910.

There are many novelties in trimmings, particularly in laces, where the new Cluny effects promise to be strong, These laces are the best Nottingham has shown in years, and besides the merit of novelty, they have both beauty and good wearing qualities to recommend them. Embroideries, particularly on the higher priced goods, will be much in evidence. Manufacturers have prepared for and expect a big selling season.

✠

Style Recommendations for Tailored Garments.

(Staff Correspondence.)

New York, May 28.—The National Cloak, Suit and Skirt Manufacturers' Association met this month, to discuss the tailor-made question for the Fall and Winter season of 1909-10. The result of their conference recommends the coats of suits to range from 36 to 48 inches long, with 40 and 45-inch lengths predominating. The styles to be somewhat different also; the backs of coats

Duchess
BRAND



DUCHESS LAWN WAISTS

Are as stylish as they are dainty

No. 157 shown here is one of the latest "Duchess" styles with the new Dutch Collar, three-quarter sleeves with turn-back cuff. Collar and cuffs trimmed with two rows of lace and medallions.

Price, $21.00
PER DOZEN

We are showing eight of these styles. Prices ranging from $8.50 to $24.00 per dozen.

WHITE-WEAR FOR 1910

Our new range in Ladies' and Misses' Underwear will be ready for July 1st. It will be the most complete range ever shown to the Canadian retail merchant. Values will be right, and the styles are taken from French models.

LOOK THEM OVER

THE DUNLAP MFG. CO.

525 ST. PAUL STREET, MONTREAL

J. E. McCLUNG, 8-10 WELLINGTON STREET EAST, TORONTO
SOLE AGENT FOR ONTARIO

to be cut closer fitting than formerly, such effects being termed semi-fitting, the object of which is that the models should fit the figure more closely; the sleeves of same to be small and devoid of fulness at the armhole.

All skirts to the suits to be in the new pleated effects and fuller at the feet, but still retaining the well-fitted upper portion over the hips.

Three-piece suit coats to be 40 to 45 inches long, and



Nemo Corset—Shown by Kops Bros., New York.

the backs to be in looser effects than those of the two-piece garments. Princess dresses in the new features, such as elongated waistlines and its modifications, also pleated skirt effects and yoke-skirts, to be worn with the three-piece suits.

Separate coats give promise for a big representation for the coming season. The 54-inch lengths will prevail; the closer fitted effects, likewise small sleeves, will be the features of these coats. For early Fall, separate coats to be 40, 45 and 54 inches long, the materials comprising lighter weights.

Interest in Corsets.

(Staff Correspondence.)

Office of The Dry Goods Review, 622-624 Tribune Building, New York, May 28.—The corset is receiving more attention to-day than it has ever before.

Ever since Paris proclaimed the straight, hipless figure to be the fashion, the American women have had their own troubles. Paris has a peculiar way of its own in creating style and, no matter how ideal it may appear in the dress form, it may well be questioned whether the corsets are in any way fit for the average American woman.

American corsettieres and manufacturers when making corsets have some regard for the average woman's figure and turn out models that can be worn with comfort and at the same time produce a good figure line. When the Directoire gowns came into vogue, the woman was at a loss to know how she could wear such gowns with their straight and curveless lines, but here is where the corset manufacturers came in for their good work and those qualified to develop these effects made up a line that met in every particular the needs of the American woman in this direction.

Designers are constantly on the alert for new ideas for the corsets, and every season many improvements are noted in this connection. The corset industry is really only in its infancy as yet, and we may expect to see a continuance of improvements and modifications of the old styles every season.

Manufacturers who are now preparing their Fall lines of corsets are including some very good models in their lines. They are carefully studying the modes of the day in dress and to the best of their ability they are making the corset models to meet the every requirement of dress. The desire seems to be to give the women corsets that will prove beneficial as regards their figures as well as aid in preserving the health. There is nothing more dangerous than an ill-fitted corset, and while physicians often denounce them, it is because the woman choses something not adapted to her figure. Women should not try to get into corsets that do not fit them, just to be stylish. This may be overcome to a certain extent if the manufacturer will furnish retail corset departments with models that will fit every figure regardless of the size or shape of the woman, and it can be done and is being done by many houses.

In the selection of new materials for the Fall corsets manufacturers are taking care to give the best. They realize, too, that the boning of corsets is ever an important factor in corsets of the present style. There is so much strain on the corset in its work of confining the figure, which is to-day so thoroughly accomplished that the quality of the material employed in its make-up is of the utmost importance.

Retail corset departments should be most particular handling corsets that will in every way meet with their customers' satisfaction, and not try to sell them anything just to sell the corset.

The Reliable Waist
None Better Made

The fact of our not advertising lately is because we are too busy turning out orders, which have overgrown our capacity.

We are now expanding and with larger premises will be able to handle more trade. Our Fall line is now on the road in the hands of the travelers of

THE HART MFG. CO.

Be sure to see the line as it will interest you. Our special lines in Taffeta Waists will appeal to you.

Our Attention to Mail Orders as Usual Always Prompt.

Reliable Silk Waist Factory
40 St. Antoine St., Montreal

Canada's Leading Whitewear and Waist Line

The Laurentian Line is

First in Styles

First in Merit

First in Values



Wait for the Laurentian Man

Let this be your watchword from now until placing time

Note the showing of

Corset Covers at $2.25 **Waists at $9.00** **Combination Garments**

Right through the range you will find the same good values.

The LAURENTIAN line is a good paying proposition to build trade upon, but mighty hard opposition.

LAURENTIAN WHITEWEAR CO., LEVIS, QUE.

WINNIPEG	TORONTO	MONTREAL	EASTERN TOWNSHIPS	ST. JOHN, N.B.
Western Fabric Co., 63 Albert St.	W. H. Piton, Empire Bldg.	Z. P. Benoit, Mark Fisher Bldg.	and PROVINCE of QUEBEC, R. Dionne.	Alex Burr, Magilton's Sample Rooms.

The Secret of Success

in the garment manufacturing field is the dominant note of Genuine Novelty combined with Praticability.

Freaks have never made a manufacturer's lasting fame. This can only be done by making practical garments that are suitable for any smartly dressed woman to wear, and that bring a manufacturer both fame and fortune.

Such Are Ours

Our Fall Line for 1909 of

Ladies' Cloaks, Suits and Separate Skirts will be ready for your inspection about the 15th of June.

Everything new regarding styles, lengths, and materials will be represented.

It is just as essential to-day that style and individuality and something new should govern the selection of your garment line, as that value should be its dominant note. In our line you will find a thoroly progressive policy on the question of style, coupled with a fixed purpose to make the goods the best you can possibly buy for the money.

When a garment house season after season continues to increase its business with the best Canadian Stores, it must mean that concern delivers Salable garments—no freaks.

That's Our Record.

Always glad to see you at our Showrooms when in the city.

J. H. WALDMAN & COMPANY Limited

Designers and makers of
Cloaks, Suits and Separate Skirts

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MONTREAL

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Business Manager of Chicago Association of Commerce

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When buying from the wholesale trade please insist upon having the genuine

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Mind you get the Genuine "EXCELDA"

A good article commands respect from your customers and increase your business.

Happy and Contented, We use Excelda Handkerchiefs.

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Men's Clothing and Furnishings News

Opening of the Straw Hat Season — Equine Events give Impetus to Business — Good Demand for Novelty Lines — Shirt Lines for Fall —Advance in Woolens—Improvement in Tweeds Warm Weather News

THERE has been sufficient warm weather during the past few weeks to warrant a showing of summer wear. In Montreal and Toronto some impetus was given the season by the horse show and Woodbine races. Straw hat exhibits are making their appearance, and these are almost invariably accompanied by displays of fancy hat bands which, as predicted some months ago, will have great variety, to say nothing of the range of club, college and association colors.

✠

Fancy Bands for Straws

Fancy bands will have such vogue this season, judging from present indications, that the retail merchant in a centre of any dimensions, cannot well afford to overlook their selling possibilities. He should make some study of his locality's preference in the matter of badges and to as great an extent as possible, not only have his stock measure up to requirements, but develop the demand wherever there is any likelihood of fertility.

Many of the early straws are certainly illustrative of the new broad-brimmed styles, but, on the other hand, there is a good showing of what may almost be regarded as staple shapes, so cautiously do they reflect any remarkable change.

In the soft hat department, there is still a strong bar of olive running through the color card. Bronze greys are also regarded with favor in all soft headwear and in fedora shapes of the day, light greys have some show.

The departmental stores in the large cities have already pulled off sales of summery headgear for men. Tables full of plain straws, sennits and panamas were piled up for public patronage while the season was still struggling with bad weather. This, it appears, will always be one drawback to the competing dealer who is desirious of holding in his wares until the time is riper, and while soft hats still have a good run.

✠

Demand for Novelty Lines

Wholesale houses state that there has been a good demand for novelty lines during the past month, but that, on the whole, the movement of summer furnishings has been seriously affected by unfavorable weather. There is still enough of the season left, however, to make up for shortcomings. Quite a number of buyers are now in European markets and, on their return, Spring business will become a topic of more lively interest.

✠

Fall Shirt Vogue

Shirt manufacturers state that they have every reason to be satisfied with the year's business. As previously indicated, Fall lines show that small stripes on light grounds will have prominent place. One manufacturer expresses the opinion that pink, in its different gradations, will be strongly in evidence next season. Large dots on light grounds are also said to be good. For instance, one sample had a buff ground with black dots of the size of a dime. The same colors were worked out in stripes in another sample, mauve and white, green and white, blue and white, and brown and white are said to be good style combinations. The staple, black and white, is also coming in for a larger share of consideration.

✠

Colors Well Emphasized

There is some excuse to consider ties and hosiery in the same breath at the present time, judging from the dressy color displays during horse show and Woodbine weeks. While neat embroidery effects were much in evidence, plain colors were strongly emphasized in windows which made the matching of hose and neckwear colors the keynote of the design. Mauves, greys, and tans have been very strong sellers, and wholesalers state that they look for strong repeat business in those colors.

✠

Novelties in Belts

Novelties are making their appearance in belts. Some widths do not exceed three-quarters of an inch and it may almost be said that colors have as great variety as neckwear. One of the newest buckles, if it may be called such, takes the form of a box clasp on the face of which the name of the wearer may be engraved.

✠

Advance in Woolens

Woolen houses state that Fall placing and Summer sorting has been good. There is here the same story—prices are advancing—and though there may be a number of minor causes the basic one is the higher wool levels.

While the wholesale men declare that the great bulk of business is in worsteds the high-class custom tailors who make specialties both of American and English styles, state that tweeds and homespuns are taking a position of some prominence.

✠

Rubberized Coats

During the past few weeks there has been a great demand for rubberized raincoats. Retail departments state that these garments seem to have come into particular prominence during the equine events of the season, and to at once have occupied a good place not only for driving, but also as a street wearable in stormy weather. They not only bear the stamp of good style, but are a convenient and satisfactory garment for waterproof purposes.

✠

Shirt & Overall Co. Assigns

Israel Grossman, a Montreal manufacturer, who for many years carried on business as the Canadian Shirt & Overall Mfg. Co., and also as the Modern Style Clothing Co., filed an assignment last month for the benefit of his creditors. His liabilities are about $85,-

There is More Profit

in selling Xylonite Waterproof Linen Collars than can be made out of any similar line.

And as the making of the best possible profit is your main reason for being in business it follows that you should not only carry---but **SPECIALIZE** on

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Waterproof Collars and Cuffs

Apart from the fact of the greater profit on each sale, there is this to consider:---Xylonite Collars and Cuffs please your customers in every particular.

Their appearance is exactly that of High-Grade Linen cut to fit perfectly and made up in shapes that bear the stamp of Fashion's latest approval. They are doubly thick at the button holes and will give splendid wear, in addition to which they are absolutely perspiration-proof---**A GREAT HOT WEATHER TALKING POINT.**

From whatever point of view you look at it, Xylonite Collars and Cuffs deserve a prominent place in your Furnishings Department.

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Large Stocks available in the following Cities:

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Where Art Conceals Art

The very inartistic representations of modern attire in many of the photos seen in the Royal Academy has recently been made the subject of rather amusing but apparently well-deserved criticism by "Special Commissioner" in "Men's Wear," London, Eng. Here are several of his references descriptive of the clumsy carelessness of artists in depicting modern attire:

"The Right Hon. Henry Chaplin, it would appear, wears a coat with no lapel or collar end on his right side, while on the left he affects a hybrid example of the S. B. and D.B. varieties of front.

"Passing into the next gallery, I find that Mr. W. Hardy Wilson is presented in a badly-proportioned D.B. jacket, the hip pocket flaps of which are promoted to the hollow of the waist, ranking with the second button of the fronts as to the giddy heights they have attained.

"Colonel S. G. Stopford Sackville's love of military precision must have been rudely shocked when he saw himself as portrayed in No. 85. The ugly outline of the lapel silks, the absence of lapel and button-holes, and the invisible buttons are features of a frock coat which has, apparently, given up all hope of covering the vest. That capacious, clumsy-looking D.B. garment must have been an heirloom, if it belongs to the gallant colonel at all.

"Mr. Evan Hanbury (No. 87) has one hip pocket in the waist seam and the other an inch or two higher, presumably to break up the hard line which a continuous run with the ticket-pocket flap would have presented.

"Alderman Sir Walter Vaughan Morgan, ex-Lord Mayor of London (No. 105), is pictorially accused of wearing Court breeches without the customary garters.

"The Duke of Northumberland (No. 119) appears in all the glories of a much-bedecked scarlet-coated uniform, in which the front of the tunic is lifted rather badly. I wondered whether it was the aristocratic waist or a lack of that natural indentation of the body which justified the artist in locating the belt high up under the arms.

"The Right Hon. Lord Tennyson (No. 134) has not hitherto gained any notoriety for slovenliness, but he might almost be expected to entertain cherished ambitions in that direction. This coat displays a pronounced contempt of conventionality, the right lapel being hard pressed to the second button, while the left rolls with exaggerated softness to the third hole. Button-holes are dispensed with, and a diminutive wandering button is found on the cuff of a seamless sleeve. The broken edges and general appearance of both coat and vest evidence an advanced stage of dilapidation.

"I was scandalized by the artist's unsympathetic treatment of the Right Hon. John Burns. Here was the opportunity for achieving distinction which Mr. Harold Speed failed to grasp. He did not realize the possibilities of that historic D.B. reefer, and thereby missed his opportunity of achieving immortal fame. All we get is a glimpse of a faulty lapel looming out of an inky blackness, which has to do duty for artistic suggestion, I suppose.

"In a splendid picture entitled "The Aurelians" (No. 375) two celebrities enjoy the advantage of well-suggested clothing. No impartial critic will deny that this greatly enhances the general effect.

"In No. 447 we have a charming young gentleman arrayed in the evening dress of a dissipated dandy of the 17th century. I refuse to believe that Mr. A. Leyland Prinsep wears a woman's skirt with his evening coat and vest, that his coat fronts are cut away to a point well behind the lapel seam, that the tails are parting company with the foreparts, that his vest points are pulling

HEWSON PURE WOOL FABRICS

Do you want to see some distinctively NEW ideas in Worsteds and Woolens? — patterns that are original in design, unusually handsome, and elegantly finished?



If you do desire to see our latest originations in pure wool fabrics just write us, and we will mail you samples or have our traveller call.

Hewson Woolen Mills, Limited, Amherst, N.S.

Do Not Injure Your Prestige

In the handling of gloves you have a reputation to maintain and desire to give value for value. The best means to establish your reputation and retain confidence is through

IMPERIAL GLOVES.

Every glove represents style, finish, wear, appearance and durability—a quintette of qualities that cannot be surpassed. They give satisfaction to the wearer and that is one real reason why you can specialize on them.

Write us for prices.

IMPERIAL GLOVE CO., Limited,
Dundas, Ontario.

Manufacturers of specially good Gloves and Mittens for Farmers, Railroadmen, Drivers, Hunters and Automobilists.

The Alliance Manufacturing Company, Limited

MONTREAL

Beg to announce that they will show a complete range of

White Shirts Night Shirts
AND
Fine Negligees

For Spring 1910

THE WHOLESALE TRADE ONLY SUPPLIED

The Alliance Mfg. Co., Ltd.
15-19 Clarke St., MONTREAL

Quick Selling Stock

One of the best features about Challenge Waterproof Collars—from the standpoint of the merchant—is that they are easy sellers. In the best men's magazines we are educating men to the use of these Collars, which are the best imitation of linen ever made.

It's Easy to Sell

goods the people want. Selling the Arlington Challenge Collars is simply supplying a demand we are creating for you. The goods themselves ensure repeat orders, when they have been worn once.

Why Not Test This?

All you have to do is to order a few through your jobber. Besides Arlington Collars we manufacture Arlington Collar Supports, Dressing Combs, Martingale Rings, Harness Loops, etc.

The Arlington Company of Canada Limited

54-64 Fraser Ave. - - Toronto

Representatives

Western
J. A. Chantler & Co.
Toronto

Eastern
Duncan Bell & Co.
Montreal

away at right angles, or that his shirt front is a mass of crumpled frills. The clothes are a puzzling example of artistic license.

"In conclusion, I invite associates and members of the Royal Academy to remember that the clothes of man are one of the principal decorative elements of the streets of our towns and cities, ranking only second to those of the fairer, if not invariably gentler, sex; and I appeal to them to pay more conscientious homage to the tailor-artist, and thus to elevate themselves to the realms of even higher art."

✣

Cork Fabric for Linings.

A new fabric has been brought out in France, known as Tissu-Liege, or cork tissue, and it is now manufactured on a commercial scale. Cork, cut in very thin layers and treated so as to be quite flexible, is applied to almost any kind of woven fabric for this purpose. In this way a fabric is obtained which is quite waterproof, and very light, odorless and comfortable in general. It is designed specially to take the place of rubber cloth and to overcome the numerous disadvantages of the latter.

The cloth fabric is faced with the thinly-cut cork upon one side only, leaving the outer side of the usual appearance. If desired in certain cases, the cork layer is placed between two layers of cloth. In the process of manufacture the cork is given a preliminary treatment by which it is freed of its resinous matter. It becomes quite flexible and is cut into very thin sheets. A sheet is placed upon the fabric and is tightly pressed upon it. Any of the usual fabrics can be used with the cork layer, cotton, wool, silk, ramie, jute, and others. The operation does not change any of the properties of these fabrics nor their external appearance. Felt as well as leather can be employed in this way.

The fabric thus cork-lined does not deteriorate in the course of time, which is the case with rubber cloth. It is well known that rubber, especially in thin layers, quickly deteriorates and after a time becomes brittle and cracks, thus losing its waterproof character. Because of the lightness of the cork, a garment made of Tissu-Liege is scarcely over half a pound heavier than the same when untreated. Those who feel the weight of rubber cloth garments will see this advantage at once. It might be thought that the cork could not be supple when thus applied, but in reality it is made as supple as cloth; for the cork is treated so as to be quite freed from the resinous bodies which make it brittle, and is cut in very thin layers of 1-10 millimeter (1-250 inch). It is somewhat surprising to see that such a cork fabric can be bent and folded down without the slightest sign of breaking, and in fact the cork is now as flexible as cloth, owing to the extraction of the resinous parts.—Scientific American.

The Dominion Glove Co. has moved from St. Helen St. to 16 Lemoine St., Montreal. This firm also represents Alexandra gloves.

H. Schloman, of the Eclipse Cloak Co., Montreal, was among the Montreal garment manufacturers visiting the New York market last month.

Mr. Patterson, Canadian manger of the Dr. Jaeger Sanitary Woolen System Co., Ltd., with headquarters in the Victoria building, Montreal, sailed last month, accompanied by his wife, on a visit to their London wholesale headquarters. He returns the beginning of July.

WHAT THE NAME

"STANFIELD'S"

MEANS TO THE RETAILER



STANFIELD'S means Unshrinkable Underwear.

It means absolute satisfaction to your customers and greater profits, through increased sales, to you.

It means that every garment bearing it is guaranteed both to you and to your customers.

It means money back if anything about Stanfield's Underwear is wrong.

It means the best wool—careful attention to details—and value for the money.

The name on the Underwear means a lot to your customers. "Stanfield's" means value and complete satisfaction. Our representative will call and show you samples. Write us.

STANFIELD'S LIMITED

TRURO, N.S.

Wreyford & Co.

TORONTO

WHOLESALE MEN'S FURNISHERS

Sole Agents in Dominion for:—

Young & Rochester's

Shirts, Collars, Neckwear, Fancy Vests, Dressing Gowns. Best selection Flannel Shirts in Canada.
THE NEW VESTS have military edging.
FACTORIES: London and Londonderry

T. H. Downing & Co., Leicester

Underwear, Hosiery, Cardigans, Club Jerseys, etc.

Cellular AERTEX Underwear

United Garments and 2-piece.
All weights and sizes now in stock.

NEW FOULARD NECKWEAR

8 shades, open end Derby, $3.50

KNITTED NECKWEAR Two Tone Shades

Bar Stripes and Bias Design. $3,00

Our CARDIGAN SWEATER COAT

is best value and style shown this season.
See it before placing Fall order.

TRESS & CO.'S noted Hats and Caps

GLOBE

SUMMER SUSPENDERS

The range of light weight suspenders, in light colored webs, will please you. Values are in keeping with the GLOBE standard.

Open orders requested.

Ask to see our NOT CEEN brace for summer wear. Also our new fall lines.

Globe Suspender Co.

ROCK ISLAND - - - QUEBEC



Price 50c.

The Berlin Suspender and Button Co., BERLIN, ONT.

Warwick Overalls

EXCEPTIONAL VALUES

Large Roomy Cut

Our Railroad Overalls are noted for their wide sleeves and legs, dust proof cuffs, large pockets, high cut waist, adjustable neck band, safety watch and pencil pocket.

Samples Upon Request

Warwick Overall Co.

Warwick, Que.

WE WILL SHOW

In Our New Wall Paper Samples

THE FINEST

CHAMBRAYS
BURLAPS
SILKS

Two Tones
Duplex Ingrains
Silk Stripes
Fabric Effects

AND A GREAT BIG LINE OF

Well Colored New Designs

IN EVERY-DAY SELLERS OF WALL PAPERS

THE FINEST THAT HAVE EVER BEEN PRODUCED IN CANADA

OUR TRAVELLERS START OUT IN JULY—WATCH FOR THEM

Colin McArthur & Co.

Wall Paper Manufacturers - MONTREAL

Furnishings and Decorations for the Home

Many Canadian Buyers will Visit the English Carpet Markets this Month — Advance Samples Indicate Some Emphasis on Period Designs - Proposal to Change the System of Pricing Wall Paper Borders.

THE present month will see an exodus to the Old Country of buyers for the carpet departments of many Canadian wholesale houses and large retail stores. This fact is particularly worthy of note, when it is recalled that very few buyers made the customary trip to the English market during the latter part of 1908 owing to conditions at home and abroad well understood by the trade. Reports indicate a decided improvement. Machinery is now well employed and Canadian buyers will undoubtedly find much to interest them.

A recent issue of the Kidderminster Shuttle states that the consumption of carpet has not been as large during the first four months of this year as in the same period of 1908. Men who have been over the Canadian field state that they have every reason to be satisfied with results, and they are confident, judging from the better feeling, that next season's lines will meet with a good reception.

Period Designs in Carpets

Several Canadian houses are already showing advance samples. It is evident from these, that some emphasis will be placed upon period designs. One line for example, contains a considerable range of Wiltons and Axminsters with plain fields and art borders. Judging from the prominence that has lately been given to medallion-centered squares, the plain ground effects look like a decided innovation. Browns and wood tints have a conspicuous place on the color card applying to this line.

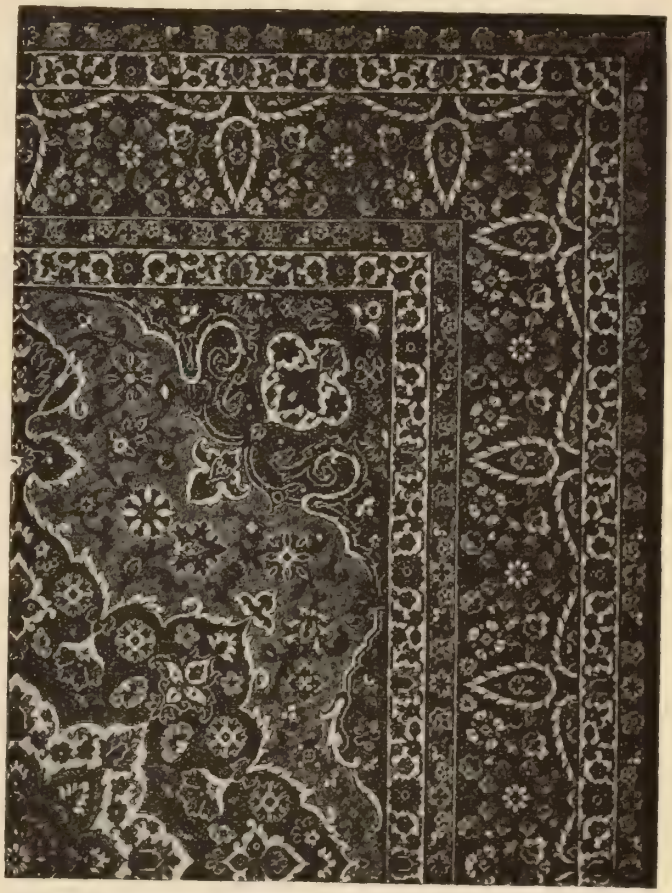
It is very noticeable that Oriental effects are being well patronized. Large retail departments are featuring these goods to a greater extent than ever, and it must be said that manufacturers have been very successful in the reproduction of patterns.

The Price Situation

While there appears to be some diversity of opinion on the price situation at the present time, there is unanimity on one point—that, with the present trend of wool prices, existing levels will have a decided firmness. In fact, the heads of some house declare that there must be an advance.

The Fall price lists of some of the United States manufacturers show advances of from 1 cent to 2½ cents a yard on tapestry carpets, from 1½ to 2½ cents on velvets, from 2½ to 3 cents on Axminster, 2½ cents on Body Brussels and 5 cents on Wilton carpets. Reports further point out that in rugs, the advances are $1.50 on extra quality 9 x 12 Wilton, $1 on the standard grade Wilton 9 x 12 and 50 cents on the Body Brussels 9 x 12 size, the other sizes being advanced in proportion. Some makes of velvet 9 x 12 rugs have been advanced 50 cents and on certain grades of tapestry rugs the advances were from 15 to 25 cents. It is also pointed out that manufacturers of linoleum in the United States have advanced some grades of plain goods, bringing them nearly to the prices of the figured goods, and it is thought that advances on all other grades may become necessary on account of the recent and large increase in the cost of the linseed oil used in the manufacture of the goods.

"So far as the price situation is concerned, I think I am safe in saying," remarked the representative of a Canadian carpet manufacturer, "that prices of domestic-made carpets are following the wool levels pretty closely. While it is a fact that prices on some grades are a trifle easier than they were one year ago, I do not see, considering the advance of from 10 to 15 per cent. on wool, where there is room to hope for any further reduction. Indications are all in favor of an early movement in the other direction. I cannot say how Canadian makers are supplied with raw material, but those who have not sufficient at former prices, for advance orders will not be in a very enviable position. That same difficulty has been the cause of considerable trouble before to-day."



Princess Wilton Rug, an exact reproduction of a very fine Kermanshah Oriental Rug — Made by the Moore Carpet Co., Sherbrooke, Que.

Judging Canadian Trade

"With regard to the growing favor for period effects so noticeable at the present time," said a carpet man to The Review, "I think one might almost regard it as an awakening. I have studied the Canadian field pretty thoroughly, and I can only say that comparatively little attention has been given to home adornment of a purely period character. There have been mixtures, it is true, but I think one would be correct in saying that unconscious development is responsible for as much as the predetermined. However, there is now noticeable a growing character in home decoration. It is working its way to

the surface in various dainty ways and is apparent not only in carpets, but also in wall papers, furniture and architecture. All of this means that the house furnishing departments must study effects more closely than ever and develope the capacity fo demonstrate. Properly handled, the gradual change, if one may call it that, should promote good business.

✝

Good Business in May

Reports are that there has been improved activity in all sections of the housefurnishing department during the past month. Lines which are particularly strong in summer, such as mattings, linoleums and oilcloths have brightened up considerably in response to the requirements of housecleaning time. Lace curtains and drapery fabrics have likewise shared in the improvement.

✝

Special Border Price

Following the recent formation of the American Wall Paper Manufacturers' Association in New York, of which practically all the United States manufacturers are members, and which was formed for mutual interests in regard to freight rates, credits, and the general discussion of wall paper conditions, one of the most vital subjects of interest to the entire wall paper trade came to the surface, i.e., the border question.

It seemed obvious that few, if any, manufacturers had held their own since the flattening of the border price eight years ago, while 32 manufacturers have gone to the wall on account of the loss sustained in consequence. It is doubtful even now if any one of these men actually realized what his borders really cost him to make in proportion to hanging, until S. S. Boxer, of the Watson, Foster Company, Montreal, who was known to have made a series of comparative tests extending over entire seasons, was asked by one of the American trade journals to give his experience in the matter. His demonstration was so conclusive and reasonable that the subject is now a very lively one, and all the American trade journals are inviting opinions from the dealers throughout the United States and practically all are favorable to a special border price.

Mr. Boxer showed by actual tests, based on his figures and experience, that the average roll of border, one and two-band, costs three times more than its hanging to produce it. It would seem that even the man in the street can understand that the cost of the first roll of wall, border or ceiling of any pattern, being practically the same, the cost of the entire run of the border must be proportionately more than that of the hanging, the run of which is five times greater with practically no more expense. All people in the trade understand this, but have never realized what a tremendous loss it has been to the factories, who were never able to stiffen the price of their hangings in order to average up.

But it is not the manufacturer only who is interested in this; in fact, the retail dealer is more concerned in the re-establishment of the border price. He will sell, and the people will buy, as much as ever—more, because the dealer will then have some interest in pushing wall paper which at present is not very remunerative.

There is probably no other industry which does not base its selling price on the cost of production of any article. The wall paper people seem to be waking up to the necessity of doing this.

In view of the unanimity of the makers, jobbers and dealers in the United States it is safe to say that the flat border price will go down and out when the new season's lines appear, and it is likely that Canadian houses will follow suit.

✝

Manufacturers Favor the Reform

One of the most important movements which has come before the manufacturers for some time is the proposal to change the present method of pricing borders. An action has commenced which may result in a return to the old system of pricing which permits a profit. The manufacturers are now selling borders in many instances at less than the cost of manufacture, and the retail dealer who has to sell borders by the roll does not make the margin of profit he is justly entitled to.

The United States and Canada are the only two countries in which the mills are selling wall paper at flat prices. In England, France and Germany borders are sold from two to three hundred per cent. higher than the sidewalls.

The cost of manufacturing borders is considerably more than the sidewalls; the design is usually more elaborate and costs proportionately more than the sidewall; the cost of block-cutting is more and the cost of manufacturing is more because the run is so much smaller than that of the sidewall, as the quantity of borders used is so much less than that of the sidewalls. All English, German and French papers sold in this country are sold on the separate border price. The question arises: Are Canadian manufacturers not entitled to the same treatment that foreign manufacturers are? There does not seem to be any reason why Canadian manufacturers should discriminate against themselves in this unbusinesslike manner.

At the present time, while the dealers buy the borders at the same price as the sidewall, in some case they still ask and obtain a higher price for the borders, as they sell them by the yard, thus getting four or five times as much for them as if they sold them by the roll. This is good business on their part.

One great advantage to dealers would be the fact that if this advance in price were made all stock on hand would immediately increase in value.

It is plain that the majority of manufacturers desire to see the reform brought about, and many of them have stated so, plainly and emphatically, in writing to The Decorative Furnisher about the subject. The manufacturers in most instances requested that their names should not be used, but the following expressions of opinion are from some of the largest and most progressive wall paper makers in America.

Statement No. 1.

"We confidently believe that a return to the old system would be welcomed by the trade generally, and that the manufacturers could put a price on their borders that will give them a reasonable profit instead of showing a loss, which it unquestionably does under existing prices.

"We are also of the opinion that it would be harmful to put an unreasonably high price on borders. In our opinion the subject would require very little explanation to the retail dealer; he already understands that borders are being manufactured at a loss, and more than anyone else feels the need and advantage of having borders carry a higher price than walls. We have eighteen representatives in different sections of the country, and we believe that each one has stated at different times that their respective customers had expressed themselves strongly favoring a higher price on borders."

FALL 1909

Linoleum
Floor Oil Cloth
Table Oil Cloth

We were well prepared for a large Spring trade this year and the consequence was prompt deliveries.

We are none the less prepared for a good Fall business, and the trade can count on getting prompt delivery of all our lines.

Designs
Quality
Prices

To Suit Canadian Trade

Handled By All The Wholesale Dry Goods Trade

Manufactured by

The Dominion Oil Cloth Co., Limited

MONTREAL

Some of the Lines

We are showing for the Fall Season

Carpet Size Rugs

(Wilton and Brussels)

A large range of medallion designs, in the popular 9 x 12 size. There is also a wide variety of Oriental designs.

The range of rugs in conventional designs is complete in all sizes.

"Windsor Brussels" Carpets

The range of this popular line has been strengthened by many original designs.

"Togo Bath Rugs"

in a variety of designs and colorings.

Patterns and values of the Fall lines will please you. Our travellers are now showing them. The range will be gladly shown upon request.

The

Moore Carpet Co.

Manufacturers of High Grade Wilton and Brussels Carpets and Rugs.

Sherbrooke, - - Que.

Statement No. 2.

"Regarding the matter of flat prices for borders, it is evident to anyone who knows the manufacturing conditions, that to sell borders at the same price as the sidewalls which they match is about like selling coats at the same price as vests. You can figure it out for yourself. Take the case of a paper carrying a two band border ; if we make 10,000 rolls of one coloring of the sidewall, we have an item at a price of 6c per roll of $600. Then we must make to match this quantity of sidewall 1,200 rolls of the border which is an item of $72. The border costs as much to design, prepare rollers and sample as the hanging and ought therefore to take care of the initial cost, which in no case will an ordinary two band border ever accomplish ; so that unless the loss on the border can be made up on the hanging, there is no possibility of getting your money back."

Statement No. 3.

"Concerning a proposed movement to do away with the present method of pricing borders at the same prices as sidewall, and return to the old method of pricing them at an increase over the sidewalls, we wish to say that in our opinion such a movement should appeal to all manufacturers and retailers as being fair and reasonable, because it is a well known fact that borders cost more to produce than sidewalls or ceilings and they should sell at higher prices. To increase the price of borders over the sidewall price would be only fair and just to the manufacturer, and contrary to working any hardship to the retailer it would really benefit him to adopt a method of selling that would bring a greater proportionate profit than can be secured under the present method of marketing wall paper."

Statement No. 4.

"There is no doubt that the method which was adopted about eight years ago has worked not only to the disadvantage of the retailers, but has been the cause of the manufacturers selling borders at a positive loss, and we candidly believe that if we return to the old method of pricing borders it would result unquestionably to the advantage of all the different interests in connection with the manufacture and sale of wall paper, and we should be disposed to give our hearty co-operation to the movement."

Statement No. 5.

"In reference to revising flat prices on borders, we are very much in favor of this movement, as we think it would be a benefit to both manufacturer and jobber, making borders at better prices, as orders on borders are small in comparison with wall and ceiling and of course this makes it more expensive to run them."

Statement No. 6.

"We will be only too glad to support any movement which will produce a better price in the wall paper business for manufacturer, jobber and retailer. In what way such increased price should be based we would leave to the manufacturers to decide."

These letters show conclusively that manufacturers are anxious to have borders priced on a basis which will mean a profit on their manufacture and sale. The retailers if the reform is made will be more interested in the sale of borders on account of the increased profit to them.

By making the border double the price of the sidewall, and ceiling not lower than sidewall, the increase to manufacturers would be sufficient for each of them to pay a dividend instead of working at a loss ; and to the dealer it would mean a large and substantial profit on his wall paper trade.

Mr. A. Hamilton Gault, of The Gault Brothers Co., Ltd., Montreal, has been appointed to succeed Mr. Gustaf A. Gwylling, as Consuel-General for Sweden.

ASK
YOUR JOBBER
FOR

Fife Linoleum

BIG BUSINESS!

There is a big building—hotel, apartment house, public hall, private residence—going up in your locality. Get after the owner with a few samples of Fife Linoleums and Cork Carpets and book his order. Fife Linoleum and Cork Carpets remember the name "Fife" will get the business through sheer quality against all comers. Try it. If your jobber can't show you the Fife line WRITE US DIRECT.

JAMES B. JAMIESON
Canadian Manager of the
Fife Linoleum Co., Limited
64 Wellington Street West, TORONTO, ONT.

Sap's running —the carpets are up

and the smell of the ubiquitous moth ball greets one's nostrils. 'Nuther words, 'tis Spring. And so it behooves all faithful dry-goodsmen to push wall paper for all there is in it. There's a lot in it, too—that is, if you are lucky enough to be handling

Staunton Wall Paper

Spring means other things too, such as finding how your stock stands and giving us an opportunity to help you sort up with decorative needfuls. Send us a postcard asking for free samples from which to make necessary selections for additions to stock. Uptotheminute service on rush orders.

STAUNTONS LIMITED

Manufacturers of Fine Wall Paper

941 Yonge Street

TORONTO - - ONTARIO

Are you on the free list for the monthly receipt of our wall paper magazine, "Gilt and Glimmer"?



The Mecca

MADISON SQUAR
GARDEN, Ne
York's famous sho
spot, has witnesse
many brilliant scenes and sti
ring gatherings. But, no
approaches in *intense intere*
to YOU, Mr. Dealer, th

**INTERNATIONA
WEARING APPARE
STYLE AND FABR
SHOW** to be held at th
Garden from next Augu
14th to 21st, in the *heart*
the buying season when you
looking for goods.

Imagine this Great Centr
Market Place, its booths a
sections extending along
magnificent sweep of aisle
as far as the eye can reac

Picture these booths a
sections exhibiting *under o*
roof amid beautiful surrou
ings and in a blaze of ele
tricity hundreds of the *la*
materials, fashions, mode
processes, patterns and te
tures, which enter int
the manufacture of
Clothing, Furnish-
ings, Hats, Shoes,
Trunks, Bags,
Jewelry, Cloaks,
Suits, Laces,

of The Buyers in August

Frocks, Gowns, Lingerie, Corsets, Silks, Velvets, Artificial Flowers, and the Display Forms and Fixtures used to exhibit all these—everything that YOU sell—everything in which YOU are vitally interested as a buyer and dealer—many things that you would otherwise surely overlook.

Won't it be an inspiring, educational sight? Won't it be worth traveling hundreds, yes, thousands of miles to see?

And, having seen it, won't your knowledge of your own trade, of fabrics and fashions, be immeasurably broadened by what you have viewed, tested, examined and compared, *side by side*, line for line?

Don't miss the wonderful **WEARING APPAREL, STYLE AND FABRIC SHOW,** the first of its kind, splendidly depicting the third largest industry in America, and the arts and graces of modern dress. Arrange *now* to be there on your Fall buying trip, when the special railroad rates of the Merchants' Association of New York will be in force.

Buyers, sellers, manufacturers, jobbers, commission merchants, salesmen, all representatives of all branches of the Men's and Women's Wear Trades will meet and greet at the show.

Sign and send *to-day* the Special Buyer's Coupon in the lower right-hand corner of this page. It *entitles you to two tickets to the show without cost.* No admittance except to ticket-holders.

TO MANUFACTURERS: Floor space for the International Wearing Apparel, Style and Fabric Show can be reserved and full information can be obtained by applying to Harry A. Cochrane, Manager, 1303 Flatiron Bldg. New York

BUYER'S COUPON TICKET

This coupon (properly filled in and mailed to us with stamped, self-addressed envelope) entitles you to *2 free tickets*—value, One Dollar—to the INTERNATIONAL WEARING APPAREL, STYLE AND FABRIC SHOW at Madison Square Garden, August 14th to 21st, 1909.

Name .....

Firm .....

Street Address ..... State .....

Town .....

Mail to H. A. Cochrane, 1303 Flatiron Bldg., New York

England Sells to Red Sea.

From time to time, states the New York Journal of Commerce, reports have been circulated in this market to the effect that Manchester shippers were making inroads on trade formerly supplied by Red Sea buyers from this country. It has been learned that customers of American houses have been buying 3.50 yard and 3.75-yard sheetings at Manchester during the past few months, and at least 5,000 bales of goods have been traced as having been purchased at prices that precluded the likelihood of these former American customers returning to this market unless Manchester prices can be met by American mills.

Italy and Spain have been making steady efforts toward securing some of this trade, but the quality of goods made in those countries is such that American mills have little to fear. The Italian and Spanish goods sell at prices commensurate with the values of the cloths and form no basis of comparison with American products. But the qualities of the heavy cloths now being sent out from Manchester are so good that American mills cannot close their eyes to the need of meeting Manchester prices if the business is to be held in future.

It is well known that there has been a very substantial addition to the producing capacity of England in the past few years and the markets now being sought are those that have been large buyers of heavy American sheetings and drills. Two years ago it might have been said that Manchester cared little about this heavy goods trade in markets where unsized goods were wanted. The statement is not true to-day. Manchester not only wants the business, but in the matter of Red Sea goods she has demonstrated that she is capable of getting it on the merit of the fabrics offered.

Samples of the English goods now being shipped to Red Sea ports have been shown in some few of the large commission houses here and it is agreed that they are of good quality. It is possible that there is a little more sizing in the English warps than there is in American goods, yet that feature does not place the goods in the "sized" class. At the prices named by Manchester Red Sea merchants can hardly be blamed for preferring these fabrics to those made and offered here at values ranging from ⅛c to ¼c a yard higher. To have lost fully 5,000 bales to Manchester in the past four months shows that English mills want more of the heavy goods trade of the Far East than has hitherto been given to American mills and that they are prepared to get it.

A Complaint From Quebec.

A Quebec merchant complains that some jobbing houses are developing the habit of selling goods at ridiculously low prices while the season has not yet far advanced and when merchaots have done very little with their new stocks, obtained at considerably advanced prices. The merchant writes: "A firm of Montreal and another of Toronto, after having sold to all the merchants and milliners, hats of the season at prices ranging from $1.00 to $2.00 each, has jobbed, in the last week of April, the same hats, if I am well informed, at $3.00 a dozen. As the season has been very late the sale of these goods has been slow. Up to a few weeks ago, in fact, a good many merchants had the bulk of their millinery stock still in hand. You cannot imagine the amount of trouble it is causing those engaged exclusively in the millinery trade."

SEND US YOUR ORDERS
FOR

WOODEN BUTTON
MOULDS

We can give you prompt shipment.
We make 50 great gross daily.

Phillips & Wrinch, Limited
SMALLWARES AND NOTIONS
80 BAY STREET, - TORONTO

A WARRANTY OF WORTH

That's what you get with every order placed for any of the comforters, cushions, tea cosies or muff beds! Our ranges for Fall delivery will delight you in

QUALITY AND STYLE.

The samples now being shown by our travelers are the finest and most representative we have ever sent out. Muff beds are our specialty and our goods are guaranteed free from odor, dust or quills and above all to be thoroughly sanitary.

Place your orders now and insure prompt delivery.

The Harvey Quilting Co LIMITED

NO ODOR NO DUST MAPLE LEAF BRAND FEATHER & DOWN COMFORTERS NO QUILLS SANITARY

35-37 PEARL ST TORONTO.

KING'S
Established 1776

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Sole Selling Agent:
SYDNEY MOSS,
Empire Bldg., 58 Wellington St. W. TORONTO

The Choice of Experts

Quite recently the officials of an important public building wanted to purchase a rug. As the rug was to be placed over a spot where it would be subjected to extremely hard wear, its quality was an important consideration.

So they called in some Expert Carpet Men who, from among a variety of different makes, selected a

BRINTON SAXONY WILTON

made by The Brinton Carpet Company at Peterborough, Ontario.

This fact is chock full of significance to every dealer—TO YOU. It means that where good quality is required you are absolutely safe in recommending Brinton goods.

The man who thought good carpets couldn't be produced in Canada didn't figure on the famous Brintons of Kidderminster transplanting some of their accumulated energy and skill to this side of the water. But here we are in Peterborough, making a line of high-grade carpets especially suited to the Canadian trade.

Our WILTONS and BRUSSELS are made in rugs of all sizes, including hearth rugs; and our REGINA AXMINSTER in rugs or piece goods. An examination will convince you that these goods are the leaders for the Canadian trade.

ASK YOUR JOBBER FOR BRINTONS.

THE
Brinton Carpet Co.
OF CANADA, LIMITED
PETERBOROUGH - ONTARIO

Sales Agent
W. E. WHITEHEAD
28 Wellington Street West, Toronto

Also Kildare Irish Hand Tufted Carpets

Ups and Downs of Business

Ontario

Canada Wall Paper Co., Toronto ; assigned.
Dominion Wall Paper Mills, Toronto ; assigned.
Charles Hales, Northwood, general store ; sold.
Wm. Hastings, Aurora, merchant tailor, assigned.
Rodrique Freres, Montreal, dry goods, dissolved.
M. Thomas & Co., Montreal. dry goods, dissolved.
Tyne Bros., Chelmsford, general store ; burnt out.
Regal Tailoring, Toronto, loss by fire; fully insured.
Jos. Lebarge, Chelmsford, general store ; burnt out.
C. Winkler, Tyndall, general store ; sold to Kantorovitch.
Est. of W. J. Ferguson, Stratford, dry goods ; stock sold.
E. Beltz, London, hats and furs, sold to F. H. Beltz.
S. A. Wabb & Co., French River, general store ; assigned.
H. S. Moffatt, Jasper, general store, assigned to A. E. Baker.
Begg Bros., North Bay, dry goods, boots and shoes ; burnt out.
F. G. Wilcox & Son, Brantford, furniture, sold to Robert Reid.
Bryson, Graham, Ottawa, departmental store ; obtained charter.
Angus Murray, St. Thomas, merchant tailor ; retiring from business.
The Lang Jodouin Trading Co., Elk Lake, general store,; burnt out.
W. J. Fligg, London, dry goods, boots and shoes ; retiring from business.
R. A. Beamish, North Bay, men's furnishings, boots and shoes ; burnt out.
W. H. Bates & Co., Dundas, boots and shoes, special partnership ; dissolved.
The Bon-Ton, Eugene Lemaitre, Toronto, woman's tailor ; out of business.
Lucille E. Miller, Toronto, manufacturing and retail furrier ; retiring from business.
Grafton & Co., Dundas, clothing manufacturers, J. B. Grafton, president, deceased.
Tremain & Tremain, London Junction, sold general store business to C. W. Reynolds.
North Trading Co., Vermilion Bay, clothing and men's furnishings ; sold to Z. Lobel.
Fairbrother & Filby, Beamsville, general store, dissolved ; W. L. Fairbrother continues.
The Brandon-Knechtel Co., St. Thomas, furniture, dissolved ; L. N. Brandon continuing.

Quebec

The Ostrich Feather Co., Montreal ; dissolved.
Achille Caron, Fraserville, general store ; sold.
D. Stimbaum & Son, Montreal, furriers, dissolved.
Thos. Belley, St. Jerome, general store ; assigned.
J. O. Martineau, Montreal, dry goods ; fire, insured.
Montreal Bag and Burlap Co., Montreal ; registered.
Mrs. Charles Vezina, Montreal, millinery ; registered.
Robert Scott, Scotstown, general store ; assets sold.
Jos. St. Pierre, St. Epiphane, general store ; assets sold.
L. Dallière & Fils, Chambord, general store; assets sold.
Claude Duclos, Solomon Lake, general store ; assigned.
The A. P. Cimon Shoe Mfg. Co., Montreal ; obtained charter.
E. Gelinas & Fils, Montreal, shoes ; Evariste Gelinas, deceased.
Mrs. Z. Lalonde, Hull, dry goods, succeeded by Tel. Sauvageau.
F. Schryburt & Co., Quebec, shoe manufacturers ; registered.
Richmond Clothing Store, Richmond ; Jas. Gardner, registered.
The Eagle Brand Mfg. Co., Montreal, suspenders, etc.; dissolved.
L. Tremblay, Notre Dame de la Dore, general store ; assets sold.
J. L. Trudel, Quebec, clothing manufacturers ; burnt out, partially insured.
Reliable Silk Waist Factory, Montreal ; dissolved ; Isidore Mishkin, registered.
Royal Clothing Co., Montreal, dissolved ; M. Diamond and O. Cohen, registered.
J. V. Calcutt, Montreal, linen merchants ; Mrs. J. V. Calcutt and P. F. Calcutt, registered.

The West

Northland Knitting Co., Winnipeg, incorporated.
James Pritchard, Swan Lake, Man., general store ; assigned.
John Beaton, Kamloops, B.C., dry goods, etc., sold to Ramsey & Philip.
George Maskell, Woodridge, Man., general store ; sold to L. Panczel.
Korkill & Scott, Dominion City, general store ; succeeded by H. Weliband.
Vopni-Sigurdson, Winnipeg, department store ; succeeded by Sigurdson & Co.
H. W. Reeves, Treherne, Man., general store ; succeeded by Staples & Anderson.
V. P. Byam & Co., Rokeby, Sask., general store ; succeeded by Young & Gamble.
Vancouver Garment Co., Vancouver, B.C., manufacturers of ladies' wear ; registered.

Misses' and Children's Bathing Suits

The season is about over with the manufacturing end of the trade, but many firms, considering the time of the year, are extra busy. Bathing suits for small children and for misses are comparatively a new departure, but a complete line has been put upon the road and for another month, at least, orders for these goods will be coming in. For the small child bathing suits are minus the skirt, but for the larger girls and misses the cut is identical with those produced for ladies' wear.

No fabric stands the test like lustre. It does not shrink or cockle, nor does it lose color if of fairly good quality. More than all, it does not cling to the figure when wet. Lustre therefore is the accepted fabric for bathing suits. Navy, black, brown and red are the leading colors.

There has been some little talk of princesse bathing suits, but through the trade has sampled these styles, the steady demand is for the regulation suit. In Canada bathing suits are for use, not for ornament, and the Canadian merchant wisely caters to the demand.

IN PREPARATION

OUR LINE OF

Wall Paper

FOR

1910

IT'S A CORKER

We will Ask You to See it in July

THE

WATSON, FOSTER CO., Ltd.

MONTREAL

Some Seasonable Hints to Buyers

From information supplied by sellers, but for whlch the editors of The Review do not necessarily hold themselves responsible.

WILL VISIT EUROPEAN MARKETS.

Alfred Weyerstall, of the firm of A. Weyerstall & Co., is sailing for Europe on June 10th via New York, on an extensive buying trip. He will be going to France, Germany, Switzerland, Italy, Austria and England.

This firm being button and novelty manufacturers, is dealing in all kinds of buttons, smallwares, novelties, braid, beltings, laces, neckwear, etc., and have been established since November, 1904. At first Mr. Weyerstall, having secured several good agencies, occupied a small office, but within a year's time, it was found necessary to look for larger quarters. Here, with the steady increase of business, and after a two-years' term, he statred to manufacture cloth-covered buttons, opening up a factory on Wellington Street, but on account of the warehouse and factory being separated, he decided to combine the two. Since March, 1908, this firm occupies a large flat in the Rogers building, where at present 35 button machines are kept constantly working at their utmost speed.

It might be said that Mr. Weyerstall is only 25 years of age, and is considered a smart, active business man. During the time he is away, W. R. Robb, manager of the firm, will have full charge of the business and under his care no effort will be spared to give the usual prompt attention to their various customers in the manufacturing and jobbing trade.

Mr. Weyerstall expects to be away from Toronto for ten weeks, when he will return from the continent with a full range of the newest, up-to-date trimmings, suitable for the Canadian market.

Y.W.C.A. SWIMMING SUITS.

Tag day is still fresh in the memory of most of Toronto people. Now, the object which the taggers had in view has materialized and the Y.W.C.A. swimming tank has been built and will shortly be opened. The contract for practice suits has gone to Home & Watts, manufacturers of juvenile wear. The suits are the regulation bathing garment, only with low neck and short sleeves. The skirt being detachable, the suit can be worn without it for ordinary practice while for exhibition wear the whole suit will be donned. Home & Watts are manufacturers of bathing suits for ladies', misses' and children's wear.

"NU-METHOD" SUPPORTER.

The I. B. Kleinert Rubber Company is placing on the market a new hose supporter which has so many points of excellence that it is bound to be a big seller, wherever it is brought to the attention of women.



The "Nu-Method" Hose Supporter Manufactured by the I. B. Kleinert Rubber Co.

It is the "Nu-Method" hose supporter and from the illustration presented on this page, a good idea of its advantages may be gained. This firm in its advertisement states that the "Nu-Method" holds the abdomen up instead of dragging it down. Retailers may procure this supporter from all jobbers and in view of the heavy sale it is bound to have, they should order early.

NEW UMBRELLA FIRM.

With ample facilities for carrying large stocks and making prompt deliveries and with that greatest of all assets, represented in years of practical experience in every department, the new firm of Bailey & Dixon, umbrella manufacturers, have launched their enterprise under the most favorable conditions. They are located in the Andrew Darling building, corner of Spadina Avenue and Adelaide Street, Toronto. Their floor space is exceptionally well laid out. There can be no over-lapping of departments; from entry to shipping room the different processes follow each other in carefully planned order, and the entire arrangement suggests a system which only experience could conceive. The men at the head of the business are no amateurs. T. D. Bailey and F. I. Dixon have been actively identified with the umbrella business for years, the former on the financial end and the latter as traveling representative, while T. C. Hallam, who will have charge of the manufacturing department, is one of the most capable practical men in the umbrella business to-day. Executively, the new concern is, therefore, exceptionally well manned. Of the traveling force it may be said that Mr. Dixon and P. G. Blatchley are particularly close to the Canadian trade and with two such representatives, the Bailey & Dixon line, which will shortly make its initial appearance, will be in good hands. The new concern is equal to every possible requirement in umbrellas, and high-class specialization will be a feature of the enterprise. Modern machinery has been installed, and the most up-to-date methods are being employed.

SOME GOOD NECKWEAR NEWS.

genuine neckwear bargain is offered to merchants in the advertisement of Sanderson Limited in this issue of The Review. Those who realize the great opportunities for a quick and profitable turn-over which the neckwear department affords will find in the advertisement referred to two special lines of strictly up-to-date neckwear which will surely interest them. At the prices quoted, $4.50 per dozen for No. 966, complete with collar and jabot, and $4.00 per dozen for No. 967, these specials should and will prove good sellers in any neckwear department at a margin which will make their sale a very profitable one. These Dutch collars are selling in hundreds in all the city stores and are the neckwear sensation of the season.

Condensed Advertisements

AGENTS WANTED.

AGENTS WANTED—Calling upon the retail trade to handle the productions of a high-class lace and novelty house. An interesting line for any agent with good connection amongst high-class retailers. Address, Laces, care DRY GOODS REVIEW, 88 Fleet Street, E.C., London, England

WANTED INDUSTRIAL AGENT for thriving western town. Must be a capable organizer, able to inspire big commercial ventures and to write literature that will attract attention. A newspaper man would be preferred, but high class applicat ons will be considered. Salary $2,500 to start, $3,000 second year, and there is practically no limit to the money provided the man can "make good." Answer in confidence, "G.H.," care the MacLean Publishing Co., Montreal, Que.

FOR SALE.

CASH REGISTER, high grade, nickel plated; registers one cent to twenty dollars, perfect condition guaranteed. Half price, $55. The R. O. Smith Co., Orillia, Ont.

FOR SALE—Good paying millinery business in one of the most progressive towns in northern Ontario. Proprietor retiring from business. Address, Box M., DRY GOODS REVIEW, Toronto.

MISCELLANEOUS.

A MARKET OF BUYERS, backed up by money to spend, is open to you in the Busy Man's Magazine. If you have something to sell, something you want to buy, a condensed advertisement in the Busy Man's Magazine will put you in touch with the classes you want to reach. Four cents per word will carry your message from Atlantic to Pacific. Send copy of your advertisement along with order to cover cost of insertion not later than 10th of month. Busy Man's Magazine, Montreal, Toronto, Winnipeg.

CUT DOWN YOUR PRINTING BILLS one half by installing a "Writerpress." Your office girl or boy can with it print your circulars, price lists, etc., at the rate of 1500 to 2000 copies per hour. Best machine ever made for printing facsimile typewritten letters. Prints from printers' type, half-tones, etc. Retail stores could greatly increase their business by using a Writerpress to run off circulars and letters, sending them out to their customers and probable customers announcing special sales, etc. Send for illustrated catalogue and samples. The Canadian Writerpress Company, 33 John St. South, Hamil on, Ont.

DICTATING to the Dictaphone saves 50 per cent. We will prove it to you if you will send us a post card for full particulars. Toronto Phonograph Co., Limited, Dictaphone Dept., 40 Melinda St., Toronto, Canada. (tf)

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513, No. 83 Craig St. W., Montreal, and 129 Bay Street, Toronto.

KEEP AN ACCURATE ACCOUNT of your employes' time. The Syracuse Dial Time Recorder is the most practical time recording machine for dry goods and millinery stores. Entirely automat c. Nothing to confuse employes. A turn of the po nter, a pressure in the hole opposite the employe's number, and the hour and minute is recorded. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 15 Alice Street, Toronto. (tf)

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling and greatly facilitates the loading of cars, drays, etc., and for handling goods in and about the warehouse and factory reduces the cost of labor because far less warehouse help is required. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

THE WALES VISIBLE ADDING AND LISTING MACHINE is superior to any other machine for these reasons, among others:—Visible Printing, Flexible Keyboard, Columns Space Bar, Automatic Clear Signal, Adjustment for Carbon Copies, Eliminating Keys, enabling the operator by the mere pressure of a key to add without listing or list without adding. 30 days free trial to responsible people. Write us for free illustrated catalogue. Adder Machine Company, Wilkesbarre, Pa.

$60,000,000 Shrewd merchants all over the world have paid $60,000,000 for 650,000 National Cash Registers. They've saved more than that. The National Cash Register Co., F. E. Mutton, Canadian Manager, cor. Yonge Street and Wilton Avenue, Toronto.

SALESMEN WANTED.

WANTED—Experienced salesman to sell line of ladies' hats in Canada. Address, stating references, Manufacturer, Room 39, 230 Grant St., New York.

HOTEL DIRECTORY.

WINDSOR HOTEL
HAMILTON, BERMUDA

This house is pleasantly and conveniently located on the east side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNicol, Prop.

TOWER HOTEL
GEORGETOWN, DEMERARA
BRITISH GUIANA

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious dining and ladies rooms. Billiard room. Electric light throughout.

VICTORIA LODGE
HAMILTON, BERMUDA
Mrs. J. F. SMITH, - - Proprietress

Opposite Victoria Park and Cedar Ave.
Private Board $12 to $14 per week.
Open November Closes in May

WINTER RESORT
QUEEN'S PARK HOTEL
Port-of-Spain, Trinidad, B.W.I.
JOHN McEWEN, - - - Manager
For rates, etc., apply
TRINIDAD SHIPPING & TRADING CO.
29 Broadway, New York.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONT.
JAMES K. PAISLEY, - - Proprietor

HALIFAX HOTEL
HALIFAX, N.S.

$10,959.99 Collected!

That's the amount we've collected for clients during the past year—our first year in business. In May, 1907, we handled 140 new claims. In April, 1908, we handled 425 new claims. No wonder our clients are satisfied. They have the proof of our collecting ability.

Let Us Cure Your Slow Collections

The Beardwood Agency
313 New York Life Building - MONTREAL

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents
15½ Toronto St. Toronto — 465 Temple Bldg Montreal

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal
MERCANTILE REPORTS AND COLLECTIONS
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Commission Merchants
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Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

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ST. JOHN, N.B. HALIFAX, N.S.
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
ORDERS OUR ESPECIAL HOBBY

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Eclipse Umbrellas

Comprise every umbrella want for Ladies, Men and Children

The variety of handles, fabrics, and styles will please the most exacting taste.

Values are Unsurpassed

IMMEDIATE DELIVERIES OF ALL LINES

The Eclipse Umbrella Co.
LIMITED

454 St. James St., MONTREAL

To the Trade

June, 1909

The Month of June begins a new season with us. Fashions for Fall season, 1909, are in evidence. With us you will see the goods that sell In Every Department.

In both Domestic and Foreign Staple Cotton and Linen Goods—no better value on The American Continent.

In Dress-Goods, Hosiery, Gloves and Ready-to-Wear Goods—new customers are being Added Daily.

In Men's Furnishings and Haberdashery—the best assorted and most attractive stock in Canada.

In Carpets and House-Furnishings — the largest assortment and most up-to-date colorings and designs from every quarter of The Earth.

In Woollens and Tailors' Trimmings—the right textures and patterns from the looms of England, Ireland, Scotland and Canada.

We want you to feel At Home when visiting our warehouses; and when our travellers call upon you, give them a look in.

Business in our Letter Order Department is going ahead with leaps and bounds. We have no such word as trouble in our business vocabulary.

John Macdonald & Co., Limited

TORONTO

DRY GOODS REVIEW



JULY

1909

SPECIAL FALL NUMBER

Vol. XX. No. 7

"Rooster Brand"



An Object Lesson of Our Development



Outing Trousers
Dress Trousers
Working Pants
Riding Breeches
Overalls
Shirts
White Coats
Khaki Clothing
Duck Clothing



Robert C. Wilkins

MONTREAL



"I Crow Over All"

Specials from Our Cotton Goods Departments

Our Fall stocks in our Staple departments represent the largest variety in the trade, and the exceptional values are made possible by our large turn-over.

Novelty Wrapperette Lines

CROISÉ AMAZON
Imitation French Flannel in spots, neat checks and stripes. All good shades. Retail at 20c.

MELTON VELLON
Floral designs and fancy stripes, to retail at 20c.

VELOSET
DUCKLING FLEECE
SOURAT CLOTH
Three good lines.

BIG RANGE OF FLANNELETTES
In light and dark stripes and checks. All widths and prices. : : : : : : : :

COTTON EIDERDOWNS

DOMETS
White, cream and colors.

WHITE AND GREY COTTONS
These have been advanced in price, but we were well covered. : : : : : : : :

SHEETINGS

OVERALLS *Unmatchable Values* **OVERALLS**

Special Linings and Satines

HEATHER-BLOSSOM
36 in., in black and colors. The latest for dress linings. Retails at 25c.

JAP SOIE TAFFETA
black and colors. Retails at 25c.

COURT TAFFETA
44 in., looks like silk, but wears better. Retails at 35c.

DIRECTOIRE SATIN
30 in., an ideal lining. Full range of good shades. Retails at 25c.

Our No. 2876, bright finish, (black) Satine is special, to retail at 25c.

VENETIAN PONGEE
Fine weave, good range of shades. Retails at 25c.

BROCADE LININGS
29 to 30 in., retail from 15 to 30c. 39 to 40 in., retail from 25 to 50c.

Get your Staples in Good Shape for Fall

GREENSHIELDS Limited **Montreal**

LINENS

We have a splendid range of the latest designs in

TABLE DAMASKS and TABLE CLOTHS, with NAPKINS TO MATCH

FOR FALL we have a very large assortment of NOVELTIES, such as Japanese Goods and Renaissance in Tray Cloths, Bureau Covers and Shams, suitable also for Christmas trade.

TOWELS and TOWELLINGS Some leading values to retail at popular prices.

We are Sole Agents for
JAS. & THOS. ALEXANDER, Dunfermline, Scotland

HANDKERCHIEFS—A large stock of all desirable lines

Greenshields Limited, - Montreal

The largest and most complete stock of Carpets and House Furnishings in the Country

OUR FALL STOCK COMPRISES DESIRABLE STYLES AND QUALITIES OF ALL THE FOLLOWING LINES:

Carpets
All kinds and qualities.
The latest colorings.

Oilcloths
All qualities and widths.

Comforters
Wool filled and Down.
All prices.

Carpet Squares
All Sizes.

Linoleums
All qualities and widths.

Blankets
White and grey blankets.
Colored wool blankets.

Pillows
All qualities tickings.

China and Japanese Mattings.
Mats (a large assortment).
Lace Curtains.
Curtain Nets and Muslin.
Table Covers.

Carpet Sweepers.
Stair Pads.
Tapestry Curtains.
Art Muslins and Cretonnes.
White and Colored Quilts.

GREENSHIELDS Limited MONTREAL



Our special lines of Wabasso Cambrics and Nainsooks have proved already their superiority as to finish, color and purity.

Greenshields Limited

Montreal



Ready for Fall Business

An Active Fall trade is indicated on every hand. Our preparations for Fall, 1909, are based upon these conditions.

Merchants will find this Specialty House with well assorted Fall Stocks in its various lines.

Dress Goods Leadership

Our advance orders for Fall set a new record. Our collections has met with the approval of discriminating merchants.

Our Fall Stock of Dress Goods

contains all the staples and desirable novelties.

Satins and bright-faced cloths occupy a strong position.

Stripes in self and subdued tones are largely represented.

Use our dress goods facilities this coming Fall.

BROPHY, PARSONS & RODDEN

LIMITED

The Specialty House

25 Victoria Square, Montreal

English Mohairs and Siciliennes

Another Milestone Passed in B. D. A. Achievement!

The woman who wears it, the dressmaker who makes it up, the retailer who sells it—all have found B. D. A. ENGLISH MOHAIR a source of profit and entire satisfaction.

And now the highest type of suit manufacturers in the world have recognized its beauty and worth by adopting it as a staple fabric in their 1909 line.

Thus another milestone is passed in B.D.A. achievement.

Soon there will be no more worlds for Mohair to conquer.

We are constantly introducing new patterns and colors.

Bradford Dyers' Association

OF

Bradford - - - - - England

THE GAULT BROTHERS CO., LIMITED
MONTREAL

Special Underskirt Sale

Travellers are now out with samples of

NINE SALE MAKERS

Result of big purchase from the mill of Sateen enough for about 1,100 dozen Skirts, which cannot be had elsewhere at anything like the prices we are clearing them out at.

FULL SIZES IMMENSE VALUES

Retail from 49c. to $1.25

Black Sateen Skirts

Send for sample dozen each number: D7, D8, D86, D87, D88, D89.

Also three lines of that new fabric

EGYPTINE

Away ahead of silk for durability, and at same time retaining rustle and brilliancy.

Retail at $2.00, $2.50 and $3.00 each.

In black and all selling colors; numbers D95, D97, D99.

Send for sample lots. One dozen each six lines Sateen and one only each of the three lines "Egyptine" amount to only $44.25. Winning—4425—number.

Knitted Woollens

Our stock is now complete in big assortment of Shawls; Child's, Misses' and Ladies' Golf Jerseys and Coats; Clouds, Tuques, Infantees and Bootees.

We are showing a big range of Mufflers, including the celebrated "Bradley" numbers, for man, woman and child.

Bearskin Coats

An exceptional range this season at very low prices.

Swiss Embroidered Handkerchiefs

Sale of 4,000 dozen "Seconds."

ASSORTED IN FOUR LOTS

D66. Damaged torn seconds . . .75 doz.
D67 Regular mended seconds . $1.10 doz.
D68. Perfect over-makes . . $1.50 doz.
D69. Perfect over-makes . . $1.75 doz.

Assorted patterns to each dozen and a good lot. Send for five dozen each as samples or see range in our travellers' hands.

DO IT NOW! SMALLWARES DEPARTMENT

MIDSUMMER WANTS

And we have the goods to get what trade there is at this time. Use our stocks.

BATHING SUITS

Everything for boys from 50c. per doz. to fine cashmere for men at $27.00 per doz.

MEN'S BALBRIGGANS

All sizes and prices from $3.00 up.
Large sizes 48/46, 50/48, 52/50 in stock.
Short sleeves and knee pants in stock.

LADIES' AND CHILDREN'S SUMMER VESTS

50c. to $6.50 per doz. Very well assorted.
Over sizes in stock.

NEGLIGEE SHIRTS

No. HH, in six patterns, stiff cuff. $4.50 per doz.

TWO SPECIALS IN OVERALLS

No. 200, 7 oz. black denim, $6.75 per doz.

No. 100, 7 oz. blue, gold back, $6.75 per doz.

White Duck Negligee Shirts, B20, $4.50; B21, $6.50.
Tennis Shirts, white twill sateen, B26, $6.50; B22, $9.00; B28, $12.00 per doz.
All with collars attached. Imported goods, large make.

WORKING SHIRTS

700 doz. jobs at $3.60, regular $4.50 lines.
Special—D220, Black Drill Shirt, $4.50, worth $6.00.

Knitted Goods for Fall

Swiss ribbed wool vests and tights. Better goods for the better trade. There is something in the bleaching of these goods which puts them in a class all their own. :: :: :: :: ::

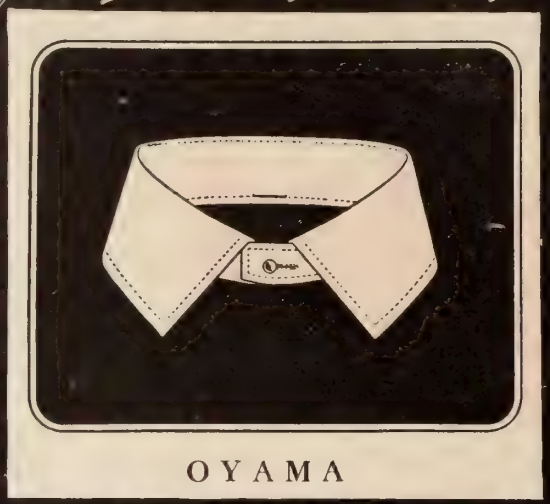
2000B, High Neck, Long Sleeves, $9.00.
2000A, High Neck, Short Sleeves, $6.50.
2007B, High Neck, Long Sleeves, $10.50.
2007A, High Neck, Short Sleeves, $8.50.
2006B, High Neck, Long Sleeves, $12.00.
2006A, High Neck, Short Sleeves, $10.50.
2008, Combination, $27.00.
2009, Combination, $21.00.
2003, Combination, $24.00.
2004, Children's High Neck, Long Sleeves, Button Front, $4.00 up.
2005, Children's Medium Neck, Closed Front, $3.00 up.

IMPORTED COAT SWEATERS

Higher in price, but better than the ordinary goods.
For the better class of trade. Made in fine cashmere yarns.
They come in Pure White, Heathers, Golden Brown and Grey.
Some trimmed and some plain.
Prices: D700, $21.00; D701, $24.00; D702, $24.00.

LET US SEND YOU A SAMPLE PARCEL, INCLUDING SOME OF THE ABOVE LINES

THE GAULT BROTHERS CO., LIMITED
MONTREAL



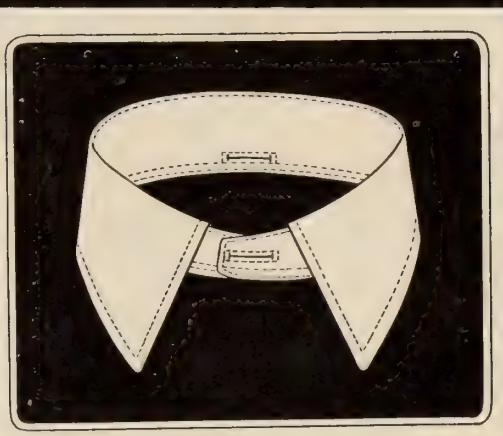
OYAMA

$1.00 per doz.

The biggest
2 for quarter sellers
in Canada.

Success COLLARS

All
Wholesalers
sell them.
Best value on the market.



HAYS

Watch this space for styles.

The Canadian

THIS IS THE LABEL

which appears on the new line of



SUCCESS OVERALLS

Covering a range

of 3 Garments	-	Overalls	-	Bibs	-	Smocks
in 3 Weights	-	6 oz.	-	7 oz.	-	8 oz.
and 3 Colors	-	Black	-	Blue	-	Gold Back

27 Garments in all

SUCCESS OVERALLS will be made from the very best Denim that can be bought and with every good point an Overall can have. They are guaranteed in every particular by the Manufacturers and every dealer is authorized to return full purchase price of any garment returned through defect. They will be supplied by the wholesale trade at these prices:—

6 oz.	7 oz.	8 oz.
$8.25	**$8.75**	**$9.50 per doz.**

If your Wholesaler is not carrying this line write us. In stock after October 1st.

Converters' Co. Limited.
Montreal

Established 1832 Cable Code: Law—Bradford

FALL 1909

"Laurus" Fabrics.
REGISTERED

Exclusive Designs

These goods are rolled on special boards and stamped every **five yards** "Laurus"

SPECIALTIES

Mayfair and Blenheim Suitings

in our Combination finish

(PIRLE AND SUEDENA)

Showerproof Goods

in the latest styles

Mohair and Alpaca Linings

Buyers visiting England can see a full collection in Bradford and London.

Law, Russell & Co., Limited

Converters of Bradford Fabrics.

BRADFORD AND LONDON



Corticelli



The CORTICELLI European Fashion Service is the lever, and your store the means to acquaint the people of your community with CORTICELLI.

We have said this before but we repeat it, so it will strike in.

Our European Fashion Service has taken hold.

Dressmakers are enthusiastic, and are buying Corticelli Sewing Silk. They each use a minimum of 500 spools in a year to get the European Quarterly Fashion Service, valued at $25.00.

What you have to do to profit by the dressmakers' preference for Corticelli, is to prepare for the demand.

Dressmakers will continue to buy Corticelli, because Corticelli is the best spool silk in the world.

Please the Dressmakers and co-operate with us

Corticelli Silk Company, Limited, Head Office: ST. JOHNS, Que.

Address nearest office.

Sales Rooms—22 St. Helen St. Montreal. 399 Cordova St. Vancouver. 56 Albert St. Winnipeg.
24 and 26 Wellington St. West, Toronto. 91a York St., Sydney, N.S.W.

LOOK OUT FOR THIS SHIELD AND TRADE MARK.

THE RETAIL TRADE IS URGED TO ASK FOR THESE CLOTHS.

MAIL BRAND

TRADE MARK

VRAI A LA FIN

REGISTERED SHIELD ON EACH BOARD

THE LEADING SUIT CLOTH.

Satin-Suède

MADE IN ENGLAND.

IN PLAINS, SOLEILS & FANCIES.

ALL THE NEWEST DIRECTOIRE COLORS

MIXTURES & BLACK.

PATENT *Crémo* FINISH.

High Lustre

MAINTAINED WHETHER

Sponged OR *Not Sponged.*

FAST COLOR & PERMANENT FINISH.

THE RETAIL TRADE IS URGED TO ASK FOR THESE CLOTHS.

Goods to be obtained from the high-class Novelty Dress Goods House, STOBART SONS & CO., Ltd., WINNIPEG



TOWEL M. K. 4

"Old Bleach" Art Linen Towels

You will find it impossible to get any Art Linen Towels equal in attractiveness and genuine quality to the **Old Bleach** Line. The patterns shown in the illustrations on this page are but a few of a very extensive range. The linen is of the highest quality, woven in Ireland, from the best grade of flax in the world and bleached by the **Old Bleach** Process.



TOWEL K. 80

The Old Bleach Process

of Linen manufacture is the *one* process that produces perfect linens.

The flax used is grown in Ireland, in the vicinity of the mills, and is cultivated especially for the **Old Bleach** Line.

The weaving is done by Irish People who inherit a consummate skill from many generations of linen weaving ancestors.

The bleaching is accomplished by that best of all bleachers – the SUN, with the result that **Old Bleach** Linens possess a snowy-whiteness and an enduring strength that cannot possibly be obtained by any chemical process. When you are selling **Old Bleach** Linens you may recommend their quality without fear of exaggeration. They will give your customers many years of constant wear and will maintain their snowy-whiteness and smoothness till the fabric wears away.

We shall be pleased to send you our

Catalogue and Prices on request.

We have a catalog illustrating the **Old Bleach** Linens, which is worth your while having. It shows a range of Art Table Damasks and Art Linen Towels that will give you many a suggestion for reaching the best class of people in your locality.

WRITE FOR A COPY—
DO SO TO-DAY.

R. H. Cosbie

Irish Linen Agency

TORONTO, - ONT.



TOWEL K. 25

Facts of Interest—Mainly About Ourselves

Change in New York Address.

The address of the New York Offices of The Dry Goods Review has been changed from 622-624 Tribune Building to Rooms 1109-1111, Lawyers' Title, Insurance and Trust Co. Building, 160 Broadway, N. Y. Phone 1111 Cortlandt.

THE REVIEW'S SPECIAL FALL NUMBER In this, the Special Fall number of The Review, no effort has been spared to give to those engaged in the dry goods trade, not only an interesting and helpful forecast of the approaching season, but also applicable information with reference to business management, advertising, art of display, store arrangement and suggestions based on practical experience in the dry goods business. The work and outlay represented in such a number will, The Review has every reason to believe, be appreciated.

The Fall number goes to the trade at a time when Canada is displaying particular evidences of progress and prosperity. There has been steady recovery from the commercial and industrial depression of the past two years—a recovery marked by a serious self-examination, in every department of enterprise, which cannot fail to give still greater stability and confidence to the future.

At such a time The Review feels that its responsibility as the representative newspaper of the Canadian dry goods trade, involves the most efficient service possible. Though always close to the market and to those sources of information through which merchants are kept "in touch" no concentration of its abilities and influences is considered too exacting in behalf of its readers. Its object, further, is to prove a medium through which merchants may effectively give expression to their views and to which they may look for advancement of their best interests.

As previously stated, The Review has representatives in every important trade and fashion centre of the world and is in a particularly strong position to describe most recent market developments and style tendencies. From time to time this has been forcefully demonstrated. Its forecasts—one of the great essentials of a representative trade paper—have proved absolutely correct and The Review feels that it may justly claim to have been of very material assistance to the merchants in this respect.

In many of those questions which affect the trade as a whole, The Review recognizes the importance, in a country such as Canada, of measuring present need by future possibility, and of advocating those ideals calculated to give most enduring benefit according as the country shall develop in national significance. The necessity, therefore of an equipment by which to reflect the best thought and the results of tried experience in problems which command attention, is admittedly of first importance. A medium which is also regarded as being of value in instructive or corrective consultation or criticism must be looked upon by the trade as a potent factor in its advancement. Such a medium The Review has always endeavored to be, and there is every evidence that Canadian dry goods merchants are appreciative of that fact.

One notable proof of that appreciation has been the marked increases in The Review's circulation. The present year's returns will, undoubtedly, show another new record in this respect. Plans have been made with that end in view. In about twenty of the leading commercial centres throughout Canada, The Review has special representatives, whose duty it is to build up circulation. In addition to these there are nearly 200 subscription agents who are devoting either whole or part of their time to the same work. With a circulation staff larger and more thoroughly organized than that of any trade newspaper in Canada, The Review is enabled to cover its field most effectively. It is by strong organization in every department that it maintains its close connection with the Canadian trade, assisting the interchange of helpful thought and methods, making available seasonable information and facilitating publicity of those products of industrial and commercial enterprise, which are of particular interest to drygoodsmen.

✠

GUIDE TO BUYING AID TO SELLING A trade newspaper must, essentially, prove not only a guide to buying, but also an aid to selling. That is a purpose which The Review has endeavored to keep foremost. While its pages are always an index to market features and conditions, the necessity of careful treatment of those elements which enter into successful merchandising is fully recognized. Requests are frequently received for opinions or information upon questions which are occupying the attention of dry goods merchants. It may be for enlightenment upon a certain feature of accounting, for suggestions in arrangement or system in departmentizing that the query comes, and it is always given immediate attention.

✠

COVER DESIGN OF THE FALL NUMBER The cover of The Review this month is suggestive of that time of year when Summer is merging into the glorious Canadian Autumn. The mission of a trade paper is its own license to forecast and hence its portrayal of leaves and landscape in the tints and garb of the passing year may be considered pardonable. Every Canadian is familiar with landscape glimpses such as this, and the artist has here faithfully depicted a scene which is strikingly typical. The Review feels, therefore that it will appeal to its readers as a most appropriate cover design for the Fall number, not only because of the time of year which it represents, but also of the impression of natural richness and beauty which it conveys.

✠

THE REVIEW AS AN AID TO AD. WRITING One important servise which a trade paper, properly filling its field is constantly performing, has to do with the application of its forecasts to practical purposes. The ad. writer of a large store, to cite a case in point, states that she considered it absolutely necessary, in order to know what she was talking about behind the counter and in her advertisements, to read The Review's comments with reference to styles and farbrics. She had found it to her advantage to copy some of this information so that it would be immediately available for reference when new stocks arrived. To know how to properly describe a new weave or to deal intelligently with this or that tendency of fashion, was important in the construction of the store's ads., and the fact that she made a close study of these things was undoubtedly the explanation of her occupancy of the position.



PATENTED 1909

One of these cuts furnished free for advertising this new supporter. Write for it to-day.

PATENTED 1909

Latest Supporter

EVERY JOBBER HAS IT

Kleinerts

"Nu-Method"

With

Shur-On CLASP

AND ADJUSTABLE HOOK

The merits of this new supporter appeal to ladies on sight; once used will have no other.

I. B. Kleinert Rubber Co.

TORONTO

ALWAYS ASK FOR

"Pleasall" Fringe Nets

(Reg'd)

and insist on getting them

A SMART DISPLAY CABINET GIVEN WITH EVERY GROSS

Sole Agent for Canada (Wholesale only)

HAROLD F. WATSON,
207 St. James Street,
MONTREAL

And at Carlaw Buildings,
Wellington Street West,
TORONTO

SORTING



SORTING

FOR

FALL

Staples Tweeds Ladies' Furnishings Men's Furnishings

Smallwares Dress Goods House Furnishings

As well assorted departments as capable buyers can make them, who will give your business their personal attention. : : : : : : : : : :

We are just opening up the largest and best range of FALL GOODS that our salesmen have ever had the pleasure of showing.

WE CHALLENGE COMPARISON

and solicit your business on our merits.

JOHN M. GARLAND, SON & CO.

OTTAWA, ONTARIO

The W. R. Brock Company (Limited)

Toronto

MERE bigness of warehouse or plant is not necessarily a guarantee that the firm possessing such a warehouse or plant can render you satisfactory service.

It is the organism of a business that counts. The effort of a staff of men who are experts in their particular line, working together with an aggressive management, whose motto is "Satisfactory service to our customers," is bound to produce a successful business organization. Such an organization is The W. R. Brock Co. (Limited).



No other dry goods house in Canada has ever provided itself with the facilities for serving its customers that this house has. With warehouses in Toronto, Montreal and Calgary, and branch offices in Quebec, Halifax, Winnipeg, Vancouver and London, England, executive officers of this company are constantly in touch with conditions in every part of Canada and the markets of the world.

This knowledge is applied to the management of the business *in the interests of our customers.*

Each department manager, buying goods whieh have to be passed out for *retailers to make a profit on*, is afforded every opportunity to learn all there is to know about the goods in his department; which means that these facilities are really provided for *our customers' benefit.*

In this advertisement we tell you something about these departments and how they may be made to serve every Canadian dry goods retailer—*including you.*





Department A.

Unquestionably the time is ripe to order staples. For a limited period we can supply your wants at *old prices.*

Our stock is large, but demand is likewise great, greater than it has been for many months. Repeats mean advances right along the line. A word to the wise.

JOHN ROSS.

Department B.

We follow up the most successful Print, Gingham and Wash Goods Season with record enthusiasm. Our range of Flannelettes, Wrapperettes, etc., for Fall is undoubtediy the most extensive in the trade. As to value we leave you to judge after examination and comparison.

Till stocks are exhausted, we hold all linen goods at old prices, including special lines which are now from 17½% to 35% below market values.

A. A. COCKBURN.

Department D.

From business now in evidence and anticipated, it is a foregone conclusion that Fall Woollen trade will exceed previous records. This applies particularly to finer grades of goods.

Among novelty color effects in high favor are Smoke-Greys and Green-Browns in medium and dark combinations. Ulsterings show a strong popular undertone in large over-plaids, herring-bones and plainer weaves.

H. G. COOK.





Department C.

Just two words from this Department: "ORDER NOW." Remember last season's disappointments.

If you want delivery of desirable lines, don't delay. A little later stocks will be riddled, prices advanced, and dress goods in demand, scarce. Already some of our Fall ranges are sold up and withdrawn, as we cannot repeat them at a less advance than from 15 to 25 .

A. W. GUARD.



Department G.

Was never so well prepared to serve its customers with up-to-date, stylish, perfectly made and fitting Ladies' Ready-to-wear Garments. Keen buyers immediately recognize in "Her Ladyship" brand, values that satisfy and increase profitable business. Backed by its own factory, this department always leads the trade.

W. N. BARRETT.



Department F.

Ladies' and Children's Hosiery and Underwear, for which this Department has always been famed, are more prominent than ever. To those who have not already examined our samples, we particularly point out two lines—

First—"Marconi" Black Ribbed Worsted Hose in case lots of 40 dozen, a nailer, to retail at 25c.

Second—"Carrie" Ladies' Vests (natural color) to sell at 25c. We can also do Drawers to match in this line.

We take this opportunity to remind you of our two guaranteed Kid Gloves, "Hilda," to retail at $1.00, and "Olive" at $1.25, both exceptional value and scarce goods in the trade just at present.

Samples of Embroidered Handkerchiefs for Xmas trade are now ready, two of which are worthy of special note: "Leader," to sell at 10c., and "Cracker" at 15c.

W. R. SMALLPEICE.



Department E.

Our exceptionally extensive range of floor coverings, including every variety of make, quality and style, has been productive of a record Fall business.

One line is worthy of very special note, namely—Velvet Carpets, with 5/8 Border to match, which can be profitably retailed at $1.00 per yard, regularly sold at $1.35.

1910 designs and colorings in Art Sateens and Cretonnes, at particularly attractive prices.

Comforters that excel in value all previous offers, are creating marked attention throughout the trade.

F. ROSE.

Department H.

Our orders in Men's Furnishings for Fall are far in excess of any previous season.

Particular strength is evidenced in Underwear. See our all-wool elastic rib Shirts and Drawers, "Scotia," to retail at $1.00, decidedly the best value ever offered to the trade. The goods could not now be made for the price we ask, and our quotations can only hold good till our contract is exhausted.

In plain Scotch Wool Underwear, "Plum" to sell at 50c., and "Natural" at 75c., are both wonderful values, and certainly should be seen.

In heavy Wool Sox "RD" to retail at 20c., and "Roberts" at 25c., are fully 12½% under value.

"Brocknit" Black Cashmere Half Hose is still the leader in the trade to retail at 25c. No such value to be seen elsewhere. "Craftana," "Walkese" and "Peerless," to sell at 40 and 50c., are capturing large orders.

Our "Rockfast," "Mossback" and "Galatea" Work-Shirts are the acknowledged standards of the trade, made in good full sizes and best workmanship of materials that wash perfectly and wear well.

Boys' and Men's Sweater Coats, to retail from 50c. to $5.00, cover a most comprehensive range, while our "Dandy" Cardigan Jacket is unbeatable to retail at $1.00.

J. S. ANDERSON.



RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

DRY GOODS REVIEW

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ADVERTISING RATES—12 MONTHS

One page	$300
" half page	180
" quarter page	100
" eighth page	60
" inch	30

The Approbation Problem.

"WE should get together," Thus spoke a prominent dry goods merchant in one of the larger Canadian cities, recently, after describing an existing problem—that of sending goods out on approbation. The difficulty, he said, was the more aggravating because it was impossible to obtain unanimity of remedial action. One or two of the merchants, it was pointed out, would not fall in with the others, and even a compromise seemed out of the question

On one thing there was an agreement—that the problem complained of was a nuisance, that it gave rise to complications in the store, that it required the undivided attention of special clerks, that goods so sent out were very often damaged and that it was encouraging customers to resort to unreasonable tactics.

Still, merchants would not co-operate in stamping it out. There was a lack of effective organization. In the same city another branch of trade had successfully planted its feet on the problem; no goods were sent out unless paid for, but in the light of example the dry goods merchants still found themselves helpless. So long as one man held out, a firm stand on the matter by others looked like a sacrifice of a certain amount of business.

When this problem is allowed to develop such proportions that it becomes exceedingly serious, the greater is the difficulty in dealing with it. When there is thorough organization of the trade affected, the remedy may be soon applied. When such is not the case, the merchant may either grin and bear it, or he may take a position which, at least, will enable him to say that his goods are not subject to the same usage as the books in a circulating library. Certainly, where any considerable number of merchants are agreed on the desirability of reducing and eliminating this objectionable feature of business, it does not appear that the public would be willing to relinquish opportunities of selection by a limitation to the one or two stores in favor of approbation. Where a reputation is worth something, human nature may be counted upon for a great deal.

After all is said and done, the only approbation business that should be countenanced in these days of advanced merchandising is that which requires money down on delivery of the goods, and which emphasizes an understanding that where there is dissatisfaction, they may be returned and the money refunded. The impression given by many of the largest and most successful stores when unsatisfactory goods are returned, is that the customer, by taking such a course, is conferring an obligation. This demonstrates that the merchant is anxious to give the customer a square deal.

It may further be considered a question of education and organization. A merchant may very often, through

his advertising, or by personal contact in the store, so give expression to its policy that public sympathy may be enlisted in the operation of this or that regulation. By organization, which in many towns and cities is still very defective, merchants have another strong means of moulding public sentiment or influencing its attitude. It would appear that when these elements of business development are well applied, the merchant may do much towards wiping out many existing problems.

Large Orders Placed for Fall.

THE volume of early placing orders for the Fall season is such as to indicate that the trade has every confidence in present conditions. The fact that orders are so large goes to show that there is little expectation of decline from present price levels. Buying in some lines indicates, in fact, that merchants are assured that advances are contemplated.

For some time various raw materials have been advancing, and now the finished fabrics are beginning to move up into line. Even when the present advances on finished goods are considered and compared with the price that has to be paid for the raw product, it will easily be seen that many lines of goods are selling at a low basis when compared with the cost of production.

The most marked advance has taken place in the wool market. Due to the fact that the fashionable fabrics ordered out for fall selling both for men's and women's wear are made from fine long stapled wools, there has been a marked advance in merino wools, and in the better grades of crossbreds. For several weeks, dress fabrics have been advancing until now there is fully a rise of 20 per cent. on the cheaper grades and from 5 per cent. to 15 per cent. advance on the better lines. Buyers, therefore, who have placed early orders are decidedly on the right side of the market.

As the tendency is still upwards in the wool market, sharp advances are predicted on the new lines for the Spring season of 1910.

The decidedly upward tendency during the past few weeks manifested in the raw cotton market is bringing out more business, and is making for a firmer market in finished goods. At the same time it is perfectly manifest that many lines of cotton goods are decidedly cheap at the figures at which they may now be bought.

In the linen market, business continues steadily to improve, and prospects are decidedly good. Prices also are advancing. America is the great customer for Irish linens, and notwithstanding the fact that the heavy buying that has been in progress all the year extensive orders are still coming to hand from this continent. A great proportion of these orders are for dress linens, but there is a good demand also for table linens and household goods. Manufacturers are generally in an oversold condition, many firms having from three to five months' orders on their books. Prices, therefore, in the linen market are firm, and with a decidedly upward tendency.

Trade Mark Publicity.

WHEN it comes to the particular notice of that human compendium of a store's stocks, the ad.-writer, that trade-marked goods may almost always be regarded as a strong feature of a retail advertisement, it is up to the manufacturer to take notice. Recently, the publicity man in a large retail store told The Review that he had repeatedly observed that trade marks, when they formed the basis for whole or part of an ad., meant business in trade-marked goods, that the identity so emphasized seemed to impress itself upon the minds of the customers.

Of course, there will always be such a thing as a trade-marking quality which performs much the same office for a line of goods as a trade-marking service or a trade-marking equipment in a dry goods store, but it is for the manufacturer to consider whether he is doing full justice to the products of his enterprise by obscuring that which, given well-applied publicity, would undoubtedly further promote the interests of his goods.

There are many instances which go to prove that the adoption of trade marks and their prominence in the market has spelled success for many an invention or speciaized line of goods which formerly met with only indifferent demand. The business they attracted was only the "run of mine," so to speak.

It is being demonstrated every day that one well-advertised trade mark is worth any number hidden away in the office safe.

Tactful Salesmanship.

FROM personal examination of his own methods or policy in the store, the merchant or salesman may very often glean one or two instructive hints. From close study of the likes and dislikes of customers it is sometimes possible to find explanation of very perplexing problems. The salesmanship which can adapt itself pleasantly to every kind of temperament is ideal. It is far-sighted, it does the right thing at the right time—in short, it spells tact. Just what general course to pursue, however, in order to obtain a maximum of service with a minimum of friction is sometimes a hard matter for a merchant to decide.

There is an almost offensive, hounding salesmanship which makes the nervous customer uncomfortable. She feels that she must buy to escape and very often makes a selection which, in her calmer moments, she finds is unsatisfactory. There are customers who resent such a policy and rarely purchase, unless it is something she cannot obtain elsewhere. On the other hand, there is a salesmanship which is dignified, courteous, unobtrusive, but always alert. It facilitates inspection by polite attention and so introduces goods or makes suggestions that the customer feels she is not sacrificing her own prerogative. No one will deny that this is the salesmanship that pays. Few stores can afford, after all, to depend upon exclusiveness to the extent that their sales service should be unreasonably aggressive.

Carson Pirie Scott & Co.

CHICAGO

a dry goods store which for magnitude of business and progressive methods is recognized as one of America's greatest stores, have **TWO** paper pattern departments in their enormous building on State Street. At both departments the celebrated

McCALL PATTERNS

AND

FASHION PUBLICATIONS

are sold exclusively. In all, about 60 feet of counter and floor space are devoted to McCall Patterns and Publications. About a dozen bright saleswomen are kept busy all the time selling McCall Patterns, the McCall Large Fashion Book and McCall's Magazine. Half a million McCall Fashion Sheets are distributed from this store yearly.

Carson Pirie Scott & Co.'s store is only one of thousands of dry goods stores where McCall Patterns and Publications are sold to the exclusion of all other makes. It stands to reason that the best stores should sell the best patterns—the patterns preferred by the majority of women everywhere.

The well established McCall Canadian Office and Factory, the largest and best equipped Pattern Plant in the Dominion, makes it possible to offer Canadian Merchants the Celebrated McCall Patterns and Fashion Publications, with ALL the advantages of TERMS, PRICES, DELIVERIES, etc., United States Merchants enjoy. Address Main Office, New York.

THE McCALL COMPANY

THE LEADING PAPER PATTERN HOUSE OF AMERICA

236 to 246 West 37th Street, New York

CHICAGO **SAN FRANCISCO** **TORONTO, CANADA**

NOT IN THE TRUST. **NO CONNECTION WITH ANY OTHER HOUSE**

Established 1791



The Test of Time!

HORROCKSES'

Longcloths, Nainsooks, Cambrics, India Longcloths, etc.
See Horrockses' Name on Selvedge.

Sheetings, Ready-Made Sheets (Plain and Hemstitched)
See Horrockses' Name on Each Sheet.

Flannelettes of the Highest Quality.
See Horrockses' Name on Selvedge.

Horrockses, Crewdson & Co.

Limited

Cotton Spinners and Manufacturers

PRESTON MANCHESTER LONDON, ENGLAND

Toronto's Smallest Store Opened with $200 Stock

Building, Twelve by Fifteen Feet, Adjoins the Home of the Lady who Conducts it — Buys for Cash and Sells for Cash — First Evening's Receipts Amounted to $5 — Proposes Erecting Larger Structure.

THE smallest dry goods store in Toronto stands on the northeast corner of Campbell and St. Clair Avenues. One floor in the departmental store of the Robert Simpson Co. would hold about 350 buildings of its size and there would be room for a department or two.

That it is a diminutive place of business, however, does not worry the lady at the head of the establishment, Mrs. R. W. Mason. She philosophically holds that her store, in being no larger than the office of a good many so-called dry goods emporiums, has all the more room to expand. Mr. Mason is a brick manufacturer. He attends to his kilns and moulds all day, and his wife looks after the store, and their home including one small boy who has reached that interesting age when boys are inquisitive and seem to have an ingrained feeling that hours in the mischief factions are too short.

"While I knew as much about dry goods as the average person," said she to The Review, "I had never had experience in a dry goods store. I knew groceries very well, but the reason this is not a grocery store is that I think there is too much credit in that business. I buy for cash and sell for cash. Our first stock cost us about $200, and I was able to take advantage of my five per cent. discount. Therefore, I am in a position to give my customers the benefit of cash prices. They must, however, do business with me on the same basis. Why did we open a store here? Well, it seemed to us a good locality. Toronto is growing rapidly. There are several large factories in this neighborhood and there will undoubtedly be more. Our beginning is not very elaborate, but we have a frontage of thirty-five feet and on this we intend to erect a more modern building. We are quite satisfied with the outcome of our investment.

"The stock consists almost entirely of staple lines. Should a customer ask for something we do not happen to have we endeavor to obtain it for her as quickly as possible, thus saving her the trouble of a trip into the city. As we are some distance from a car line this accommodation is appreciated."

The Mason dry goods store, which may be said to be but the seed of greater things to come, is a frame structure with a frontage of about 12 feet and a depth of 15 feet. The rear door leads directly into the front hall of the Mason residence. It was opened one week previous to Christmas, 1908, and the first evening receipts amounted to $5. Mrs. Mason has a knowledge of her stock at her fingers' ends and her records of business show that sales average about $15 weekly.

The front elevation of the store, it will be seen, consists almost entirely of display window and door. As it stands at present, it would probabily not cost more than $100 to duplicate. When plans for expansion shall have been realized, however, and the more modern building occupies the 35 feet of space referred to by Mrs. Mason, the present building will probably be moved to the rear and used for the delivery equipment.



The smallest Dry Goods Store in Toronto. It has a floor area of about 150 square feet. The building in the rear does not form part of the store.

The store is well situated in relation to a portion of Toronto which has had a somewhat interesting development during the past few years. It might almost be said that the entire district residentially and otherwise has grown from unpretentious beginnings. Earlscourt, for example, which is directly to the east, was, four years ago, little better than an open field. Subsequently, the hammer, saw and trowel have been working far into the night. First a few rude shacks appeared, then more of them. Some of these had only one room. In these the builders and their families lived. To-day, many of the diminutive structures of a few years ago form the back kitchens or outhouses of larger dwellings; the owners apparently have prospered. In these new sections, not a few mercantile ventures were made, similar to that which has been launched by Mr. and Mrs. Mason. Judging from present appearances, these enterprises are keeping pace with progress on the city's outskirts.



The Ritchie Co's. Store, Belleville, showing an exceptionally fine arrangement of the front. It will be noted that a large display case stands in the vestibule of the men's furnishings department.

Canadian Drygoodsmen and their Methods

Merchants Express Their Opinions Upon a Wide Range of Topics —What Steacy & Steacy, of Kingston, are Doing to Overcome the Approbation Evil—How one Merchant is Enforcing the Cash System.

Solving the Approbation Problem.

Kingston, July 3, 1909.

IN applying regulations to the approbation evil, which is liable to become acute unless made amenable to some kind of system, Steacy & Steacy, of Kingston, enclose, along with dress goods and trimmings sent out, small slips which serve to acquaint the prospective purchaser with the store's policy.

It has sometimes been found that, on being returned to the store, there was room for reasonable doubt that goods measured the same as when they were first delivered on approbation. It was also discovered that sometimes sales were interfered with by the fact that goods called for by a customer in the store had been reduced to the quantity out on approval, which had not been returned. To these difficulties the firm decided to put a stop, if possible. When it is deemed advisable, a slip with the following words is enclosed in the parcel: "Please note,—This article is correctly measured and when returned will be measured by a competent man, and given credit for—consequently we cannot accept any measurements but our own."

When trimming is sent out, the following note accompanies it: Please note this trimming is sent as requested on approval. As we have only one piece of this kind in stock we will take it as a kindness if you will examine the same at once, so that our delivery man may have it when he calls. We feel you will appreciate that we are not unreasonable in making this request, as sales are lost daily through goods not being in stock, which is an injustice to our customers generally and ourselves.

Where dress goods and trimmings have been strongly specialized, as in Steacy's, the importance of some such regulation as that outlined will at once be appreciated.

The absolute necessity of an efficient delivery service has also called for the application of some means whereby the possibility of mistakes is minimized. It would be an easy matter under ordinary circumstances for the driver of a delivery wagon to so mix up parcels intended for train and boat that some might be delayed in reaching destinations. Small stickers in different colors are therefore used. The driver knows, on seeing a red ticket that the parcel is intended for the train, or, if the sticker is green, for the steamer, or, if blue, for the hotel. It will therefore be seen that almost the last precaution rests with the parcel inspectors at the store, and that the driver cannot plead too much responsibility.

The Steacy store has been thoroughly departmentized. Daily reports are made each day by a person in each department as to the condition of stocks, so that the head of the firm may have from day to day not only a stock index, but also a fairly correct idea of the trend of busi-

ness. The store is equipped with a Gipe combination cash and parcel carrier. All wrapping is done under the supervision of two inspectors and thus mistakes are avoided at the counters and time saved.

The display facilities of the store are particularly good. There is a frontage of fifty-two feet, and on each side of the wide glass entrance, is a window about 18 feet in width. At the sides, these windows curve toward the inner doors, and the window trim may therefore be seen to advantage from either the sidewalk or the vestibule. There is a similar arangement of the windows on the second story, the result being well lighted millinery and ready-to-wear departments.

In connection with their advertising, Steacy & Steacy give discount stamps. Some Kingston stores, they point out in explanation of this, give discounts to favored customers, thereby discriminating against the general public. "The Steacy store, buying for cash and securing in all instances lowest market prices, thereby quoting lowest possible retail prices, make no distinction between classes, but give a discount to everybody for cash, by the adoption of their own merchandise stamp system." With each ten cents spent in the Steacy store, the customer receives one merchandise discount stamp, but none is given for the fractional part of ten cents. The stamps are accepted as part payment for articles of greater value, and stamps are issued on the cash paid, to cover the balance. Small books are issued in which the customer may safely keep his or her stamps, during the period of collection.

Steacy & Steacy are strong believers in advertising, the annual appropriation for that purpose being in the neighborhood of $4,000.

E. T. Steacy, the present head of the firm, is one of those who believe that a men's furnishing department need not be so situated that customers will not have to pass through any part of the dry goods store to reach it. In an annex at the rear of the store he has equipped and stocked such a department and he declares that its record so far has been a direct contradiction of the isolation idea.



Crowd in front of the Waldron Store at Kingston waiting for the doors to open at 8.30 a.m. on the occasion of a Ready-to-wear Sale.

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Trade-marked Goods a Strong Theme.

Belleville, July 5.—It would be a difficult matter for a casual observer to say that any one department in the store of the Ritchie Co., Belleville, has received greater attention than another. All would seem to have been brought up to that point of development where the units are well-balanced—where each is contributing its full share of profit to the whole. The ready-to-wear department is a striking example. Located on the ground floor in the rear of the general dry goods, this department occupies a section about forty feet wide and seventy feet deep. Its arrangement and equipment have been carefully planned. It is well lighted by windows on either side above the shelving; there are several display cases in the department and one which must prove a particularly strong aid to salesmanship extends about thirty feet behind the counter taking the place of shelving and capable of displaying full length figures in the lower sections and waists or blouses in the upper sections. A wardrobe, fitting room and series of racks stand on the opposite side of the department, and, in the centre, display tables.

The equipment of the other departments has been equally well considered. The linoleum and oilcloth section of the housfurnishing department occupies one-half of the basement. The area has been large enough to permit of the installation of winding beams upon which the heavy pieces are rolled. They may thus be easily displayed to customers, and afterwards returned by means of a crank on the end of the beam. The main floor departments are general dry goods, ready-to-wear, and men's furnishings, the latter being separate save for a passage about midway of the depth; the millinery and dressmaking departments are located on the second floor and carpets, curtains and others lines of housefurnishings on the third floor. The store has a total frontage of 75 feet and a depth of 160 feet on the first floor and over 100 feet on the second and third.

The Ritchie store news is a prominent feature of the local papers, and is strongly supplemented by effective window display, in which the original ideas of J. W. Byam, the trimmer, frequently find expression. A considerable portion of his time is devoted to this work, and to the preparation of cards. In the use of the latter, he claims, the plain ornate display card in black and white is most effective, with the emphasis confined almost entirely to the lettering. Thus, for a dainty millinery window, he would not use a bold block letter, and for a window of men's clothing the most satisfactory type would not be a lean, effeminate-looking variety. The card-writer, he claims, must study the adaptability of letterings to occassions and purposes.

The ad. writer of the Ritchie Co., Miss Hall, states that it has come under her observation that a retail advertisement will never be mistaken in making trade-marked goods its theme. She has frequently noticed that after the publication of an advertisement constructed, to a certain extent, in accord with that idea, customers had not only read the ad., but had taken particular note of the names emphasized. Her conclusion is, therefore, the manufacturers cannot give too great emphasis to their trade marks in their publicity campaigns. They assist the retailer in giving the goods distinct identity, an individuality that counts in their favor.

Miss Hall states that she has found The Review particularly useful in her work as ad. writer, in that it gives her, in advance, correct information on each season's goods. She has frequently copied names of colors and weaves and so familiarized herself with them that when new stocks arrived she knew what she was talking about in her ads. and in her duties behind the counter.

The Ritchie Co.'s store was opened fifty-two years ago by George Ritchie. The present officers of the company are: Thos. Ritchie, president, and Chas. M. Reid, managing director.

Emphasizing Special Sales.

Kingston, July 3.—It is noticeable, on entering the store of R. Waldron, Kingston that no ladies are employed behind the counters on the ground floor. The explanatin given is that it has always been that way ; that in heavy staple and dress goods departments men are more satisfactory, and that a high standard of efficiency in salesmanship has always been the aim of the store. In the ready-to-wear department on the second floor, ladies are in charge.

It is also noticeable that silent salesmen form the larger counter area, and that the display facilities form a strong feature of the publicity end of the store. The ready-to-wear department has been very strongly developed, and to that end special sales have played a prominent part. The accompanying cut serves to demonstrate the popularity of one, at least of these events. The crowd shown had gathered before 8.30 a.m., when the doors were opened.

"Do you notice the influence of the large city stores in a city situated as Kingston is?" was the question asked of a member of the firm.

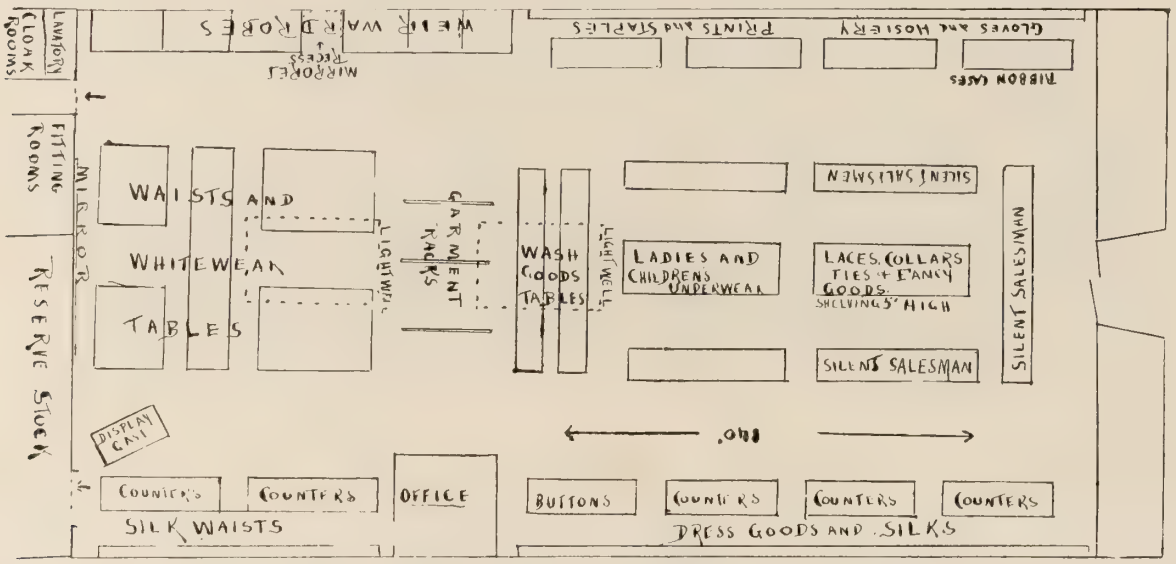
"It does not bother us any," he remarked. "Time and again we have demonstrated to the people that we can give them as good, if not better, value than any of the city departmental stores. An effective way to do this is by selling to the neighbor of a long-distance shopper, something which the other claims to have bought at a greatly reduced price. When she finds that the neighbor has actually got better value for less trouble than she did, it is not likely that she will do business with Toronto again."

The Waldron store occupies a prominent corner position. It was first opened forty years ago when only about one half of the present building, which is 60 x 80 feet, was utilized. The business has grown steadily until, today, the entire block is required.

Doubled Advertising in Lean Years.

Belleville, July 5.—Does your newspaper advertising pay? This question was asked of D. V. Sinclair, dry goods merchant, Belleville, and his reply left no doubt as to his stand on the publicity proposition.

"One year ago last Christmas," said he, "there were few merchants who did not foresee a spell of depression. How to hold trade, and how to make business measure up to averages, were the two great problems which presented themselves. I decided to double my advertising for the year. I had been paying over $500 annually to the local papers, to say nothing of supplementary schemes. Taking a step further, I had my ads. prepared by people who made a specialty of cuts and that sort of thing, and that was another $200. The Christmas season and the following year year were particularly bad. Last Fall, for example, the cold weather held off, people went light on furs until late in the year, and then a good many hesitated, thinking there would be early reductions. Well, with my increased advertising, I just held my usual trade. This year, I have chopped my advertising to normal, and I write my own ads. Times, of course, are steadily improving."



An example of compact arrangement. Interior of the Dry Goods Store of D. V. Sinclair & Co., Belleville. The store has a depth of 140 feet and width of 36 feet.

"Would I take the same course another year? I think I would, if bad times threatened. If advertising will hold a man's business together during a period in which, it is plain to be seen, there is depression on every hand, I hold it is worth while."

"Though I am firmly of the opinion that straight newspaper advertising is best, it is difficult to say just what form of ad. has the best pulling power. Those that specialize or are designed for a particular occasion are effective, but it strikes me that if the merchant could only devise some means by which to flash his name—nothing more—across the sky, he would have his advertising ideals realized. Nothing more than that would be necessary, for a name nowadays must stand for something—efficient service, good quality, sound business methods and all that. Firm names, I contend, should never be cumbersome. The style of this firm, for example, is somewhat more elongated off the sign than it is on it. "Sinclair's" answers every conceivable purpose. No matter how long the combination of names may be, the people, in referring to such a store as this, merely use the one name. Life is too short and practical for a great display of gold lettering. 'Sinclair's' is sufficient, and your ads. may reasonably be expected to do the rest. You will notice that a good many firms in this city carry out that idea."

Mr. Sinclair's is practically a cash business. The only detriment is the approbation evil, and he is gradually cutting it out. It has proved a decided nuisance. Valuable goods sent out are, sometimes, if returned, soiled and hardly fit to be shown to customers, and the store regulations with regard to approbation are not always strictly adhered to by people obtaining the goods.

The lay-out of the Sinclair store has a number of exceptionally good features. The frontage is 36 feet and the depth 140 feet. There is a 14-foot window on each side of the entrance, and the light of the interior is perfected by a series of four-foot prism glasses immediately above the boxing of the display windows. The ready-to-wear department in the rear has the additional advantage of two skylights. In the centre of the store, directly opposite the entrance, a square of silent salesmen, surrounding a shelving five feet high, forms the fancy goods department. Behind this and occupying about the same area is the ladies' and children's underwear department. Wash goods tables are still farther back, and located directly beneath a skylight. In the centre of the ready-to-wear department are tables for waists and whitewear. On one side stands a row of Weir wardrobes for ready-to-wear garments, a feature of this equipment being a mirrored recess for fitting purposes. A large garment-display case stands on the opposise side of the department, filling the angle formed by the counters, and the background is a huge mirror. In the rear of the store are fitting rooms, cloak closets, lavatories and storerooms for reserved stock.

Considerable space has been given to dress goods and silks on the left of the main entrance, while on the right are ribbons, hosiery, gloves, prints and staples.

Mr. Sinclair departmentizes his store under two headings—ready-to-wear and general dry goods—and he states that his system enables him to compare each day's business with that of the day preceding; to form a correct idea of the service he is receiving from each of his salespeople, besides giving him a fairly accurate idea of the stocks in each department.



The Robinson Co's. Store, Napanee. This is a triple-section store with 65 feet frontage. Plans for the removal of dividing walls are being considered.

Education by Printer's Ink.

Napanee, July 3.—An exceptionally good arrangement of a triple section store has been worked out by the Robinson Co., of Napanee, who occupy a large corner block with 65 feet frontage. There are two entrances. One in the front, flanked by display windows, and the other set diagonally into the corner. This latter entrance admits directly to the general dry goods department, in the rear of which is an annex reserved for millinery. A passage connects the three sections in the front and rear. The central section is occupied by men's furnishings and

staples, and the third section by men's ready-to-wear and custom tailoring departments. On the second floors are located ladies ready-to-wear, housefurnishings and the tailoring department.

Plans which the Robinson Co. have been considering for the improvement of their store, have in view the removal of the dividing walls and the conversion of the three floors into one. The display windows have been constructed with that idea in view, and very effective mediums of publicity they have proved.

Asked whether his men's ready-to-wear clothing department did not conflict with his custom tailoring, Mr. Robinson, the head of the firm, stated that the latter section specialized the garments over $15, while in the former that figure was the limit.

One of the great factors in the success of the Robinson store is its reputation for having the right goods, at the right time, at the right prices. It is recognized that it is bad policy to load customers up with unseasonable goods—stuff which they find they have little use for. The markets are closely watched and specials are made an



E. Dion's Department Store, Valleyfield, Que.

interesting feature. As a preliminary to these the people are generally given an advertisement along purley descriptive lines a week or two in advance. Then follows the price announcement. This it has been found, is the most effective means of promoting the sale.

"Different merchants have different ways of educating the people to their methods of doing business," said Mr. Robinson, "but I think we will all agree that they must be educated in that matter and that printers' ink is the most successful medium.

Valleyfield Merchant's Success.

Valleyfield, Que., June 30.—E. Dion, who opened a grocery store in Valleyfield, Que., forty-seven years ago, with $40 capital, is to-day said to be worth $140,000, and the proportions to which his enterprise has expanded are best represented by a large, modern department store. Mr. Dion is now eighty years of age and still devotes himself closely to his business.

The advertising of the Dion store is conducted along up-to-date lines. It is not confined to the regular half-page space in the weekly paper, but has systematic application to the entire county. During January and July special discount sales are held, and bargain sales in June and December. Ten per cent. extra is charged on all credit purchases and interest after 30 days. Price tickets are used throughout the store and in the windows. One of the most interesting sales held by the store was that in which $100 was given to the party bringing in the largest amount of cash slips at the end of the sale and to those in the running, clothing, etc., to the value of $150 were given.

The store is finished throughout in golden oak and is particularly well equipped. Thirty clerks are employed.

Each Year Better than the Last.

Kingston, July 3.—"The Always Busy Store." By that name is the dry goods establishment of Newman & Shaw, Kingston, known. The dimensions of the store are not great—there are dry goods emporiums at no great distance from Kingston into which it would fit twice or thrice—but it is always busy.

"How do we do it? Why, that is easy," said Mr. Newman. "When we entered business we just made up our minds to keep busy and we have been going ever since. There is no secret about it. Give the people what they want, when they want it, and where they want it, and you'll get their business. Those are the lines we have worked on. We do not conduct our store entirely on a cash basis, but we know those to whom we give credit, and to whom we send goods for approval. If they keep goods out longer than specified, we get after them, but with us this has never been a great problem."

Newman & Shaw have been in business for about six years. They are both young men and have so concentrated their energies upon their enterprise that each succeeding year's record is an improvement upon the last.

The Ad. with a Message.

Belleville, July 5.—How many merchants can give any better than a general statement when questioned with reference to results from their newspaper advertising? J. A. Laidlaw, of Laidlaw & Ketcheson, who has studied the matter as conscientiously as the average merchant, who spends from $700 to $900 annually on publicity, states that he has noted carefully the results from different forms of advertisement and his conclusion is that the ad. with a distinct message performs its mission more satisfactorily than any other. He claims that reams of paper and barrels of ink are wasted annually on voluminous talks, which the customer has neither opportunity nor inclination to read. The ad. which is briefly descriptive and to the point is the one that tells. A quarter page may very often be made more attractive than a full page by the application of this simple fact. There are occasions when a mass of reading matter is excusable—such as openings, changes in the store and arrival of new goods—but even then it is very easy to become too talkative and to forget that the reader, is rapidly scanning his or her eyes over the matter, in the search for hard-pan. Mr. Laidlaw's opinion is that newspaper advertising, properly conducted, is more satisfactory than any other.

The Laidlaw & Ketcheson store was established forty years ago by the late J. W. Dunnett. On his death it

passed into the hands of the present firm. Mr. Laidlaw went to Belleville 13 years ago from Montreal, where for eight years he was connected with the firm of Hodgson, Summer & Co. Mr. Ketcheson was with Mr. Dunnett for twelve years. In addition to general dry goods and ready-to-wear, there is a large housefurnishing department. Special Saturday night sales have been made a strong feature of the store.

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Merchants Should Get Together.

Kingston, July 3.—"The approbation evil we have always with us, but one of the greatest problems that the merchants of Kingston have to contend with at the present time is, where or how to obtain the necessary supply of salespeople." Thus spoke D. G. Laidlaw of John Laidlaw & Son, Kingston, to The Review. With business continually taking sudden spurts, it was, he said, sometimes a difficult matter to so marshall his staff that every customer would be properly served. After a careful study of the situation, it was noticed that, leaving Saturday out of the question, certain days of the week or certain hours of the day were better than others, and in making arrangements whereby the staff might be augmented accordingly, Mr. Laidlaw states that he not only hoped to do good work in educating salespeople for permanent employment when the opportunity occurred, but also solve the difficulty to a great extent. It was not always an easy matter, however, to adjust the supply of help to the requirements of business.

"There are a good many problems such as this and the approbation evil which the merchants should get together on," said Mr. Laidlaw, "It is not always possible, however, to obtain a unanimity of thought or action. A great deal might be done if there was a oneness among the dry goods merchants. The boot and shoe men are setting us a good example at the present time. They have introduced the cash plan and have cut out approbation entirely. No goods are sent out unless paid for. I will say that the approval business is a curse to the dry goods trade in Kingston to-day. Fancy the condition of things, when we have people, say from one house, calling up three or four of the dry goods stores for gloves, corsets, blouses or whatever they may require to be sent up on approval. The delivery men very often meet each other at the doors of houses with parcels containing the same kind of goods. The prospective purchaser takes her choice, and very often I have known goods of one store to be mixed up with those of another, and what is more serious, sometimes badly soiled. Nothing can be done satisfactorily so long as there are merchants who feel they may lose something by standing out against it."

The Laidlaw store has a frontage of forty-five feet. There are two sections, with three archways in the dividing wall. On one side are dress goods, silks, trimmings, ribbons, fancy goods, and men's furnishings, prints, wash goods, etc., and on the other side laces, neckwear, buttons, gloves, ladies and children's underwear, corsets, hosiery, etc. A wide stairway at the rear leads to the house furnishing, and ready-to-wear and millinery departments.

Mr. Laidlaw believes in changing departments on the ground floor about in such a way that new goods may be given the benefit of the best positions, rather than adhere to a fixed plan of locations. Very often, by a slight shift of lines approaching the clearing-out stage, stocks just arrived may be given a profitable prominence.



Crowd in front of the Cressman Store, Peterborough, awaiting the opening of a Bargain Annex Sale at 8.10 a.m.

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Does Not Use Books.

Kingston, July 3.—J. C. Corrigan, dry goods merchant, Kingston, requires no books in his business. What few accounts he has outstanding against customers he keeps in a small desk book of about 150 pages. He bought the book about three years ago and it is not half full yet. What entries there are in it have nearly all been blue-penciled—indicating that the accounts have been paid. Those outstanding amount to about $50.

Mr. Corrigan states that when he opened a dry goods store seven years ago his capital was a degree or two less than nil. After the first year it was all plain sailing. He has never had to ask to have any paper renewed, and has always been able to take advantage of his discounts. While his store does not venture beyond the realm of what are generally known as staple lines, Mr. Corrigan keeps his eyes on the market and is fre-

quently able to pull off profitable special events. For a store such as his, he does not believe in buying any great distance in advance, and he claims at the same time that no merchant should leave himself open, in his buying, through heads of departments or others, to the influence of the professional jollier. Many a man, he declares, has in that way been loaded up with immovable goods. Therefore, Mr. Corrigan's advice is, "Do your own buying." He is quite satisfied with his success up to the present time. A couple of years ago he cleared $2,100 over and above every expense, and he expresses the opinion that that is some better than a government job.

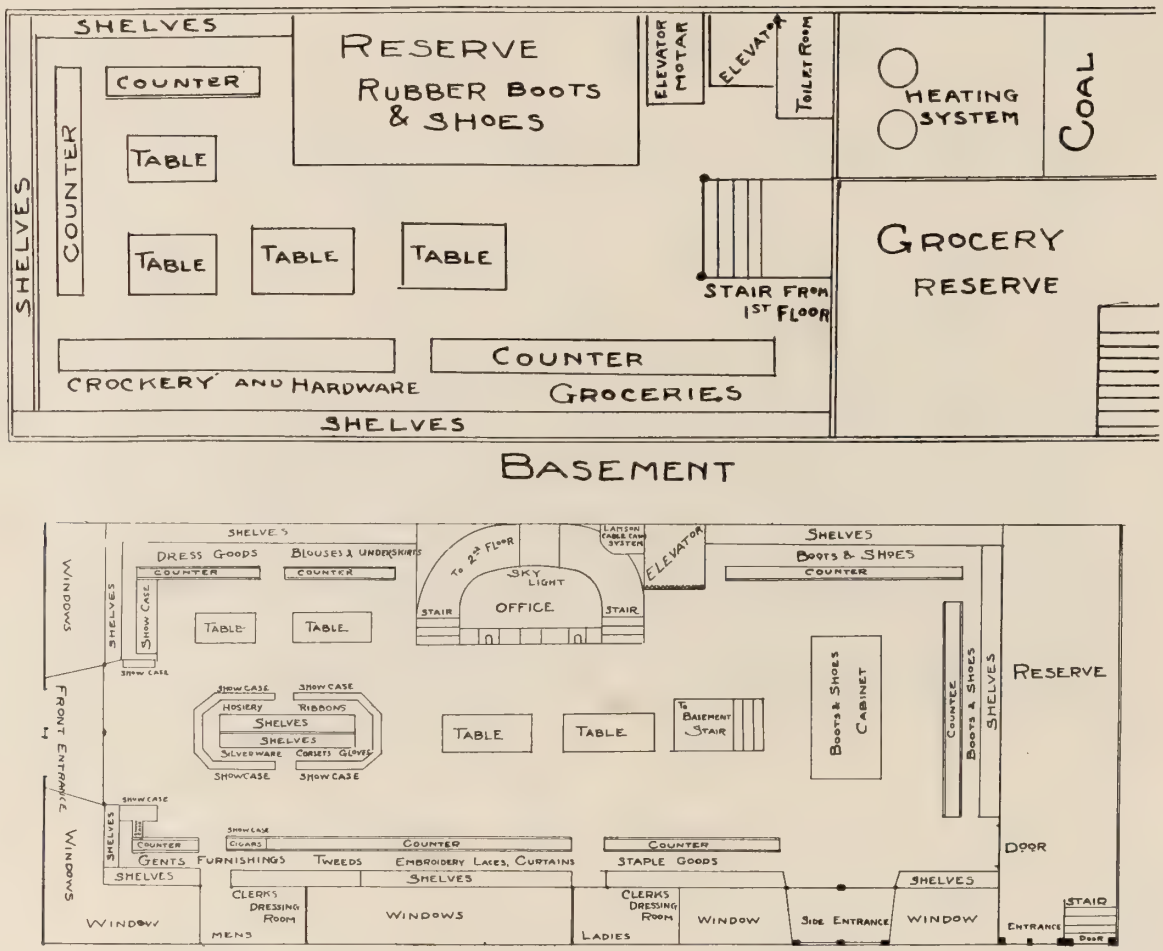
Carpet Department on the Ground Floor.

Napanee, July 3.—Of the interesting things that may be said about the dry goods stores of Napanee, one is that they occupy two of the most prominent business locations in the town. Each is on a corner, and each has an exceptionally good expanse of display window.

One unique feature noted in the arrangement of Madill Bros. store is that the carpet and housefurnishing departments occupy one of the three sections on the ground floor. In doing away with the necessity of climbing a flight or two of stairs to reach the realm of household equipment, the members of the firm contend that they have popularized the department to an extent that is decidedly noticeable in the sales records. The ladies' ready-to-wear department is also on the ground floor and isolated somewhat from general dry goods, the opinion of the firm being that patrons of this department prefer a certain amount of privacy, and appreciate an arrangement which relieves them from the distractions of a large, generalized floor.

In connection with the housefurnishing department of the Madill store is an exceptionally useful fixture for carrying lace curtain stocks. This consists of a wall cabinet divided into sections, about eighteen inches square with dropping doors. Without the latter the fixture would have the appearance of ordinary shelving, squared down. The doors are of polished mahogany. In these dust proof boxes, which form the three sides of a small appartment in the rear of the ready-to-wear department, the lace curtains are kept. Above and in front of the fixture are rails from which the curtains may be displayed by the salesman. The floors are of polished oak, and damage to the curtains in any shape or form is out of the question. The equipment, complete, cost in the neighborhood of $300, and Mr. Madill states that it saved him its worth in one year.

The general dry goods store occupies one of the three sections of the building. The head of the firm states that he has never considered the removal of the dividing walls advisable, as with the present arrangement results are very satisfactory.



Plans showing arrangement of Basement and Main Floor of the Dion Store, Valleyfield, Quebec.

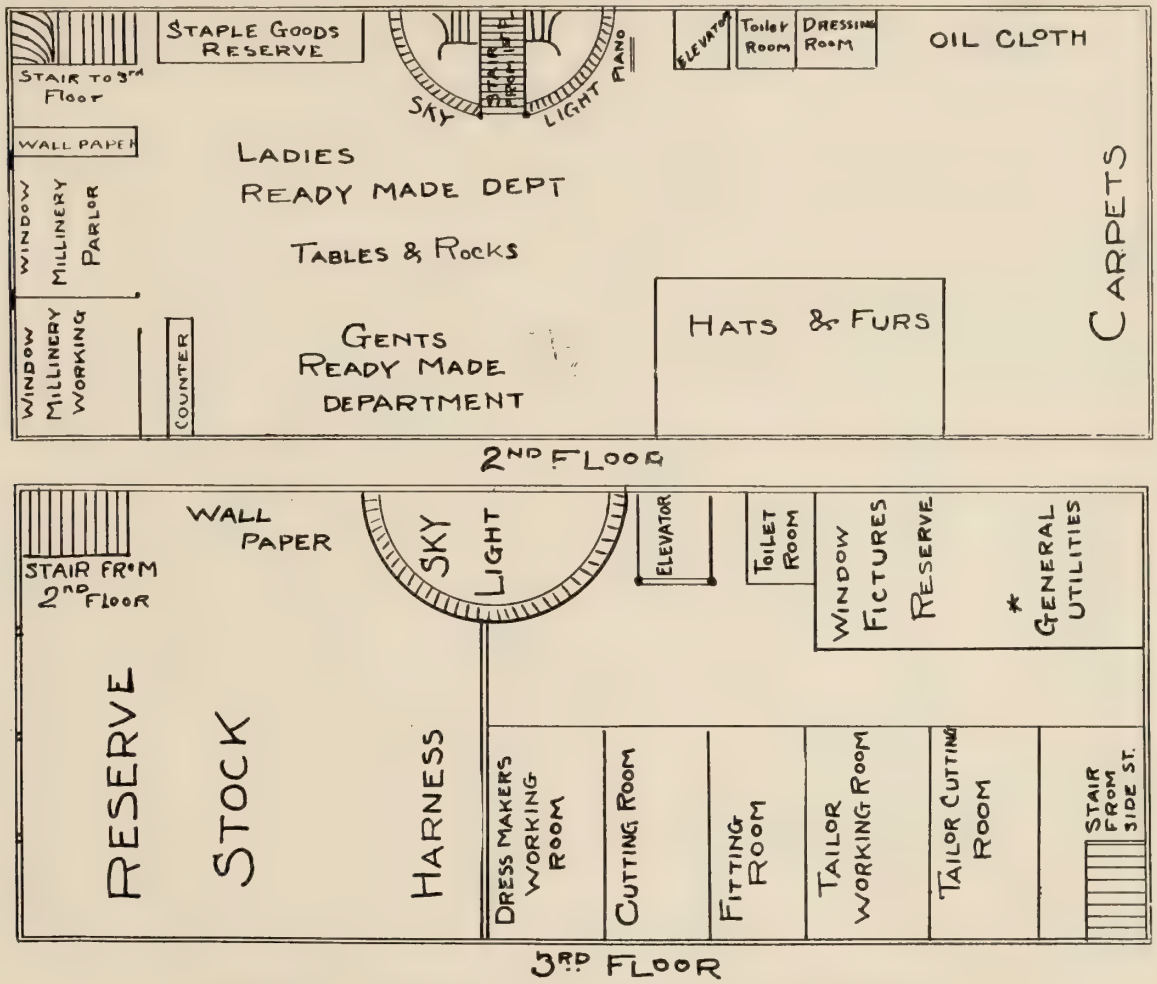
The Two Most Effective Mediums.

Kingston, July 3.—"The newspaper and the display window." This was the answer given by H. S. Crumley, of Crumley Bros., Kingston, to the question, "What, in your opinion, is the most effective advertising medium for a re-

tail dry goods store?" On that basis, Crumley Bros have been conducting business in Kingston for the past eighteen years.

Their store has a depth of 100 feet and a width of 25 feet. On the second floor is a large millinery and ready-to-wear department and on the third floor carpets and housefurnishings. It is the intention of the firm to install at some future date, an elevator by which the departments on the upper floors will be more easily accessible to the public. The office and central cash station occupy a gallery in the rear of the store.

The members of the firm state that by taking a well understood position they are gradually reducing the approbation evil to a minimum. Discount stamps are used, not only as an encouragement in reducing credits to the same level, but as an advertisement feature.



Plans showing arrangement of the Upper Floor in the Dion Store, Valleyfield, Quebec.

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Cash Erases Complications.

Belleville, July 5.—Wims & Co., Belleville, are firm in the belief that the cash plan is the only satisfactory one in the dry goods business.

"When a customer asks me for credit," said Mr. Wims, "I simply put my hand down into my own pocket and hand him or her the money to pay for the goods. Once in a while the money is accepted, but you may be sure that credit is never asked for from that direction again."

Mr. Wims claims that the introduction of the cash basis is an easy matter, once the people are given to understand that no deviation will be made from it. Here is a straight-from-the-shoulder talk which he recently issued in the form of an advertisement: "CASH ONLY AND ONE PRICE. Keep well in mind, our prices are one and the same. We stand by the cash system in the interests of those who pay for their goods promptly because we can better afford to sell on a close margin of profit than if we conducted business on the old fogey of long credits and long prices. We have offered but few bargains and had but few special sales, and have never offered the inducement on cheap dry goods. The store stands back of everything it has sold with a guarantee of money back if you are not satisfied."

Mr. Wims claims that the cash system relieves business of a hundred and one complications and that this fact is in itself a sufficient reward for any struggle that may be necessary in enforcing it.

In his merchandizing he has specialized strongly in gloves, hosiery and small wearables. He served his apprenticeship in the dry goods business in the Old Country. The company of which he is now the head was organized three years ago.

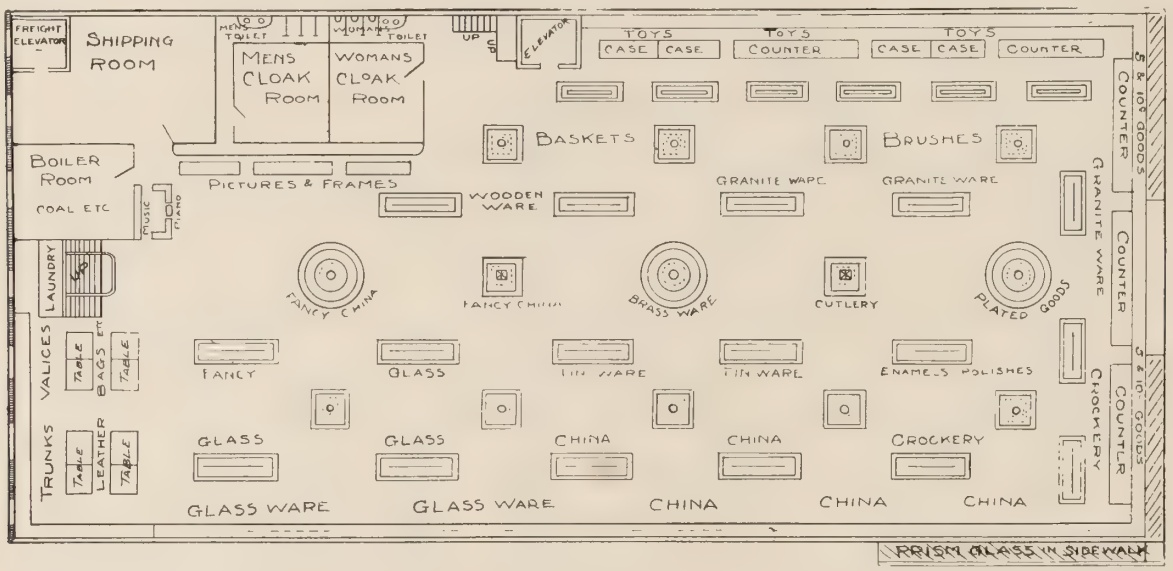
Needs Time to Plan.

"There are some merchants," said a trimmer recently, "who believe in keeping their window trimmers at work all the time and make it a point that he shall not be idle for very long. As soon as the windows have been trimmed, he is set to work selling goods or doing other work around the store. That is not always a good plan. The really important part of the trimmer's work is done with his head more than his hands. He needs time to plan his designs and when he seems to be doing nothing he may be working the hardest."

How the Store Basement May be Effectively Utilized

Greater Consideration Given to this Section in Plans for Remodeling and Enlarging — Plenty of Light, Good Ventilation, and Attractive Arrangement Necessary — Suggestions and Plans for Good Layout.

AS a general rule, retail merchants in the United States regard the basements of their stores as important adjuncts of their departmentizing arrangements. In Canada, where conditions are changing, centres of population growing, business opportunities more plentiful and means of interurban communication improving, many stores are being remodeled and enlarged, and it is noted that the basement is receiving greater consideration. It is needless to remind the merchant that, in a well-conducted business where each department shoulders its full share of the expense, the business record is improved in accordance with the number of lines carried. At the same time, it must be remembered that dry goods retailing under modern conditions is a much more expensive matter than it used to be and to make headway under changed conditions, the merchant must, as it were, make every portion of his building pay its share of the general upkeep. In many stores there is considerable basement space that could be put to much better use than it is at present.



Practical layout for basement for a Store 60 by 130 feet, showing method of lighting and displaying goods on pyramid tables.

Good Light and Ventilation.

To be attractive a basement must be well lighted, and to obtain best results, the location of light is important. They should be so arranged that the diffusion should be even and sufficient to display goods properly in all parts. It is difficult to do this with window arrangements alone and therefore artificial light must supplement daylight. Electric illumination is, of course the best, but there are various gas systems and other methods of lighting used that seem to give good satisfaction.

The lighting of the new basement in the R. Simpson store in Toronto is particularly good. One feature is the manner in which a large measure of daylight is obtained without interfering with the display windows on the main floor. The windows in the old store were marred to a great extent by the means employed to obtain light for the basement. The windows were set at a high level and back in the piers. This gave room for sloping windows lighting the basement and protected by a heavy brass rail. In the new part of the store the floors of the windows are about 12 in. above the street level, and this 12 inches is filled with prism glass. The basement extends underneath the sidewalk and about half of this space is roofed with prism glass. The light thrown by these windows would serve to light any ordinary basement, but, of course, when the size is so large as is that of the one alluded to, artificial light also has to be used.

Ventilation is another important problem, and should be carefully provided for. If the basement is not well ventilated it will always be difficult to get customers to freely patronize it, and the merchant will always be at an extra expense in providing attractions, bargain or otherwise, to draw business in that department.

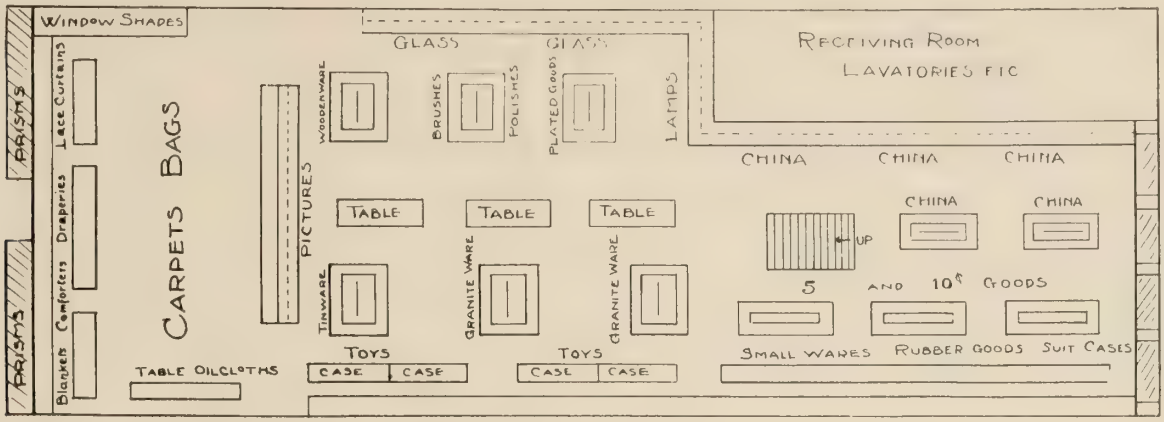
The ceiling should be high, at least 10 ft. and even higher if possible. Ceilings, fixtures, and walls should be painted white, or tinted in a very light shade of color. Besides giving the place a bright and attractive look light-colored walls and fixtures do not absorb the light. In short, no effort should be spared to give a bright and cheery look to the basement, and to get away as far as possible from any appearance of the cellar effect.

Fixtures for the Basement.

What is known as the pyramid table, that is, a table with two tiers of shelves above, the one smaller than the other, and both smaller than the table which forms the base, is an excellent fixture for displaying the class of goods usually carried in the basement. The wall shelving may be arranged in the same manner. For the selling of some lines a counter may be built around these pyramid tables, but, as a general rule, the goods sell best if placed where both customer and salesperson may easily reach them.

When counters are used in connection with the table arrangement described, space may be provided underneath for reserve stock. In the case of crockery, glassware and kindred lines, this equipment takes the form of an open shelf, but for small articles and more perishable goods, drawers are designed. In a basement fitted up in this manner, quite a large amount of stock can be carried. At the same time the articles will be all on display and in such a manner that they may be freely handled.

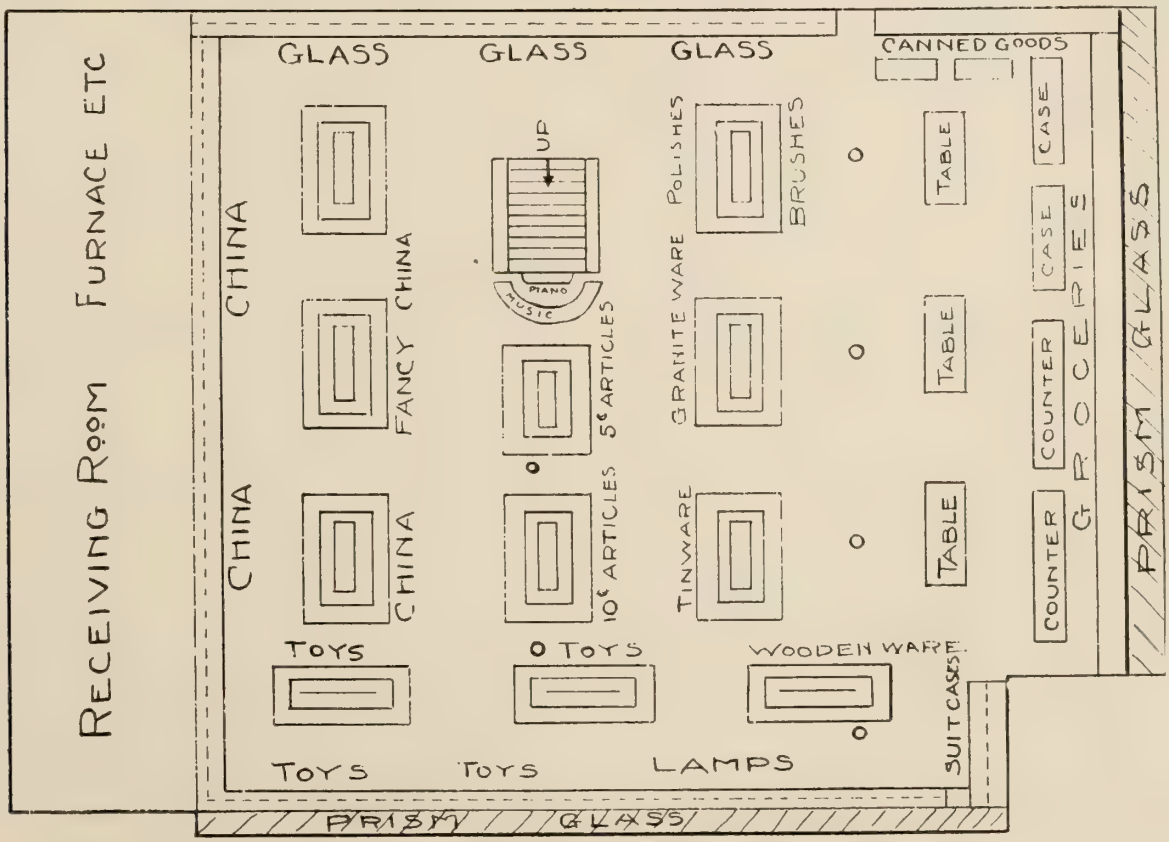
Small articles of kitchen ware and furnishings are carried in fixtures similiar to those used for notions, etc., in many stores. With a very large selection of lines that are regular five and ten cent sellers, such a section, may, with a little effort, be made a most attractive one. These are, as a rule, small articles of kitchen ware and household hardware that is in general use in all homes.



Layout for Basement where, in addition to usual lines, Carpets, Rugs, Curtain Draperies and Blankets are carried.

Five and Ten Cent Sections.

Five and ten cent sections conducted along the same lines as the five and ten cent stores should be a feature of all basements, where the trade is of sufficient size to ensure a satisfactory turnover. Of course, these goods will have to be bought with an eye to the fact that they are to be sold as bargain merchandise. It is good policy to make special bargains in this section by using some well known article as a leader, and by selling it at cost or near it. This kind of retailing will bring customers to the basement and will help them to contract the desirable habit of paying it a visit each time they enter the store.



Layout for Basement, showing Grocery Department, as well as usual lines carried.

Toys are another live line. There is a very fair demand for these all the year round, but it is in the holiday season that the busy time comes in the toy section. Not only ought seasonable decorations to be used in the basement at that period, but departments

where goods are of a more staple character should be reduced in space and the room thus made given over to toys and holiday goods.

China, crockery, glassware, pictures and picture frames, kitchen furnishings and hardware, stoves, refrigerators, trunks, bags and suit cases, and, in some stores, harness, are all good basement lines. Candies are often sold here. Some stores carry groceries and canned goods in the basement, and, in the larger centres, cooked meats are sold there. If the trade of the store warrants it, free demonstrations of articles of food, such as jellies, jams, canned soups, cheese, tea, coffee, cocoa, breakfast foods, etc., etc., are always an interesting feature. Booths are put up for this purpose, samples of food are given away, and orders taken.

In some stores the house furnishing department is located here. In the United States many basements are conducted as under-price sections. When this is the case, practically all the lines carried on the upper floor are represented and goods from the upper store that the merchant wishes to close out are sold here instead of in the upper store.

The Bargain Basement.

The idea underlying the bargain basement is that goods that have to be closed out will not interfere with the sale of the more desirable lines carried on the upper floors. Then customers in search of cheap goods will first inspect the goods on display in the basement. If not suited there, if they are willing to pay more for what they require, then the upper floors will be visited. Many stores figure that they catch not only the better trade, but also that of a lower grade by installing a bargain basement. It should be remarked, however, that the bargain basement is not a feature of Canadian retail methods. The goods sold in the under-price sections are by no means all-over stocks and broken lines, but job lines are specially bought for sale in this section.

Merchants should give careful consideration to the location of the stairs leading down to the basement. They should be placed well in the centre of the store and in a conspicuous position. Stairs at the side are out of the way and not easily seen, and, besides, cut into the shelf space on both the upper floor and in the basement. The stairs should be easy, with either rubber or metal treads. A handsome stairway is a good introduction to the basement.

When a basement section is first started many merchants find trouble at the first in inducing customers to visit it. Then, it is up to the store management to devise schemes.

A price attraction, well advertised, works very well, and the coupon idea has been made very successful. When presented in the basement, the coupon may stand for the price of any five cent article or five cents upon any bill of goods bought there. This or other similar plan must be worked out attractively to give results.

Printed Fabric Renaissance.

During the past half decade there has been a decided increase in the popularity of printed fabrics of all kinds and to those familiar with the remarkable fame attained by printed fabrics during the late 17th and early 18th centuries in France and England, no surprise will be occasioned if in America we experience a renaissance of print fabric popularity, states the Upholsterer.

During the reign of Louis XIV in France the rage for East Indian prints became so great that manufacturers of other fabrics, especially silk stuffs, were in danger of being impoverished for lack of trade, so serious indeed were the conditions, that to protect certain corporations, Colbert, the Prime Minister, prohibited, in 1686, under pain of severe penalty, all commerce in or manufacture of printed linens, and this being ineffective eleven years later, an edict was issued prohibiting the wearing of India print linens.

The result is history. For the next hundred years we find despite prohibitions printed fabrics literally carried the continent by storm, and during this period attained a perfection that has never been surpassed.

The inception of a cretonne or printed-fabric vogue became evident last season when numerous articles of ladies' wearing apparel were exhibited at first as a fad and later as a reigning novelty. Over the counter the most expensive cretonnes were purchased more freely than ever before, and indications are that this year price, formerly a serious drawback to the introduction of high-grade print goods, will be entirely ignored, and printed fabrics of cotton and linen, very much more expensive than silk goods, will be preferred because of the peculiar beauty and individuality they possess. Whether or not in after years this age may be remembered as a renaissance of printed fabrics one thing is certain—the printed fabrics offered in wholesale stocks this season surpass in beauty and artistic character anything ever shown in this market, and it is but reasonable to expect that their sales will grow in appreciative proportion.

Artificial Silk.

According to German reports a recent invention would seem to open wide possibilities for artificial silk. The report is, however, reproduced without any guarantee of its correctness.

Studies in the manufacture of artificial silk have been going on since the middle of the last century, but it is only within the last eight or ten years that a product at all suitable was obtained. The artificial silk hitherto made had remarkable luster, even excelling that of the best natural silk. At the same time its strength has been such as to meet only limited requirements. While it has been found serviceable for trimmings and as weft in certain silk fabrics, efforts have been continuously made to so improve the product as to render its use for embroidery practicable.

Herr Thiele, a German chemist, claims, after protracted and laborious trials, to have produced artificial silk, practically indistinguishable from natural silk in softness, appearance and cover. It has been used both as warp and weft, under conditions of easy working; having, moreover, about 80 per cent. of the strength of natural silk. The price is stated to be about 28 francs per kilo ($2.52 per pound), while natural silk would cost about 48 francs per kilo ($4.32 per pound) in the raw state, or after subsequent processes 66 to 70 francs per kilo ($5.94 to $6.30 per pound).

Another important advantage claimed for the new article is that when wet it does not lose so much in strength, as is the case with all artificial silk hitherto produced, this fact rendering dyeing operations much easier.

The Value of Little Things







THE THREE LEADING LINES of INFANTS' HOSE Made in Canada

LITTLE DAISY **LITTLE PET**

The Little Darling

¶ To a realization of the importance of the little things in the manufacture of these three brands of hose we attribute their success. They are made in a modern sanitary factory of a specially selected, scoured Australian lamb's wool. They are knit right, dyed right, finished right, by people who know what is right. The dye that is being used on these well-known brands is guaranteed to be fast, clean and soft, and will not lose its rich shade by wearing.

LITTLE DAISY—1/1 rib, made in sizes 4 to 8½, in colors black, tan, cardinal, sky blue, pink and cream, boxed one dozen to the box.

LITTLE DARLING—Silk heels and toes, fine 1/1 rib, made in sizes 4 to 7, in black, tan, cardinal, sky blue, pink, and cream, boxed in a half-dozen to the box. **Each pair Little Darling contains a skein of yarn prepared especially for darning.**

LITTLE PET—Fine cashmere, double heels and toes, made in sizes 4 to 7, in colors black, tan, cardinal, sky blue, pink, and cream, boxed one dozen to the box.

Order from your Jobber

The Chipman-Holton Knitting Co.
Limited

Hamilton - Canada

E. H. WALSH & CO., Sole Agents
TORONTO - MONTREAL





Geddes Bros., Sarnia, Occupy Modernized Building

Unique Ideas in Display Windows - A Store that Gives no Discounts, pays no Commissions, Grants no Concessions that May Not be Shared in by all — How Efficiency in Store Service is Obtained.

THE thoroughly modernized store which was recently opened by Geddes Bros., Sarnia, has three floors with a selling space of 13,000 square feet. It has entrances from both Front and Christina streets. The Front Street entrance is strikingly unique. The windows are constructed in the form of a half hexagon with the side walls as bases and the apex of each forming the centre of the vestibule. The outer entrance is at this point. It will be seen by the accompanying plan that the inner vestibule ends in two doorways, one on each side of a hexagonal display case.

The plan is one which gives to a comparatively narrow store display windows which are possibly much more effective than those ordinarily secured in buildings of considerably larger dimensions. The street frontage of each window is six feet and the vestibule frontage, thirty-four feet. Each of the Front Street windows has a mirrored back of more than fifteen feet. The two Christina Street windows have a depth of eight feet. Although the store has a length of nearly 200 feet, the window and prism arrangement is such that every department has perfect light during the day. As the plans indicate, there is a light well in the center. The building is illuminated at night by a complete Tungsten electrical plant and presents a particularly fine appearance. The plans serve to illustrate the importance attached to display within the store. It will be noted that cases and display tables are very prominent in the arrangement of the main floor. On the second floor, display is also strongly emphasized.



The ground floor of Geddes Bros.' New Store, Sarnia.

In the layout of their store Geddes Bros. have given every consideration to the significance of relative positions and with two entrances, particularly advantageous results have been secured. The main floor departments are, men's furnishings, notions, hosiery, gloves, etc., dress goods, silks and staples; second floor, millinery, mantles, ready to wear garments and workrooms; third floor, carpets, curtains and housefurnishings.

In the announcement of the opening the firm stated: "The store as it stands pleases us and expresses in tangible form our idea of the sort of store that Sarnia and Lambton should have. The scope of the business will be very greatly widened. It will stand for a "square deal", will give no discounts, pay no commissions, grant no concessions that may not be shared in by all. We will not knowingly stock an article lacking merit. Your money back for the asking will be your sure protection with every purchase. Our well-known specialities, dress goods, silks, millinery, ladies' ready-to-wear garments, kid gloves, hose, smallwares, etc. will be perfected in every possible way. To these, several new departments have been added, notably, complete stocks of men's furnishings, window shades, draperies, curtain rods and poles, art needle work and fancy goods.

"Our two buyers have just returned from the firm's semi-annual buying trip to the British and Continental markets. Our contracts are placed with the manufacturers direct which not only saves us and our customers the middlemen's profits but makes new goods, later styles and complete assortments a certainty.

"Our prices are based on a close cash margin. There is only our slender profit twixt you and the manufacturer.

"With these greatly enlarged premises, stock assortments and unquestioned buying advantages, we have no hesitation in asking every resident of this district to come in and test our claim to show varieties and values equal, if not superior, to any far-away-don't-care-for-you catalog or mail-order house. Spend your money in Lambton. It will come back to you again and again."

In connection with the opening of the new store, the firm issued a rule book for the special benefit of employees. It describes their duties and privileges, enumerates prohibitions, and directs attention to treatment

required of salespeople towards customers. These regulations, it would appear, should be of value to other merchants in the development of system and are reproduced herewith:—

Store to be opened at 7 a. m., from April 1st, to October 1st; other months at 7.45.

All employees will be in their departments, (not in cloak room) at 8 o'clock from April 1st, to October 1st, other months at 8.30.

All employees will enter and leave the store by the Christina Street doors.

A full hour is allowed every day at noon and on Saturdays at tea time except the week before Xmas when not more than 40 minutes are allowed.

The hour covers the time the salesperson is absent from the department, that is, the time he or she leaves until he or she returns and is ready for business.

Salespeople not in their departments on time will be considered late and it will be noted at the office.

Employe's special discounts are allowable only on merchandize purchased for their own personal use, or for any one whose support they are entirely responsible for. Sales slips showing discount—must be initialed by a member of the firm or floorman.

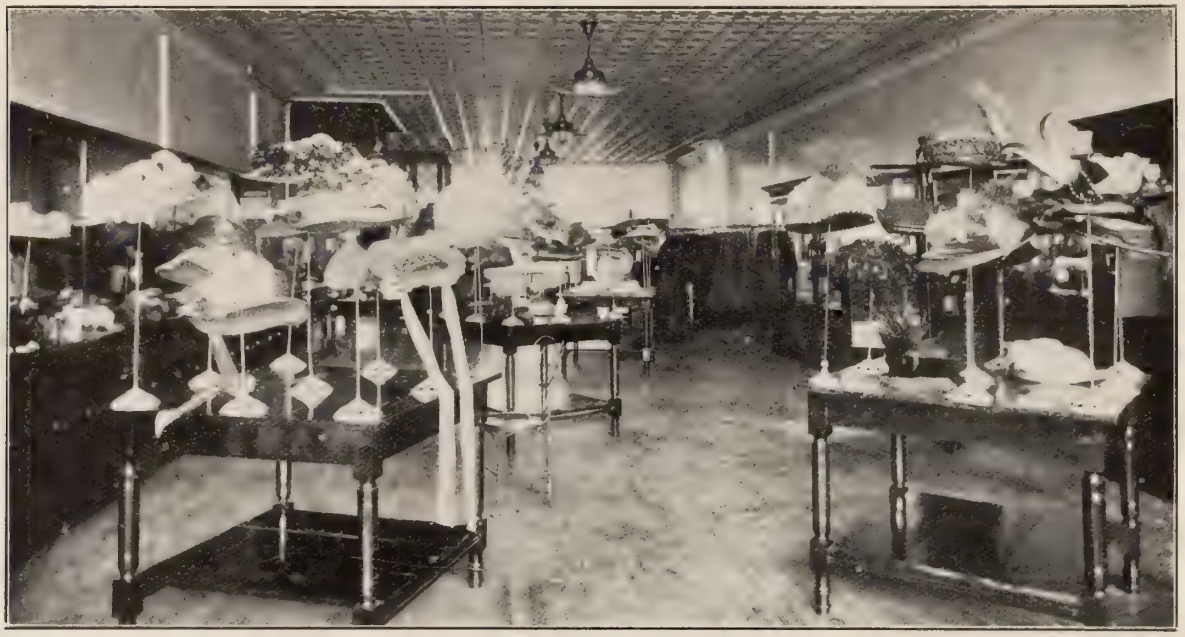
No discount allowed on reduced goods or "specials."

All goods are marked in plain figures and sold on their merits at absolutely one price to everybody. There must be no misrepresentation. We give no discounts, pay no commissions, grant no concessions that may not be shared by all.

A want book is supplied to each department in which stock requirements must be entered in advance, as also any article not in stock (no matter what) that may be enquired for.

Salespeople will count and mention the amount of money received as they take it from a customer, count and mention the amount of change they return to the customer.

Change when wrong must immediately be reported to the cashier.



Well arranged Millinery Department in Geddes Bros. Store, Sarnia.

The frequently late or absent without proper or reasonable excuse will be liable to dismissal.

No one may leave the store except for meals or at the close of business without permission from one of the firm or a floorman.

Store closes, Monday to Friday at 6 o'clock; Saturday and a few days before Xmas, if deemed advisable, at 10 o'clock.

Every employee who has been with the firm for at least nine months, will be entitled to a full week's holiday which may be taken in January, February, July or August as may be arranged.

All other lost time will be at the expense of the absent employee unless such employee is out on business for the firm.

Employees will do their personal shopping before 11 a.m., and purchases must be made from another salesperson.

No leaf of the salesbooks may be destroyed under any circumstances.

Goods well kept are half sold. Large savings can be made by carefully watching small expenses. Salespeople will be careful to see that there is no waste of stock, supplies or furniture, such as paper, tickets, stationery, brooms, fixtures, show cases, &c.

All orders placed with traveling salesmen must be confirmed by a member of the firm. There must be no purchases made of supplies without authority.

Salespeople will please address each other by their surnames during business hours.

Prohibited: (a) The use of gum, tobacco, fruit, candy, &c., while on duty.

(b) Private letter writing, reading of books, papers, &c.

(c) Leaving the departments to gather in groups, unnecessary or noisy laughing or talking.

(d) Needless loss of time with visiting friends or other employes.

(e) Mentioning matters concerning the business outside the building.

It is made clear by the management that they will gladly receive and fully consider suggestions from any employee relative to the business.

Trade in Human Hair.

A vice-consular report from Hongkong states that in the year 1907, 56,133 pounds of human hair were invoiced at this consulate-general for shipment to the United States, while in 1908 207,414 pounds were declared for shipment. To comply with the quarantine requirements there are two courses open—storage under the supervision of the Public Health and Marine-Hospital Service surgeon at this port previous to shipment, or disinfection under the same supervision. In 1907 all the hair was stored before shipment, but in 1908 the demand was so much greater, and importers were so anxious to get the hair to the United States, that a heavy proportion of the shipments were fumigated and disinfected instead of being stored.

It is also interesting to note that in 1907 over three-fourths of the total quantity moved by way of the Suez Canal, 42,789 pounds going that way, while only 13,344 pounds went via the Pacific lines. In 1908 the situation was somewhat changed. Partly to lessen the time of transit and partly because of efforts made by the Pacific lines to secure a greater share of the traffic, the exporters began to ship via Puget Sound ports and San Francisco, so that while the Suez route secured 112,119 pounds, the Pacific route handled 94,909 pounds.

This hair is brought to Hongkong from the interior, and here cleaned and sorted, according to length and quality. It is then packed and either stored or disinfected, in accordance with quarantine regulations, and shipped to New York. It is said here that the hair can be so treated in New York as to alter its color and texture, and that it is used in making the switches, curls and bands which are so fashionable in the United States at the present time.

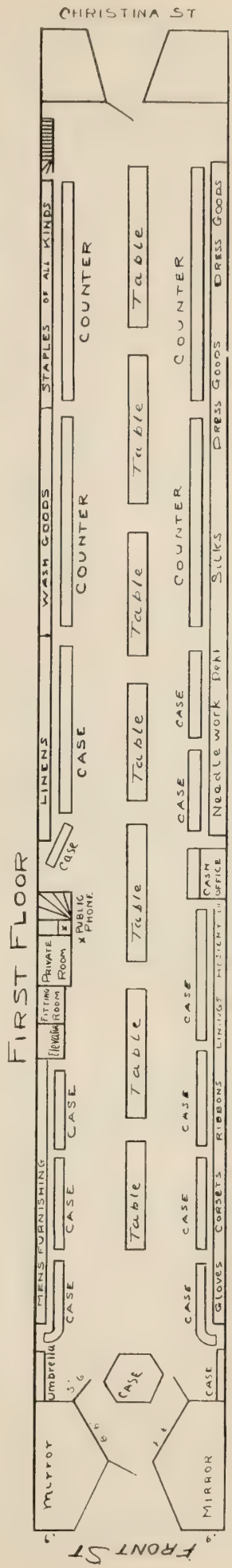
Last spring, when the demand in the United States for false hair began to assume considerable importance, one concern sent a man out here for the purpose of making direct purchases. Other concerns buy through local export houses.

Nothing Like Cash.

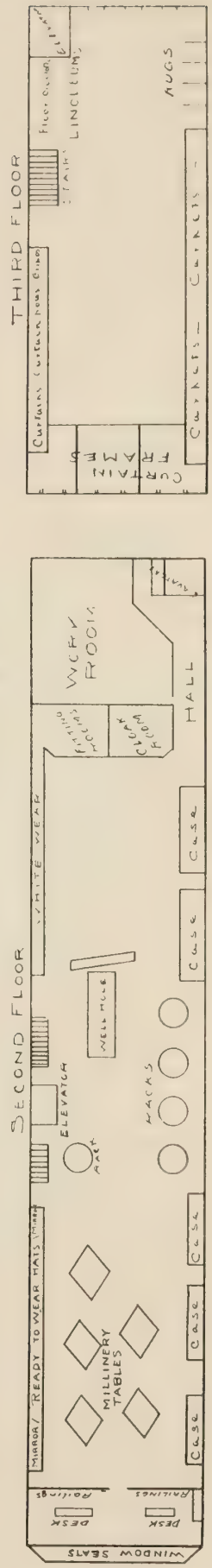
Referring to the recent visit to the North of Ireland of John C. Eaton, head of the T. Eaton Co., the Ballymena (Ireland) Weekly Telegraph states :

"Mr. Eaton, who was accompanied on his trip by several of the heads of departments of the firm—Messrs. A. McPherson, A. E. Boothe, C. N. Mills (Toronto), and Oliver Earl (Winnipeg)—made a special run by motor to his father's birthplace, which is about a couple of miles outside Ballymena, and also to the family burying-ground at Kirkinriola, and was deeply impressed by his visit to both places.

Asked to what he attributed the striking success of his firm, Mr. Eaton said he believed it had been mainly owing to their adoption of the cash system of trading. "People know what they want and get it ; we are paid for it on the spot, and are done with the transaction. In a credit business people are apt to go in for a lot of stuff they don't want, and then find they have gone beyond their means. That is bad for all parties. I hold that there is nothing like a cash business."



Plan of the main floor of Geddes Bros.' Store.



Plans of the Second and Third Floor of Geddes Bros.' Store, Sarnia.

Advertising Campaign to Keep Retail Buyers at Home

Store in a Small Centre won out Against Large Departmental Establishments by Straight-forward "Reason Why" Exposition of its Ability as Regards Quality and Price—How the Manufacturer Helped.

J. Herbert Mullin in System.

WE are located in a town of ten thousand population, twenty-eight miles from Philadelphia by rail and twenty-two by trolley. This means that we are within easy shopping distance of that city, and as Philadelphia merchants deliver goods free to our town and practically everybody in town receives a Philadelphia paper, it is only natural that much business which should remain at home goes to that city.

Our store has three departments:—ready-to-wear clothing, tailoring and haberdashery, a line which possibly suffers more from the proximity of city competition than many others. At any rate, we had long recognized the fact that the lure of Philadelphia stores was making inroads upon home trade. It should be clearly understood in the beginning, however, that our attitude toward our metropolitan rivals was wholly a fair-minded recognition of natural advantages, not one of vindictive jealousy and when we determined to make an active campaign to win and retain local patronage, we realized that permanent benefit could only be obtained through a straightforward "reason why" exposition of our own ability to equal or surpass Philadelphia service in both quality and price.

In short, we were determined to seek no favor from our patrons on the simple basis of loyalty to home institutions. We were willing to present facts and trust for results to the judgment of the community. One other thing—we saw that no certain move would be advisable or profitable until we had gone to the bottom of our problem, analyzed our own position, our disadvantages and, most important of all, the influences that were leading buyers past our store to a counter twenty-two miles away.

Investigation of Conditions.

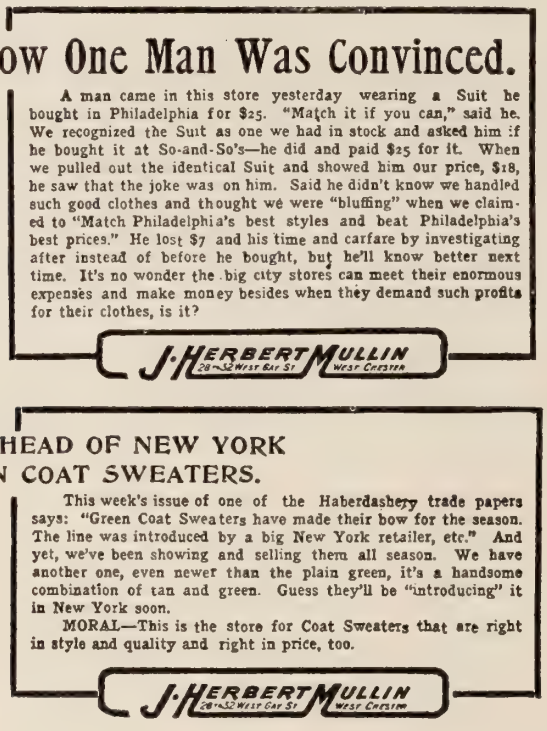
A serious investigation of conditions revealed these seemingly definite facts—first, that people in our town were unquestionably strongly attracted by the extensive and persistent advertising of the Philadelphia clothiers and haberdashers. Every morning, every night, their papers reiterated the importance of Philadelphia as a place to buy clothes. No prospective purchaser who entertained the faintest idea of investing in a new suit or a new shirt was allowed to forget that his most particular wants could be supplied in Philadelphia. A newspaper advertising campaign which would cope with this competition direct was, of course, financially out of the question with us. We must meet it some other way. That was our first problem.

Second, we were forced to conclude that in our town, and in every small town, men hesitate to buy clothing at home because they have acquired the idea that city clothiers have a monopoly on style and sell at smaller profits. How to dissipate this impression was our second problem.

Now, as to our first aggressive move—a move to meet the newspaper advertising of the city stores. We could not afford to take the initiative and try to win from them independently through the advertising columns of the press. That was patent. But we could go to the manufacturers of the goods we handled, secure their co-operation and turn their combined advertising broadsides to our profit.

Co-operation of the Manufacturers.

One distinct advantage: we had our store stocked throughout with goods of recognized standard, unquestionable quality. And we had realized for some time that the advertising campaigns of these goods were creating a desire among the reading public that could be developed into demand if those readers knew where the goods could be conveniently obtained. Unless the local dealer did his





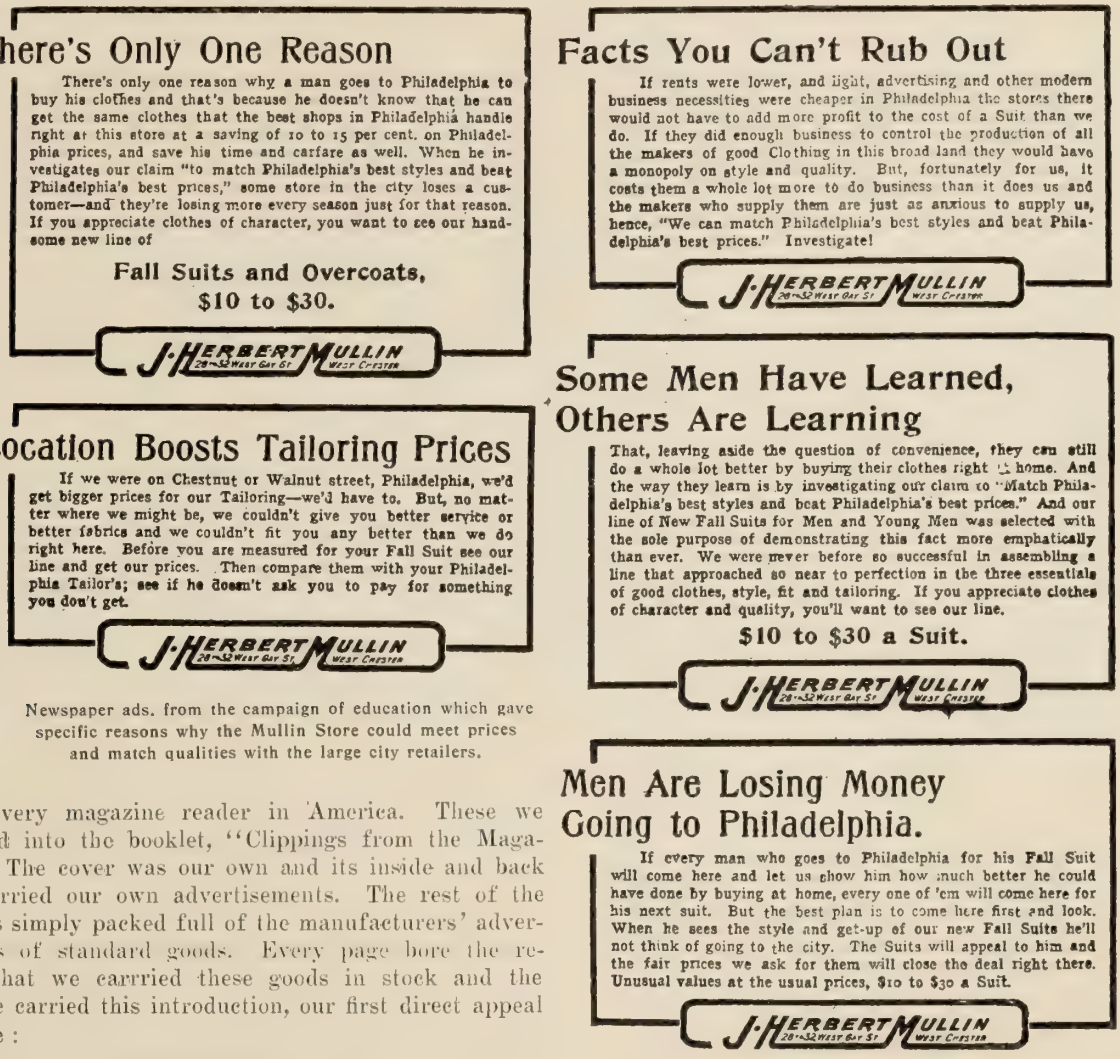
Advertisements from the educational series, showing how actual incidents occurring in the store were utilized in the copy.

part, however, that desire would often remain undeveloped.

For men, either from lack of time or inclination, do not care to "shop," and writing to the manufacturer for information they consider too long an operation. How to let the men of our town know that here was a place where they could get the things they saw advertised in the magazines, how to do it in a catchy yet inexpensive way—that was our proposition.

Campaign Attracted Attention.

On checking over our stock we found that we were carrying no less than thirty lines of nationally advertised goods—articles exploited in practically every standard magazine in the country. A letter to the manufacturers explaining briefly our proposition brought electrotypes of these advertisements which had become familiar to every magazine reader in America. These we assembled into the booklet, "Clippings from the Magazines." The cover was our own and its inside and back pages carried our own advertisements. The rest of the book was simply packed full of the manufacturers' advertisements of standard goods. Every page bore the reminder that we carrried these goods in stock and the first page carried this introduction, our first direct appeal for trade:



Newspaper ads. from the campaign of education which gave specific reasons why the Mullin Store could meet prices and match qualities with the large city retailers.

Why this Book?

"This is an Encyclopedia of Wear Things for Men. It contains copies of advertisements that are no doubt familiar to you from appearing in the Magazines. Our object in printing this book is to let you know that we carry in stock all the articles mentioned herein. We carry them, not only because our judgment tells us they are the best in their respective lines but also because articles as widely advertised and as universally used as these must be right—the makers must not only establish a standard—they must maintain it, and everything mentioned in this book carries with it a double barreled guaranteee of satisfaction—the maker's and ours. Being standard goods, they have a standard price, protected by the maker, so that you pay the same for them no matter where you buy—from Portland, Maine, to Portland, Oregon; from the Golden Gate to Florida Keys. We think it fairer to you and more profitable to us in the long run to give you just what you want and not attempt to sell you something just as good for the sake of a few cents more profit. All things being equal, we should like you to come to this store for the things advertised in this book."

We mailed five thousand copies of this booklet to selected names in and about West Chester. It cost us just one hundred dollars—fifty for printing and fifty for postage. Direct benefits of this campaign could not of course, be measured in dollars and cents, but general indications showed that it paid and paid well. The mailing was done in June. July was the biggest midsummer month in the history of our haberdashery. One article served in a way as a key. We had never exploited it until the appearance of the booklet, but a few days afterward we begun to have specific inquiries for this line. Futhermore, we noticed that duplicate orders at the store after the distribution of the booklet were largely in the goods advertised. And our aim, after all, was not so much to get immediate direct returns as to have in the minds of the men of West Chester a distinct impression, that would connect our name with certain standard goods whenever the perusal of magazine advertisements suggested a desire for them.

So much for "Clippings from the Magazines." Now, as to the second way in which we utilized the accumulated

value of manufacturers' advertising. There are three months in the year, from the middle of February to the middle of September, when business is always slow. Seasonable business is practically over, clearance sales have spent their force and it is a perplexing matter to keep windows and newspaper space interesting. Just about the time our booklet came out we hit upon the idea of taking some advertised article of national reputation and devoting to it the space usually unproductive at that time of the year.

Filling in the Dull Season.

We made the experiment with a line of hosiery that is advertised in all the magazines of large circulation. The makers again responded heartily to our request for co-operation, furnishing an ample supply of electrotypes for the newspaper advertisements and cards and posters to give the window display a distinctive setting. The result of this experiment, both in cash return and interest aroused, was most gratifying and with the assistance of different manufacturers we put plenty of variety into our advertising during those two dull periods of the year.

Headquarters for Standard Goods.

And the best part of this plan was that it acquainted peop'e with the advertised brands of staple, all year-round goods we carry, and to which we cannot afford to devote exclusive use during the busy seasons.

Many a man stopped before our windows those days, then came in and bought with the explanation, "I have read a great deal about those goods and have often wanted to try them, but I never knew before that I could get them here in town." Carried on simultaneously with the "Clippings" campaign through thte mail, we believe that this advertising of standard goods served to permanently identify our shop as a headquartters for first quality products.

I have said that our second problem was to overcome the impression prevalent among people in our town that we could not duplicate the styles and prices offered in the city. Our plan for accomplishing this was a campaign of education, conducted through the medium of our newspaper space. Two advertisements a week we devoted exclusively to this end—reasons why we could "match Philadelphia's best styles and beat Philadelphia's best prices."

Through these semi-weekly lessons we showed local buyers that we had access to the same markets as city merchants, that we bought the same clothes from the same makers as they did. We called attention to the difference in the cost of doing business in Philadelphia and West Chester, to the fact that merchants in the city must ask a larger profit to pay the greater expense for rent, light, advertising and other items. With all these things true and we were ready to prove them, there could be no question of our ability to undersell the city stores. To all these arguments we added the advantage of dealing with a store within reach when anything went wrong and the saving in time, trouble and car fare.

Making Use of Specific Incidents.

We soon found that many of our readers, taking note of our strong assertions, wanted to put us to the test of comparison. Such opportunities we welcomed, and when we had demonstrated to a doubtful one that we could make good, we turned the fact to profit by telling the public about it through the newspapers.

One evening a man drifted into the store and said he had $20 to spend for a suit. He told us that he had spent a whole day looking through Philadelphia clothes shops, but couldn't find a single suit that entirely pleased him. In ten minutes we had his money and he was on his way home with a suit under his arm, perfectly convinced of the truth of our claim. And next day we related that incident in our advertisement.

On another occasion a man came in wearing a suit he had bought in the city for $25. He had seen one of our challenges and called to ask us to match his purchase. We recognized the brand and pattern, went to the case, pulled out the same identical suit and showed him our price—$18. We converted him then and there into a customer, and next day we told his story in our advertisement, citing him as one more man who had lost $7 and car fare by investigating our claims after instead of before he bought.

We kept an eye out, too, for timely bits of evidence to prove our case. One day we noticed in a haberdashery trade paper, this item: "Green coat sweaters have made their bow for the season. The line was introduced by a big New York retailer." It happened that we had been selling them all season. So we made capital of that in next day's paper.

Our campaign of education brought results—big results. It was bound to. Peop'e couldn't get past the straight facts we presented, because we never made a statement we couldn't back up if we were called upon.

We have been carrying on the campaign now for over a year. And we know absolutely that we have scored our point. We have among our regular customers to-day men who never before thought of buying clothes in West Chester. We have convinced them, evidently, that we can give them quality, service and prices that warrant their doing business at home. It was a stiff pull and we realized all along that we were fighting a situation that worries every small town retailer in the country, whom circumstance has given the same geographical handicap. But we have won our own community through a fact demonstration, and the man who has accomplished this has a firm hold on future trade.

Curry Bros., of Saskatoon, have leased the Richardson-Butler block in that town and will open a department store. This will be in addition to their present business.

Three hundred and fifty employes of the Smith Carpet Works, Yonkers, N.Y., received $1,000 each, devised to them in the will of the late Mrs. Eva Smith Cochrane, daughter of the carpet shop founder.

Peter J. Rooney, traveler for Robert Darling & Co., died June 14, at his home in Toronto. Deceased, who was in his 54th year, was a native of Scotland, coming to Canada when seventeen years of age. Prior to accepting employment with Darling & Co. he was with Fitzgibbon & Co., Montreal, and Nicholas Rooney, Toronto.

Speaking at a luncheon given by the wholesalers of Vancouver, to the commercial travelers, Henry A. Stone, of Gault Bros., said he was able to say that the United Commercial Travelers' Association had done much good for the wholesale men, since the cause of one was the cause of the other. Resolutions asking for reductions in transportation, excess baggage, transfer, livery, transfer and hotel rates, and better hotel accommodation were passed unanimously.

Interesting Processes Employed in Making Linoleum

A Canadian's Visit to a Modern Linoleum Mill in Kirkcaldy, Scotland—How Raw Materials are Prepared—Printing by Blocks and Machinery Description of Different Departments in Large Manufactory.

VERY often the charge is made, but not always justifiably, that the Canadian merchant does not familiarize himself as closely as he should, with origins, materials and processes of manufacture of the lines represented in his stock. Needless to say, from carefully prepared descriptions along these lines, the merchant is very often enlightened upon matters which previously he knew very little about, and is enabled in that way, to take a keener and more intelligent part in the buying and selling of goods. That certainly is an insignificant department which contains nothing worthy the consideration of the merchant or employe who is any degree studiously inclined.

In the housefurnishing department, probably one of the most interesting subjects is the manufacture of linoleum. Recently, a Canadian business man favored The Review with an instructive account of his visit to the works of the Fife Linoleum Co., in the "Lang Toon o' Kirkcaldy," Scotland.



The Stock Room of a Modern Linoleum Factory.

Oxidizing the Oil.

Large quantities of linseed oil are required in the manufacture of linoleum, and this, the writer points out, is stored in huge tanks. Preparatory to being oxidized, it is boiled and then pumped into the oxidizing house, where it is poured over long strips of thin cotton sheeting hung vertically all along the house. This drenching is repeated every day until the sheets are coated with oil to the thickness of three quarters of an inch to one inch, and this process takes from four to five months. The oil is then known as oxidized oil.

In the cement room this oil is converted into what is technically called cement, the process being that of boiling the oxidized oil in a huge kettle, mixing with it Kauri gum, resin, etc. When sufficiently boiled, the mixture is run off into vats, a thicker, bulkier and darker oil. When cold, this is cut up into squares and stored away to mature for a few weeks.

Another important ingredient in the manufacture of linoleum is cork. This is imported in bales from practically all parts of the Continent. Stocks of cork shavings are ground between heavy stones to a fine flour which is afterwards mixed with the cement.

Covering the Backing.

To follow the different processes in linoleum-making one must begin at the top floor. The cork flour is conveyed to this part by means of elevators, and here the cork and cement in certain proportions are put into a mixing machine along with coloring matter red, blue, green or brown, etc. Thus the cork, the color and the oil are all traveling together through mixing machines to the floor beneath, and from there to still another floor lower down where it reaches the rollers, under which the Hessian or backing is waiting ready to receive its surface covering. The main rollers are several tons in weight, so one may imagine that the above mixture must be well pressed in to the backing with this weight of metal rolling it on. The color, oil and cork, so pressed and then rolled around steel rollers, is ready for printing.

Intricacies of Block Making.

The block-making department is an exceedingly interesting section of a linoleum factory. Here the workmen are engaged in making 18-inch square blocks for the printing of the various designs. Some of the patterns require three blocks and some require as many as six or eight; the number depends entirely on the different colors necessary for the individual design. What appears to be an incalculable number of pieces of brass wire, about one-eighth to one-quarter inch in width, is used in some of these blocks. On one block there were no fewer than 10,000 pieces, while upon another there were 30,000, the number varying according to design. To the lay mind it is somewhat difficult to comprehend—an 18-inch square block with 30,000 pieces of brass driven into the wood one-eighth of an inch and standing above the wood the same distance. Not one of these pieces must be a fraction higher than its neighbor and not one must be lower, but all on the most exact level.



Think of the Ten Most Successful

dry goods merchants in Canada during the last 60 years. Nine of them in all probability bought the great bulk of their goods from the house of John Macdonald and Company, Limited.

This is not a coincidence. It is simply that the far-seeing, enterprising, successful merchants have found that they can get better value and better service from that house than from any other.

Their judgment in this important matter of buying is largely responsible for their success.

This contributing to the prosperity of Canadian drygoodsmen has become a habit with us. We have been at it so long that we do it well.

At the same time, past traditions have no place in our present day achievements beyond the ever-dominant determination to maintain the reputation for business integrity and generous treatment which has always characterised this house.

Which means that this reputation is being strengthened daily.

Your Interest In This House

is quite naturally confined to a consideration of what we can do to help *you* build up a successful business; one which will give *you* the maximum of profit and *your customers* the maximum of value.

We are prepared to do this in two ways.

By giving you *timely* novelties.

By better staple values than you can get anywhere else.

These two features constitute the sum of mercantile success, as applied to dry goods. Of course it is easy for any house to *say* it can give you these, but we want you to make us prove that we can *do* it.

Our facilities for keeping in close touch with the newest style tendencies are such that as soon as a new fabric of promise is introduced we know it. Our customers, however, are not induced to buy a thing simply because it is *new*. Its adaptability to Canadian requirements is always considered.

For more than half a century the house of John Macdonald & Co. has led Canada in Staples. This is the result of close co-operation with the leading manufacturers of these goods, both in Canada and abroad. Several of these manufacturers give us the control of their output for Canada.

These are some of the considerations upon which we base our claim of a superior all around service.

They are also good reasons why you should see *our* travelers and *our* goods for Fall business.

We were the pioneers in establishing a Special Letter Order Department. Its splendid success is the result of satisfactory service to the retailer. Our Letter Order buyers are as careful of your interests as if they bought for themselves. They *are* buying for themselves, because their positions depend upon their ability to please you. Try us with a sample order.

John Macdonald & Co.
LIMITED

TORONTO

When all of the pieces are in position, the workman takes a file and gauge, and again goes carefully over the whole surface until every piece is absolutely correct.

Paint Smooth as Butter.

In the paint used for linoleum printing there must not be one particle of grit. The paint shop is equipped with machinery by which the dry color is ground in oil as smooth as butter—a process by no means easy or simple. Here the mixing is done and the various shades must be as near perfect as possible. The man in charge of this department must be an expert. It devolves upon him to see that no colors that are poor or defective in any way are employed in the printing process.

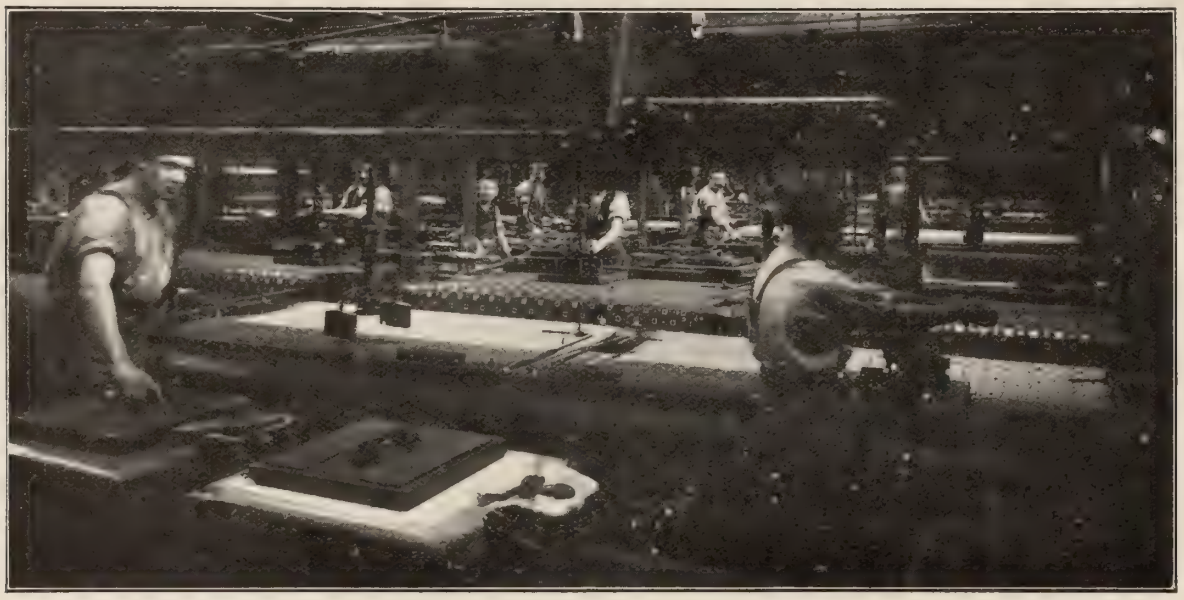
Printing Blocks by Hand.

The tables used in hand-printing with the 18-inch blocks, are about 14 feet long and about 35 inches wide, and upon them is laid the linoleum after it is taken from the rollers. These pieces are laid as closely together as possible so that no space may be wasted—on the far side of these tables is a slit in the floor about 30 inches wide, through which the printed linoleum is carried to storage wells underneath.

Two men with a boy always work together at printing these linoleums. After the goods are firmly fixed by a long board, which is called a guide or ruler, the first printer takes up No. 1 block and, after seeing that it is perfectly clean, places it on a huge paint-covered pad, first one way and then the other, to make sure that the copper wire has been evenly covered all over. Taking this block, he turns round and first places it against the guide, then, when it is resting evenly upon the linoleum, he reaches up and pulls a press along over the block. This press has two arms, which come down and rest upon it, and by simply pulling a handle he puts pressure upon the block. Releasing it, he swings the two arms to the other sides, repeats the process, and then lets go. Now he lifts the block and again puts it on the pad, for more paint, goes on to the next square of 18 inches, and repeats his first performance. His mate, as soon as he has done, takes the next block and follows his work through in filling out the design in exactly the same way. The boy attending these two printers has to see that the colors are ready as wanted. One man may be working in red, his mate comes along with green or white, etc.

Applying Different Colors.

There is no waiting on the part of either one or the other, or for the paint to dry; they go ahead on wet paint left by their mate as if the stuff had been dry for a fortnight. Of course, as there is no overlapping of designs there is not much danger of one man smearing another's work. All of the red color, for example, never mind where it may come in the pattern, is put on by the one block, all the green by another, and so on. The ground is always clear for each block as it comes in succession to the last. After the printers have completed the pattern straight along the whole length of the table, the guides are shifted and the linoleum moved away from them over the table towards the far side, and when they have completed a piece of, say, 25 yards in length,



Hand Printing with 18-inch Blocks.

the line moves over the table, as described, and falls through the floor into a huge well about fifty feet deep, There it hangs for the time being to be eventually put into the stoves to be thoroughly dried and made lastingly durable for wear.

The above is the process employed in hand-printing. Printing by machine is done practically along the same lines, so far as it requires different color boxes and different design plates.

Printing by Machine.

The printing machine is one of the most modern employed in this kind of work to-day. A roll of linoleum, ready for printing, is placed at the front of the machine and the end of the roll is attached to an endless steel band, which carries the cloth underneath the printing blocks. These are firmly fixed to the machine at equal distances, and are raised and lowered by means of springs. The color is supplied to them by color boxes, which are made to travel backwards and forwards underneath the blocks. The machine shown in the illustration has 11 colors, but any fewer number of colors may be printed by it through simply throwing the blocks

not required out of gear. As the cloth travels through the machine on the steel band, it receives the color from the various blocks as it passes under them, and emerges at the other end bearing the completed pattern, and is then drawn into a heating stove to be dried and seasoned. The Fife people have a considerable number of these stoves, capable of holding a large amount of linoleum at one time.

Stoving the Linoleum.

Stoving linoleums is a very important branch of the manufacture. The pieces must be kept at a given temperature for a certain number of days, as goods placed on the market under-stoved are always inferior, and last a much shorter time than those that are given the full amount of seasoning necessary for the hardening of the paint and body of the cloth.

Trimming and Packing.

After the goods have been stoved for the allotted time, they are taken out and the edges trimmed, either by hand, or by special machines made for the purpose. Linoleum, when printed, always has an edge of plain cloth showing, the reason of this being that if, say, it is an 8-4 width—the cloth backing is always wider than two yards—about ½ to 1 inch remains on either side. If the manufacturers, when putting the surface on the cloth, ouly used a 2-yard-wide Hessian or backing, with the mixture of oil, cork and color going on warm, the cloth would shrink about 1½ to 2 inches. Therefore, to obviate this they always have the backing about two yards, three inches wide to start with.

In the packing of linoleum, poles are inserted in the centre of each roll, and a piece of tissue paper very often covers the entire surface of the pattern, so that in shipping, etc., the surface is safe from any unnecessary friction or scratching.



Printing linoleum by machine. The plain cloth is fed into the press at one end and emerges printed from the other. Eleven colors are being used on this press.

Retailers to Co-operate.

The retailers of Minneapolis and St. Paul are co-operating to a greater extent this Summer than heretofore to make glove departments profitable sections of their stores. They have agreed to assist each other out in the matter of disposing of surplus stocks, job lots, etc. Special sales are to be bona-fide. The dealers realize that so-called cut-price sales, with the goods marked up and then put on the bargain counter, are detrimental to the business in general. Prices were cut to a great extent during the past season and local merchants have agreed to try and eliminate extreme cuts during the coming season.

At recent meetings of the heads of the glove departments and proprietors of retail establishments, the plan of disposing of surplus stocks to other retailers instead of putting them on sale at a sacrifice, was discussed and met with approval. This has been tried in other cities and found successful. Sacrifice sales always hurt other dealers and during the coming season Twin City retailers will endeavor to get along without so many of them and to build up their glove business on a more profitable basis.

The public in this section are being educated to the economy of buying better gloves. This has worked out to the considerable benefit of retailers during the past year. Less cheap stock is being ordered each season. Stores which have continued to handle cheaper lines have found their trade slowly but surely dropping off and those who have heretofore clung to the idea that to be successful the glove department must include a large assortment of cheap goods in both women's and children's gloves, will for the Fall and Winter, change their tactics and buy better goods.

Hon. Joseph Rosaire Thibaudeau, sheriff of Montreal, who died suddenly June 16th, first entered commercial life as a member of the wholesale dry goods firm of Thibaudeau, Thomas & Co., becoming eventually head of the firm of Thibaudeau, Beliveau & Thibaudeau. His family immigrated originally from France, settling in Acadia in 1789 and removing thence some time later to the Province of Quebec. He was a prominent figure in Montreal commercial circles, and had much to do with railway undertakings. He was called to the Senate by the Earl of Dufferin in 1878, and was sheriff of Montreal from 1890.

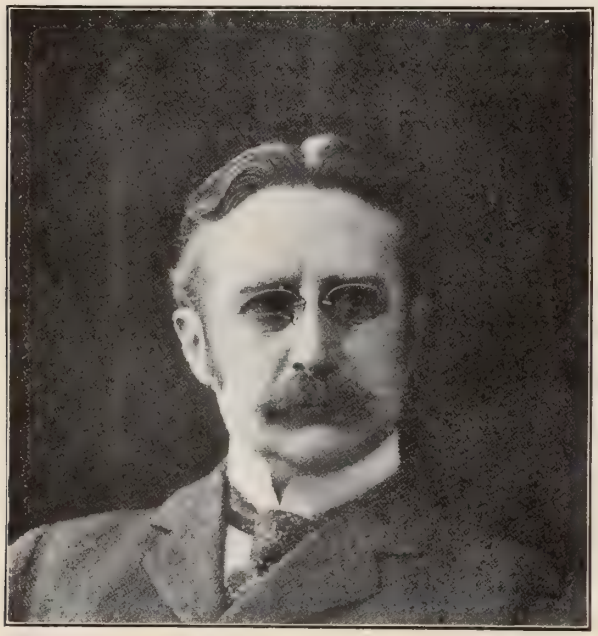
In order to make their Customers' Deposit Account Department better known, and to encourage those who have never tried it, the Paquet Co., Quebec, are giving away in one month $500 in cash to new customers opening accounts. The distribution of cash, it is pointed out commenced on June 12th. Every customer opening a new Customer's Deposit Account on or after Saturday, June 12th, 1909, was given credit for the sum of fifty cents, on condition that not less than $4.50 is deposited, to make up the sum of $5.00, with the understanding that this balance must be left for at least one month. Five per cent. interest is paid on deposits.

Building One of the World's Greatest Stores to Order

How the Selfridge Store in London, Eng., was Planned and Created — Business that Began Big, thus Reversing a Foremost Precept.

From System.

IN a small suite of offices on Oxford Street in London, a business builder has been planning for two years Planning the opening of a retail store which should stand among the world's greatest on the first day of its existence—working out one by one the problems and details of its one organization and policy: that has been Gordon Selfridge's two years' work. And his plans culminated recently in the opening of Selfridge and Company, Limited, to London's buying public. The experience in business and retailing, on the basis of which Mr. Selfridge planned, is the first stage in this story of a business built to order. Twenty-five years ago Mr. Selfridge came from a country village to the city of Chicago. He started in a retail store as an office boy, a few years later he was manager of the store and ten years after that he was manager and partner of the world's greatest retail institution—the house of Marshall Field and Company in Chicago.



H. GORDON SELFRIDGE
Founder of the great London Store of Selfridge & Co.

There he handled a store occupying over thirty acres of floor space; whose annual turn over was said to have reached the grand total of $50,000,000; whose number of employes approached the ten thousand mark. He built up not only the world's greatest retail institution, but the world's most distinctive store—the store which has developed retailing to the highest plane.

This was the basis of experience behind Mr. Selfridge when he determined two years ago to open a great retail store in London. The initial step was to determine the policy of the store. First and foremost had to be emphasized that the Selfridge store was an English store, designed to appeal to the English public, manned by an English staff. It was not an American dry goods store set down in London.

Mr. Selfridge has never been a narrow merchant. He had bought and sold the products of the entire world; he had bought from people of all nationalities; he had sold to people of all classes. So first he studied the conditions of the field he was to enter; the market and, most important of all, the national characteristics of his prospective clientele. Every city has its different business customers, its own type of buying public. By observation, by study, the merchant must grow to know what the public in which he is concerned likes, what the might prefer, what they have been accustomed to; he must grow, in a word, to be one of the public himself.

What perhaps is the prime principle of his policy, Mr. Selfridge expresses this way: "Get the confidence of the public and you will have no difficulty in getting their patronage. Inspire your whole force with the right spirit of service; encourage every sign of true spirit. So display and advertise wares that customers shall buy with understanding. Treat them as guests when they come and when the go, whether or not they buy. Give them all that can be given fairly on the principle that to him that giveth shall be given. Remember always that the recollection of quality remains long after the price is forgotten. Then your business will prosper by a natural process."

Confidence the First Essential

No phase of business policy is so important as this one of gaining the confidence of the buyer. To do this, every act must be absolutely sincere; every article must parallel its claim; every advertisement must describe without exaggeration. Not alone the executives must be honest, but every clerk must be honest and careful. Mr. Selfridge himself tells the story of how the necessity of watching honesty in little things was impressed upon him.

"When I was a boy, and newly entered to my firm, I was told to make out a bill against a railroad company for some sheeting damaged in transit. A few days later my chief sent for me.

"'Young man,' he said, 'you have done something I want you never to do again. The bill you made out should have been for the cost of the sheeting to us; not for our selling price.'

"The small difference never would have been discovered by the railroad company, and many merchants would have considered it legitimate, for it would hardly cover our expense in insurance and handling. But I have never forgotten the justice of my old chief's reprimand, and the wisdom of his words."

Because of his anxiety to serve his clientele and in the light of his twenty-five years' experience in the possibilities of retail development, many innovations unkown to the British shopper will mark the Selfridge service. English stores are from first to last "salesrooms." No individual is welcome there unless he or she has something to spend and wants to spend it. They are closed houses to the general public, and to return a purchase to one of these stores is to court trouble unless you have some specially good reason to offer.

On these two points at least, Selfridge's service will be different. "The open door" will be the first principle. "Money back without question" will be another. Points of this kind will distinguish the store service over the general retailing methods in force; but the service generally will be English.

A beautiful home, an efficient staff, a perfect stock, will not win dividends if the confidence of the public is not obtained. Mr. Selfridge holds that the most expensive and destructive thing a merchant can do is to fool the public or even give the buyer the impression that he is being mistreated. He quotes this saying of the Indians, that bears on this point:

"If white man fool Indian once, shame on white man. If he fool Indian twice, shame on Indian."

Building the Store Structure

The policy determined the next step was to build a home for the business. And here, too, aside from the extreme modernness of construction and speed records broken in building it, the constant end in view was service to the customer. Here is a building which covers nearly the entire area of a city block, facing on three streets. Its five stories rise to the limit of height allowed by the London County Council. Down three more stories it extends to a lofty basement under the whole building; to a second basement for warehousing under half the area; and to the power plant and machinery rooms still lower in the third basement.

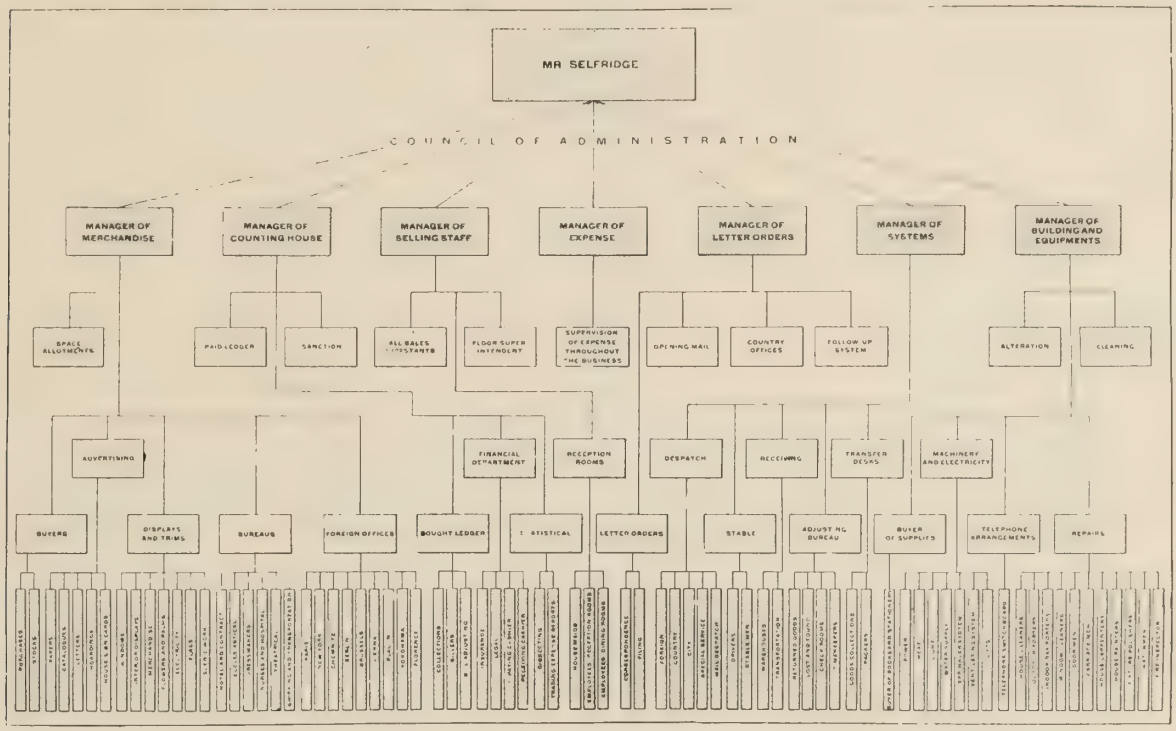
In the photograph of the architect's drawing the conveniences of the structure are not so evident as its beauty. The large plate glass windows on the ground floor allowing elaborate displays for the inspection of the public, are the largest in the world. The large windows on the upper floors give the maximum of light, always of such great aid to the retail buyer. In the interior are five wide main staircases built of concrete, adequate for emergencies. The store is fireproof: steel frames; walls of brick; floors of concrete; a huge concrete retaining wall around the whole structure; the building divided into sections by party wall which would confine fire with five hundred automatic fire doors, a complete installation of the overhead automatic sprinkler system; fire hydrants on the landings of each of the five main staircases.

Convenience in little things has been emphasized in the construction. Even though Oxford Street, the main front of the store, slopes considerably, the entrances have been arranged that no steps occur anywhere. Nine large electric lifts serve customers. A gravity conveyor carries goods from the upper floors to the basement for quick distribution and packing. Restaurants, retiring rooms, accommodations, are accessible to all patrons.

The plans once determined and the ground leases of the site secured, the work of construction was done in record time. In a little less than a year the building was ready for occupancy.

Building the Plan of Organization

In the meantime the plan of organization was being determined and its personnel gathered. The first step was departmentalization.



Mr. Selfridge's Chart of Organization.

On the wall of Mr. Selfridge's office hangs a chart. It resembles the pedigree of a gigantic family. It is labelled "Chart of Organization." Mr. Selfridge says: "It stands for system. It represents a big retail emporium scientized—a word as yet in no dictionary."

At the head of the organization is Mr. Selfridge, the managing director. Under him the business is divided into seven departments with seven managers—manager of merchandizing, manager of counting house, manager of the selling staff, manager of expense, manager of letter orders, manager of systems, manager of building and equipments. The endeavor in this organization chart is to make system play its vital part in the management of the entire business: to miss the placing of no detail; to leave no thing just to happen; and to concentrate all responsibility.

The managers of these seven departments comprise the council of administration. On this executive council will devolve the entire management of the business.

"I belive that no part of an organization should be dependent on any one man," says Mr. Selfridge. "If I am taken ill or fall out for any other cause, the business should not suffer in any way for my absence."

This principle applies to the whole organization. Nothing will depend on any single individual in the Selfridge organization, therefore, every responsible head will have a competent under-study ready to fill his shoes should he fall out. The council of administration will be permanent, vacancies being filled by the remaining members as they occur. Of the present members of the council five are English; the two others are American. Outside of these, the employes in London are all English.

From seven department managers descend the various sub-departments with their heads and their assistants to the lowest rank. The accompanying chart shows how the various activities and the minutest details of the business group themselves under the proper heads. Departmental responsibility is absolute. Every detail in each of the seven departments is handled exclusively through the manager in charge. Any suggestions or instructions relating to any of these departments that may emanate from Mr. Selfridge are given to the manager of the department. In this way each head is made to feel his responsibility for his work.

Gathering the Staff

And in planning this organization Mr. Selfridge has placed "men" first. He has spent more time and thought on getting the right men for the right jobs than on any other detail of his business.

Mr. Selfridge has had many years' experience in finding the right men for the right jobs. He finds them.

The organization of a staff to man such a huge business meant forming two thousand ideas of positions to be filled and finding two thousand actual men to fit these positions.

"Planning an organization of this kind," says Mr. Selfridge, "is the most interesting game in the world. The world is your field, the stakes are high and the results enormous. In building up my organization, I have taken the big stores first, and as the big men—the foundations of the business—have been secured, I have passed on to the next, right up to the engaging of the sales staffs for the departments.

"Many serious questions must be considered in selecting men. Honesty is one—a matter, perhaps, to be decided only by records. Loyalty is another. Unlike honesty, this is easily cultivated, if as easily sacrificed in a day. Enthusiasm is important. In some places it is frowned upon—regarded as bad form. Yet only by stirring up a man's enthusiasm are the fires of his energy kept alive. If a young man feels he wants to go deeper into the business all the time, to give it additional thought, energy, and intelligence, to damp his enthusiasm is to kill his value as an employee.

"The most difficult branch of the art of selecting men is to find a man for a new position. Chance sometimes helps here—as when I first hit upon the idea of having a manager of expense and was seeking my pioneer economist. One day, passing through a work room, my eyes lit upon a home-made set of pigeon-holes. It transpired that one of the assistants, who was responsible for selling the clippings of cloth to the ragman, had devised the pigeon-holes as a means of sorting clippings according to their values—in order to gain higher prices. The idea was his own, and had been carried out on his own initiative.

"From the moment I discovered this, the new post of manager of expense was filled. Economies began forwith. Dropped pins were picked up, and in one department alone this resulted in a monthly saving of seven pounds. String no longer was wasted in the parcel-wrapping department, and the monthly string bill was reduced by half. In three months the manager of expense had saved the firm hundreds of pounds."

It was this selection of the right man for the right place that required the longest time and thought, but when Mr. Selfridge put his finger on a section of his chart and said: "that man is the best man in his business in London—" it meant something. It meant countless interviews and investigations and careful search that few employers would think necessary.

"I have employed English assistants exclusively," said Mr. Selfridge, "because they are familiar with the characteristics of the people they will serve. I am running a cosmopolitan store in London, and intend to meet the requirments of the English people. I have not come here to teach; in fact, there is much that I shall have to learn. We shall make mistakes, of course, but we hope to make them a help to better service, rather than otherwise."

Stocking the Store

Two other stages in getting ready remained: buying the merchandise, a complete stock for every department of the great store—without doubt the largest purchase of retail stock ever made at any one time; and advertising the store.

Buying the merchandise is a simple problem. The policy of the store determined and the personnel of the organization gathered together, it has been simply a matter of the same routine that a retail buyer goes through every day; except that every department man had at this one time to purchase every line and every article in his stock, and he had to see that they were delivered at approximately the same time. The advertising campaign depends upon the day to day developments

Opening the Doors to the Public.

"The culminating point in the planning of this huge organization," said Mr. Selfridge, "is the time when the doors are thrown open to the public—when life is breathed into the dormant organization—when the public are invited to enter into possession of the building that has been erected for their benefit. We want the public to realize that this magnificient building is theirs—not the merchandise, of course, though that can be theirs by purchase—but the facilities and the service it represents. That will be the climax of the great game."

Mr. Selfridge is confident of success and of great expansion. For he says: "Like no other business retailing has practically no definable limit. A retail store has possibilities of definite expansion."

News from the seat of the Irish linen industry points to a steady maintenance of better conditions. The shopping trade is still improving and large orders are still coming in from the United States. Canada is buying largely, and good business continues for Australia. There is less doing for Cuba and South America, but Continental trade is improving. Yarn prices are unchanged and there is a fair amount of new business passing.

Soda-Water Fountain as a Profitable Store Feature

Grocer Finds it a Paying Side-line, Why Not the Dry Goods Merchant? A Rest-Room Adjunct—Cost of Installation—Not a Theoretical Proposition — Experience has Proved its Value in Retail Stores.

A SODA-WATER fountain in a dry goods store! To the minds of many merchants such a proposition will undoubtedly appeal as being something of a faddish incongruity, but, like most innovations which have won their way in spite of premature objections, it is entitled to second thought. Grocers, bakers, confectioners, druggists, fruit dealers and even tobacconists have adopted the soda-water side-line and found that it pays.

This is not a theoretical proposition, but one that is being worked out on a profitable basis. Dry goods merchants in the United States, for example, have not overlooked the possibilities of this feature. They have found that it pays well, that it attracts business to the store, and that it has come to be regarded as an important adjunct of equipment—in short a facility which is a direct money maker.

Fountain Brought Business.

A grocer located in a large city, though some distance from the business centre, was asked whether his fountain could be regarded as a good investment. His reply was a decided affirmative. He pointed out that very often it had brought business to the grocery end, was well patronized by regular customers and was a good revenue maker on special occasions. These were some points in his observations which the dry goods man who has to be shown should remember. The modern store gives careful consideration to facilities for the comfort and convenience of customers. The rest-room is often the scene of a reposeful lapse in the midst of a tedious day's shopping. Friends meet there and pleasantly chat the interval away. How much more enjoyable might such moments be made, and how much more profitable to the merchant, were it possible for shoppers to avail themselves of the refreshing product of a soda-water fountain? It appears safe to say that where there is no rest-room, or where store regulations prohibit the serving of refreshments there, the seats in front of the fountain would seldom be vacant.

Expense is the important point with the merchant who can spare the room for the location of a fountain. Prices range from $125 up to $15,000 or $20,000, so that the merchant may not find himself bewildered in adapting his means to his ambitions. A soda-water fountain is a very simple apparatus, after all, though there are elaborate specimens of onyx or marble which seem to suggest the contrary.

The Different Parts.

The principal parts of a fountain are the ice-box, usually covered with onyx or marble, holding the fruit syrups, the counter, over which the preparations are served, and the carbonator by means of which ordinary or filtered water is charged with carbonic acid gas. The process usually employed is to convert a tube of gas and the water with the carbonator into which they are both injected at the same time. In the carbonating the water is forced through a long tube, becomes thoroughly mixed with the gas and issues from the taps in the fountain sparkling and effervescent. Some carbonations are operated by hand, and others by electricity. The necessary tube of carbonic acid gas is easily obtain-



Type of Soda-Water Fountain particularly well adapted to use in Dry Goods or General Store.

able. Prices of fountain equipment have almost as wide a range as the cost of the principal decorative and utility parts, as the manufacturers, nowadays, carry attachments to serve any purse, thought it must not be supposed that where cost is curtailed the greatest possible efficiency may be looked for. A poor fountain soon becomes a nuisance. An outlay of from $600 to $1,000 should be sufficient to give the average retail store a fair equipment. The illustration shows a fountain which while not elaborate, is well fitted for service in a dry goods store. It is compact, may be confined within a small space, would not interfere with shelving in the rear, is equipped with syrup drawers, ice cream box, dish cleaner and all the necessary attachments underneath the serving counter.

Location in the Store.

In many of the stores where a soda-water fountain is made a rest-room or a rest-a-moment feature, the location is very often between two sections or at the end of a series of counters or a dividing wall. Not infrequently they occupy spaces which could not very well be used for display purposes, and again, are very often placed near the main entrance. It requires no great amount of intelligence on the part of the boy or girl who may be in charge. It is possible to obtain booklets which not only give instructions in carbonating but also in preparing the different mixtures.

Advertising Necessary.

It must not be expected, however, that a soda-water fountain will develop its own patronage. It will stand advertising. A general merchant in a small city in the United States writes that so persistently did he emphasize, in a small space in his regular ad., the merits of the product of his fountain, that it was not long before he had the local druggist and confectioner beaten, and that many people, who entered his store to be refreshed remained to buy something else.

Built Up Her Business.

A bright young woman who has made a success of a locality dry goods business in Toronto, states that with a capital of $45 she bought a stock of dry goods and ice cream, and that it was the latter which put the vim into business. Very soon she installed a fountain and in a very short time had to move that section of her enterprise to another store, but not before it had done much to build up her dry goods trade. In many of the large departmental stores the soda-water fountain and refreshment counter are well patronized, and it would appear, judging from actual experiences, that the dry goods merchant who is remodelling his store, or who can already spare the room, that such an addition would prove decidedly profitable.

In the most up-to-date equipment the apparatus has been so perfected that the amount of attention or skill required has been minimized and cleanliness is possible in every detail of operation.

Death of Almon Bristol.

Almon Bristol, head of the dry goods firm of A. Bristol & Son, Picton, is dead. Fifty-two years ago he opened his first store in that town. In the half-century which has passed, the business made great strides. Mr. Bristol was born at "Cranberry Croft" near Picton. He taught school for two years, and later spent two years as a clerk in a Kingston dry goods store. Returning to Picton he performed the duties of deputy registrar of Prince Edward for two years, and then took charge of a dry goods store in Brooklin, Ont. From there he went to Newburgh, where he opened a store of his own and continued there until 1837, when he established at Picton the store known to the present generation as A. Bristol & Sons, a store which has had remarkable success, and which reflects in every way a well directed energy and a pleasing individuality.

Mr. Bristol had vivid recollections of the troublous times of 1837. It is related that on one occasion, while proceeding to Utica to attend college, the stage was challenged by a sentry near Kingston. Not understanding the purport of the challenge the driver continued on his way and only the intervention of another soldier prevented the party being fired upon. Explanations followed and the party proceeded. This was prior to railroad days in Canada.

Notes of the Canadian Trade.

Burglars stole clothing to the value of $100 from the store of G. A. Porter, Welland.

C. E. Chapple, of Chapple & Co., is opening a new ladies' wear store in Fort William.

C. E. Henning, of Hanover, Ont., has purchased the tailoring business of Richardson Bros., Saskatoon.

James Wright, who was for many years identified with the dry goods business in Brockville, died recently at his home there, aged 90 years.

Michael Haslen, formerly with Andrew Anderson, dry goods merchant, Fredericton, N.B., but for some years with the H. B. Claflin Co., New York, is dead. He was 70 years of age.

The button factory of J. Y. Shantz & Co., Berlin, was destroyed by fire, June 9th. The loss is estimated at $100,000, with insurance of $90,000. The business was founded over 60 years ago by J. Y. Shantz.

Stanley Mills & Co. have issued a neat brochure, "Seeing Hamilton at a Glance," which they purpose using in connection with the free observation trips they purpose extending to all visiting conventions this year.

Wm. T. Lee & Sons, Owen Sound, are enlarging their store by taking in the Edgar stationery store adjoining on the north side. They will then have four modern display windows and a frontage of 52 feet.

The feeling has long existed among Ingersoll merchants that they are preyed upon by ticket sellers and others soliciting charity in its various forms, and the matter is receiving careful consideration by the local retail association in the hope that some means of dealing with the problem may be devised.

Samuel L. Landers, Canadian representative of the United Garment Workers of America, who was making comparisons of Canadian and English-made clothing for children, reports that in Ontario there were retailers who bought Leeds clothing under the impression that it was made in Canada, as it bore a store ticket of a Canadian firm.

Reid W. Richardson, secretary-treasurer of the wholesale dry goods firm of A. Bradshaw & Sons, Toronto, was drowned in Toronto Bay, June 5th. While moving about in a sailboat he fell overboaed. A rope was thrown him and he was pulled back. Letting go of the rope, however, he reached for the boat but missed his hold and fell back. He was 24 years of age, and came from St. Marys, Ont.

THE PICTURE TELLS
THE STORY



When a case lot of 25 pieces of this white Wabasso Longcloth is taken, we will have it branded with the words "Made expressly for" and your name, in gold, instead of the above branding.

Let's send you a sample piece.

THE W. R. BROCK COMPANY, (LIMITED)

MONTREAL

Please mention The Review to Advertisers and Their Travelers

Store Kinks that are Giving Good Results

The REVIEW is willing to pay $1.00 for each article which may be of use in this department. It is not necessary that these paragraphs be already prepared for publication; a statement describing the manner in wh ch the "kink" is applied and how it is working out is all that is necessary.

GIVING CUSTOMERS A CHANCE TO TALK BACK.

Efficiency of service is said to be the sheet anchor of system in a retail business. Unless salespeople are painstaking and courteous in their treatment of customers, unless there is that about the management of the store which commands the appreciation of visitors, it is not likely that returns will have the volume desired by the merchant. There are few men who, moved by hospitably commercial impulses, do not feel that it is incumbent upon them to have the hand of welcome always extended, to personally inform themselves as to any irregularities in facilities or defects in goods, or who, in short do not consider it their duty to see that it gives their customers pleasure to shop in their stores. Very often, however, so thorough a merchant finds that he has too much ground to cover, cannot shake hands with everybody, or incline his ear to all of those who listen well or ill.

It was this problem which Thos. Humble, advertising man for Hobberlin Bros. & Co., Toronto, clinched with when he designed a form of return post card upon which he gave customers an opportunity to talk back about Hobberlin clothing and service. The part of the card intended for the customer reads as follows:—

"Will you be good enough to return the attached postal to us, stating thereon whether the clothes recently made for you at our store, were satisfactory or otherwise.

"This enquiry is solely for the purpose of finding out if you have had full satisfaction in your order, and if not, to find out how we can give it to you now. Please do not feel that you would be doing any employee an injury if you have a complaint to make, now or later, as we are all working together for the good of the business, and we value outside views. All our cloths are guaranteed—we want you to allow us to live up to our guarantee."

The return section of the card contained the following questions.—"Was your order promptly delivered? If not, how late? Do the garments fit you properly now? If not, what alterations seem necessary? Did you receive courteous treatment from all employees? Have you any suggestion for improvement in our service? Is your address, as written, correct? Was this order influenced by newspaper advertising, window display or recommendation or previous dealing?"

It is possible by these returned cards to trace an order to the salesman who took it, to apply system to a means whereby customers may be assured that their clothiers retain an interest in goods after they are delivered, that, if there are defects, they want to know about them, and what is of great importance, know to what influences the firm should apportion their business.

Of the cards sent out, statistics showed that replies aggregated 90 per cent. It is of interest to note that of the 187 replies received within a certain period, twenty-six stated that the writers had been influenced by advertising, 28 by the display windows, 62 by recommendation and 61 from previous dealing. Asked how he explained the small percentage attributing their patronage to advertising, Mr. Humble stated that while a great many of those who gave the credit to previous dealing were undoubtedly influenced by advertising, the card was valuable as an index to the effectiveness of the advertising in the period concerned. In that way it was possible to ascertain what particular form of publicity was productive of best results. The cards likewise made it possible to trace sources of dissatisfaction and apply remedies where necessary.

It would appear that such a system might be employed to good advantage by dry goods or general merchants. Anything which serves to extend a personal interest in store service beyond the confines of the store itself, may be counted upon to strengthen the reputation of that establishment as a desirable place in which to do business.

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SPECIAL CONTESTS AND SALES TICKLERS.

It would appear that the capabilities of the enthusiastic merchant in concocting schemes for the benefit of his business are beyond comprehension. Like "the making of books" the number of original and effective sales ticklers seems "without end." Cairns of Saskatoon is entitled to rank among those who are continually introducing some new proposition to focus attention upon their stores. His latest one is a guessing contest. Every purchaser of one dollar's worth of goods between certain fixed dates has the right to guess the number of oats in a mysterious glass box containing about one bushel. The first prize is an automobile, the second a team of heavy draught horses; third, the choice of any costume in the ladies' wear department; fourth, the choice of any suit in the men's wear section; fifth, choice of any ladies' hat in the millinery section; sixth, choice of any pair of men's or ladies' shoes in stock; seventh, lacrosse outfit for a boy; eighth, tennis racket and shoes for a girl. The box will be opened at 4 p.m., on August 6th and its contents counted by a disinterested person.

Here is another form of farmers' prize contest. A merchant in a town surrounded by a fine agricultural community issued the following announcement.

"We will give Three Merchandise Prizes aggregating $22.50 to the farmer hauling the largest four-horse load of women to the front door on Saturday morning, April 3rd, or by 3 p.m.: for 1st Largest Load, $10.00 in Merchandise; for second Largest Load, $7.50 in Merchandise; for third Largest Load, $5.00 in Merchandise. The driver must be a farmer and Drive Four Horses. The passengers must be women over 18 years of age and reside in the country. Prizes will be paid in due bills that can be traded out at any time in whole or in part. Each lady passenger riding in one of these wagons—whether a prize winner or not—will be presented with a suitable souvenir of the occasion. We will set up the cigars to every driver whether a prize winner or not. Prize winners will be announced at the store at 3 p.m. Now, Boys! "Gid dap!" You may decorate your wagons if you wish. We will lend you the bunting for that purpose."

A North Dakota merchant gave his customers an opportunity to make bargain suggestions. Here is a paragraph from one of his ads:—"Every woman who brings this ad. to our advertising man with a suggestion of what you want us to put on sale Bargain Friday, will be entitled to a pair of 25-cent stockings for 5 cents. No other time will they be sold at this price. You must bring the ad. with your suggestion. You could not make 20 cents any easier. We do this to find out what you want us to sell at throw-away prices next Friday."

20 Years' Experience Inventing and Building

Cash and Package Carriers

"GIPE" CARRIERS are the LATEST, SWIFTEST, STRONGEST, SIMPLEST and MOST EFFECTIVE on the Market To-day.





Reprinted from "THE CHICAGO DRY GOODS REPORTER," *of Nov. 12, 1898:—*

A NEW CARRIER

E. C. GIPE, the veteran inventor of cash and package carriers, has again demonstrated his ability in this line by bringing out a new carrier with special and meritorious features different from any other carrier. The new carrier is called the "Air-Line," and is described and illustrated in the ad. of the Air Line Carrier Company elsewhere in this issue.

The carrier is so constructed that it is impossible for the basket to drop from the wire under any circumstances. Another feature is that the basket, because of its manner of construction, comes much nearer the wrapper at the bundle counter station than any other ever invented.

The new company is outside the combination, a fact which will interest all merchants who contemplate putting in a carrier service, but object to paying combination prices.

Reprinted from "THE DRAPERS' RECORD," *London, Dec. 12, 1908:* -

THE GIPE CARRIER COMPANY, LIMITED

The "GIPE" cash and package carriers are very well known in America, where a great number are in use at the present time. In Canada, too, they have earned a well-deserved reputation, and it is largely with the idea of developing British trade in the carriers that Mr. E. C. GIPE, the inventor, is now in London. Mr. GIPE has had over 19 years of practical experience in building and making carriers, and he is in consequence in the best of positions for appreciating the needs of up-to-date firms who wish to facilitate the transmission of cash and parcels from one department to another. Already a large number of Mr. GIPE'S carriers have been installed in some of the largest and best known English retail firms, and we are informed that as the merits of the system become known the demand for the devices increases in proportion. To enumerate the many advantages of the carriers would require a great deal of space, but particular attention may be directed to the carriers operated upon what is known as the "spread-wire" system. Many advantages are offered in this connection. The carrier is transmitted with speed and despatch. The company are manufacturers of carriers for almost any conceivable purpose.

Many progressive merchants in Canada have already adopted "Gipe" Carriers, and such well-known houses in London, Eng., as Harrod's Stores, D. H. Evans & Co., John Barker & Co., Gamages', J. R. Roberts Stores Co., and many others are now using them; the latter DISCARDING Pneumatic Tubes.

We build LEVEL and GRADE PACKAGE CARRIERS, LEVEL, GRADE, CURVE and PERPENDICULAR CASH and MESSAGE CARRIERS.

CATALOGUE for the asking, or better still, call at our office and let us demonstrate the merits of the "Gipe."

Our Machines are built in Canada, which means a saving to you.

LONDON, ENGLAND
118 Holborn, E.C.

THE GIPE CARRIER CO., 99 Ontario St., TORONTO, CAN

The Right Way to Display Skirts



is to use a Buckingham Sunflower Skirt Rack

The rack illustrated is a marvel of space economy. On it you may display 50 skirts to the best advantage at one time. It revolves before your customer's eyes, enabling her to see every skirt advantageously. Every garment is readily accessible. Single hangers are an expensive nuisance when you can procure the

Buckingham Sunflower Skirt Rack

for $16.50 F.O.B. Guelph, Ont.

As we ship from Guelph, Ont., you have no duty to pay. Now is the time to install one of these modern display racks; don't delay—but send your order at once to

BUCKINGHAM-RAE CO.

177-179 Adams Street, - Chicago, Ill.



Dress Goods Window, by Jas. McNicholl, for Richard Hall & Son, Peterborough. This window was awarded second prize in the March window competition of The Review.

Valuable Hints on Art of Displaying Goods

Use of Plaster Effects in Window Decoration—How Casts are Made — Moulding Fruit and Foliage — Seasonable Windows — How Current Events may Suggest Effective Displays — Notable Trims of the Month.

MANY of the leading window trimmers have been making use of beautiful plaster panels in planning the decoration of their later windows. A. E. Apted used two effective ones in the June bride window of the Eaton store during the month of May. These were elaborate and costly figure panels showing a dance of Cupids and were the work of a Chicago artist. He also used a number of plaster Cupids, importing one as a sample and having the rest made in Canada.

When something on an elaborate scale is required, the work, of course, has to be put into the hands of an expert, and also where the trimmer has many windows to attend to. There are many readers of The Review who have more time on their hands and who, moreover, have to do the work themselves when they plan anything new.

If a trimmer has good taste and deft hands, with a moderate amount of practice he may execute some very satisfactory plaster work at little cost.

Nearly everyone has some idea of the manner in which plaster casts are made, the plaster being poured into a mold, which necessarily, for complex work, consists of many pieces, and is beyond the scope of any one but an expert. There is, however, a simple way in which very good work can be produced, though, of necessity, its field is more limited.

The materials required are a large sheet of thick glass or a slab of slate or marble, two grades of plaster, a supply of clean rags, some olive or poppy oil, and water. The finest grade of plaster may be obtained from any good drug store, and the other grade is the same as builders use. This latter grade is much cheaper and can be used for backing and making molds, and as it sets more rapidly, does not cause so much delay with the work.

In preparing for casting, lay out the size of the panel that is required on the glass or slate. Mix up some of the best plaster until it is about as stiff as good flour paste. Stir as evenly as possible to avoid air bubbles. Pour this on the slab until it forms a coating about $\frac{1}{8}$ of an inch deep over the figure drawn. After it has set mix up some of the cheaper plaster and build up until it is half an inch thick. The glass or slate, it should be said, should first be coated with the oil. This is done by rubbing over it with a cloth dipped in oil.

When the plaster has firmly set it can be easily removed and the edges trimmed smooth with a knife before it becomes too hard.

Now take a well formed apple and rub it over with the oily rag, and with the cheap plaster build up half an inch thick over the flower end of the fruit and up the sides to its greatest circumference. Let this become firm and then smear on the edge a little oil. This is to keep the two edges from adhering. Now build up over the other half, leaving a half-inch hole at the stem end. When fully set the mold is separated and laid aside to become thoroughly dry, after which it is varnished inside.

When a cast is to be made the mold should be smeared with olive oil, and the two parts should be held firmly together while the plaster is being poured in. The apple may be cast solid, or by filling the mold only half full, and then slowly and carefully revolving it until the plaster has set. This makes the fruit hollow and lighter.

While the mold is drying the leaves may be made. Select a number of the most characteristic leaves to be found, and spread over their under surfaces one-eighth of an inch of plaster. See that every part is covered and contrive to have the leaf retain its natural shape until the plaster hardens. Then remove the leaf and scrape away any plaster that may have over-run the edge of the leaf with a pen knife. This will give a life-like leaf showing all its delicacy of modeling and veining. Now, with an assortment of leaves and two or three casts of the fruit the panel may be mounted.

Group the fruit and leaves as desired and mark on the background. Then taking each piece separately secure it in its proper place with a thin paste of plaster. Begin with the fruit first and if the plaque or cast is too dry, immerse them in water, just before applying.

Do not be alarmed if the paste should happen to go where it is not intended as it easily removed if it is not allowed to thoroughly harden. Piece after piece may be added in a way to look as natural as possible, and any breaks and holes may be filled up with fresh plaster, each time removing any superfluous plaster as soon as set.

A tea spoon can be used to advantage in flowing the thin plaster under the leaves and fruit. The stems are made by building up a little ridge of plaster and then cutting down with a knife to the required size and shape. It is wise to pencil the outlines on the ground before beginning.

Most fruits serve well as models for this work and the leaves of grapes are especially fine, though the bunches of fruit may have to be modeled in clay and a mold made from it. A gelatine mold may also be made by pouring warm gelatine over a bunch of grapes, and, when set, cutting in half so that each piece represents half a bunch of grapes. A plaster cast is then taken from this mold, and, as it is flexible enough, it pulls out of the little creases and hollows without difficulty. The tendrils are wires bent and twisted in imitation of real tendrils and then dipped into thin plaster and fastened to the plaque at all points of contact just as were the fruit and leaves. Wire can be used wherever delicate stems are required. It should be copper or brass as iron rusts and marks the plaster. The finished panel may be given an ivory finish by going over it with boiled oil, and of course it may be tinted in any way desired or silvered, bronzed or gilded.



Panel in plaster — Grapes and Foliage cast from Nature.



Panel in plaster — Plums and Foliage cast from Nature.

Seen in Montreal Stores.

Montreal, June 30.—During the past month a great deal of attention has been paid to wash suits by retail stores in Montreal and some effective displays have been made. Other seasonable lines have been displayed to advantage, and among St. Catherine Street department stores, there have been some remarkably good window displays from the selling point of view, as well as the artistic.

Noticeable among the window displays were those of the John Murphy Co. Ltd., who have made a specialty of summer costumes, princess dresses, etc. These were displayed on figures, and in each case were accompanied by all suitable accessories, such as parasols, millinery, neckwear, gloves, etc. A good display was shown on the Metcalfe Street side of the store where each window was given up to a certain shade in dresses and accessories. Another window of this same store, shown last month, which attracted a great deal of attention, was a window of Irish lace, in coats, yardage goods, neckwear, etc. One window was occupied by fancy belting, the method of announcing the price of these proved a good feature. The card stated that the belting would be sold at a certain price per inch, instead of by the yard or belt length.

Jas. A. Ogilvy & Sons, Henry Morgan & Co., Ltd., The Hamilton Co., and The S. Carsley Co., Ltd., have all made a feature of wash suits and princess dresses.

Henry Morgan & Co., Ltd., announced by means of show cards, as well as in their advertisements in the daily newspapers, that discounts were being allowed in all departments, and to further strengthen this announcement, made good displays of different lines which had been reduced. One window, which proved attractive and which did not show lines of goods marked down, was in rose shades. Two figures were placed on rose and white mats, one wearing a rose gown, draped in the Moyen age style, and the other a cream serge suit, trimmed with touches of rose. A good furniture window showed a bedroom tastefully furnished in the newest designs in mission furniture.

Jas. A. Ogilvy & Sons, who have one of the best linen departments in the city, had a table linen window, showing different articles in drawn work. The arrangement of the goods was particularly effective. This firm and The Hamilton Co. took advantage of the opening of the holiday season to make trunks and bags of different kinds a drawing feature, and offered some attractive bargains.

The S. Carsley Co., Ltd., and W. H. Scroggie Ltd., had windows artistically draped with natural pongee silk, which is having such a heavy sale at present, and the former store also showed a good window in the popular satin foulards.

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Windows for Special Events.

The accompanying window of the W. A. Murray Co., Toronto, trimmed by H. C. Macdonald, is of the type which illustrates the importance of display windows being constructed along lines suggestive of or in accord with current events.

The trophy of whips knitted in with reins, the bridles, stirrups, saddle and the horse shoes, are the extra embellishments that turn the attention to the fact that the window is designed to feature dress suitable for wear at such a fashion event as the Woodbine races.

There are two distinct reasons why every dry-goods store should use

LUXFER PRISMS

Reason No. 1.

A clear, strong light is essential to a dry-goods store. The class of goods handled requires a light that will properly show all the fine shades of color, tone and pattern of the various fabrics.

With your windows glazed in whole or in part with Luxfer Prisms the desired light will be obtained. This is how it happens :-- Rays of light descending in an oblique direction are caught on the outside surface of the prisms and horizontally refracted to whatever distance their original strength will permit. Usually, a distance of fully one hundred feet back from a Luxfer-Prism-Glazed window will be brightly lighted. Without the prisms, the oblique rays would spend themselves just within the window, leaving the balance of the room in comparative darkness.

SEE OR WRITE US FOR INFORMATION

Reason No. 2.

Luxfer Prisms will cut down your artificial lighting expense. In this way alone they will soon pay their cost and be a perpetual source of profit into the bargain.

If your business has the misfortune to be housed in a gloomy store, try the effect of Luxfer Prisms. The immediate benefit will be a very agreeable surprise.

The Luxfer Prism Company, Limited

TORONTO and MONTREAL.

The background is one that has done duty since the opening of the Spring season and of course without the additions already noted. The arches, pillars and cornice are of wood painted white. The panels are in a soft pale grey with a raised molding. Wreaths of Spring flowers are painted in each panel in natural shades, and in the one that fills in the arch above the mirror is a bird group on a blossoming spray.

Carefully posed figures are wearing handsome gowns and wraps, and high-class millinery, while dainty accessories are grouped around. The dress goods and millinery window shown was dressed by James McNichol for Richard Hall & Son, Peterboro. A certain sameness will be noted about the drapes, but this is explained by the fact that they are developed from suit lengths which precluded the use of the high drapes, that would have given a less monotonous look to the window. The window certainly would have been improved had some higher drapes been shown. This trim was awarded second prize for March in The Review's monthly window competition.

The arch and pillars were cut out from old boards and they were covered with cotton and painted with alabastine. The letters on the arch were cut from cardboard and gilded. There were baskets of fruit tied with a ribbon and branches of foliage and blooms topping each pillar of the arch and two baskets were placed on a pedestal on each side of the window. Here it may be pointed out an opportunity was lost to vary the window and help to relieve the monotony occasioned by the sameness of the drapes. Had one basket been placed on a low stand and the other one higher, or better still, a high vase of flowers been used on one pedestal the display would have been improved. The photo plainly shows the new permanent background in panel design which has been installed in place of weathered oak, which was found too dark.

From Flannelettes to Chief Decorator.



A. E. APTED
Chief decorator for T. Eaton Co.

Arthur E. Apted, chief window decorator for the T. Eaton Co., Toronto, still has five or six years to travel before he reaches his thirtieth birthday. He is a Toronto boy, and has spent practically all of his business life with that firm, entering their employ ten years ago as a clerk in the flannelette department at $6.00 a week. From this department he graduated into the prints and then into the dress goods and silks. In those days all of these departments were under one management, and as there was no window trimming department, each section looked after its own windows.

When the print and flannelette section was separated from the silks and dress materials the clerk who dressed the windows went with the other half of the department, and this gave Mr. Apted his opportunity.

"I had always been interested in trimming up the counters and ledges," he states, "and soon after the separation of the two departments the manger came up to our counter, and asked if any one there had ever put in a window. I told him that I had never put one in but would like to try and was told that I could see what I could do on the following Monday. That was on the Saturday, and before I went home I bought a few yards of cheap dress fabric and, rising early on the Sunday, I made a simple T stand and proceeded to practise drapes all that day and far on into the night."



Ready-to-wear Opening Window, by H. Robinson, of R. McKay & Co., Hamilton



One of our many wax figures draped

J. R. PALMENBERG'S SONS

Est. 1852

FORMS FIGURES FIXTURES

710 Broadway, New York

Write for Catalogue

Factory, 89 and 91 W. 3rd Street



COUNTER CHECK BOOKS

"Get the Best"

WE MAKE ALL THE LATEST STYLES

CREDIT SYSTEMS

Write for Quotations, or Call from Traveller

The CARTER-CRUME CO., Ltd.

TORONTO, ONT.

Winnipeg Representative
WILLIAM DURDEN
404 Flora Ave. Phone 1370

Montreal Representative
W. W. JOHNSTON
180 St. James St. Phone Main 2512

Mention this paper.



SECTION OF MODERN STORE EQUIPPED WITH OUR SYSTEM

THE LIQUIDATION

of this business means that cut prices are being offered on all store fittings, including the well-known

Weir Wardrobe System

(Patented)

Sectional Wardrobes—each complete in itself.

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style and size.

Capacity—
High Boys—in 30-in. frontage—50 suits.
Low Boys—25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides

Centre Section - - $30.00
End Section - - $33.75

(Metal Slides $5.00 extra)

Prices of Fitting Rooms, Dummy Fronts and Stairways REDUCED IN PROPORTION.

CUT PRICES being offered on SHOW-CASES and SILENT SALESMEN.

Write for illustrated circular

Weir Wardrobe Co. of Canada, Limited

(IN LIQUIDATION)

MOUNT FOREST - ONTARIO

When Monday came he trimmed the whole window with the one drape. This window was noticed and commended by a member of the firm who advised him to keep at it, and he would make a first-class trimmer.

Discussing the reasons why so many out of the number who start in to learn window trimming fail to make a success, he expressed the opinion that they did not value highly enough the opportunities given. Few young men are sufficiently in earnest to give the required amount of practice to acquire the art of draping properly. It is earnest, pains-taking work that pays in window trimming as in other lines.

The Review has from time to time reproduced windows of the T. Eaton Co. Besides the designing of fine windows Mr. Apted has to his credit some notable interior decorations. It is no slight task to decorate the large Toronto store, and when this is done it takes a small army of workmen to carry out the directions. There are three main aisles on the ground floor—besides the rotunda.

Generally when an elaborate scheme of decoration is attempted a platform is suspended in the rotunda and trimmed with ferns, palms and flowering plants and a band or orchestra is stationed on this platform in the space left among the flowers.



A prize Hermsdorf window—Shown by Patrick's "Fair and Square," Hamilton.

Showing Ready-to-Wear Garments.

In just about six weeks or so the trimmer will be called upon to put in the first of his series of Fall garment windows. Suits as a rule are shown first, but separate coats and costumes, and also in many stores misses' and children's garments will be clamoring for early window representation. During the summer the trimmer will direct the attention of the buying public towards the wants of another season and try to induce them to give early consideration to their requirements.

It seems to be the idea with the majority of stores now, to design some background that will, in its main features, provide a setting for the window displays made during the whole season. Some sort of architectural background seems to be best suited to this kind of treatment.

Next to the background but of equal importance is the posing and dressing of the display forms. To properly dress and pose a form the trimmer must be familiar with the fashion changes and must have the leading tendencies clearly fixed in his mind.

Now that skirts are wider, the trimmer may use a petticoat on the form before putting on the suit. This was not done when the very tight directoire gowns were in vogue. A petticoat is always preferable as it gives a better set to the skirt. Often a gown or suit does not fit the form properly, and the trimmer has to pad the form. If he is not well informed as to advance styles he can easily make a grave mistake here. The figure, as a rule, changes in sympathy with the changing vogue and when forms have been in use for some time they have to be padded in such a manner as to give the changed effect. Women soon detect the difference if this is not attended to, and the trimmer will miss one of the main points of his window.

A very good plan is to have one of the saleswomen try on a suit and carefully note its appearance. Then try to give the same effect on the figure. No self-respecting trimmer ever puts a gown or suit in a window, that does not fit taut and smooth, or with the skirt high at one side and on the floor at the other. And yet gowns are seen occasionally that wrinkle at the back or waist and where the skirt is anything but straight. The writer has even seen coats buttoned up with a button above and a button hole left at the bottom.

Accessories are shown with all gown and suit displays, and much judgment is needed in their selection. Those chosen should be in strict accord with the garments shown, and should serve to guide the taste of the purchaser in making her selection. Nor should these be shown in any profusion, but in sufficient number to break the monotony of the garment shown. With the plain-tailored gowns, street hats should be shown, and gloves and bags, etc., or shoes and hose suitable for street wear, and the same applies to reception, evening and elaborately tailored suits.

"Never crowd a window," is a sign which should be printed in the largest and blackest type, and hung up in every trimmer's room. Quite a number of inexpensive gowns or suits may be shown at once. When showing expensive gowns, only a few should go into a window and the richer their character the fewer should be shown.

The Milbradt Ladders

CANNOT BE ANYTHING BUT

Highly Satisfactory

There is nothing about them to give or wear out or get out of order, and after they are once installed require no further attention, with the exception of a few drops of oil now and then.

They are made of the very best material that can be obtained. We ship them subject to approval, hence they must be satisfactory.

Write for Catalogue and Prices.

Milbradt Mfg. Co.

1438 N. 8th Street, St. Louis, Mo.

Keep Your Store Busy this Summer



No. 514. New square TEE stand



No. 477. New square shirt stand

Ask for our new Catalogue and secure a a few new attractive fixtures.

A good display will produce business even though the weather is warm.

CATALOGUE ON REQUEST.

Delfosse & Co.

7 Hermine St.
MONTREAL

CANADIAN BUYERS IN NEW YORK

Will find Comfort and Convenience at the

Hotel Alabama

AND

The Van Rensselaer

13-19 E. Eleventh St. near 5th Ave.



In the very heart of the **WHOLESALE DRY GOODS DISTRICT.** Accessible to all **THEATRES** and Places of Amusement. Everything for your comfort and convenience has been provided. **We desire your patronage.**

Single Rooms and Bath	$1.00 up
Single Rooms and Bath, with Meals	2.50 up
Parlor, Bedroom and Bath	2.50 up
Parlor, Bedroom and Bath, with Meals	4.00 up

Best American Plan Table in New York

NO TIPPING

Write for our Literature and Special Rates to parties of two or more

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

1906.

	Canada	Other Countries	Total
Cosies, Cushions, etc.	£ 495	£ 154,047	£ 154,542
Curtains	190	87,675	87,865
Fancy Goods	313	279,452	279,765
Piece Goods, Cotton and Linen	11,894	3,297,724	3,309 618
Flannelettes	1,688	251,965	253,653
Boots and Shoes	4,951	114,003	118,954
Rubber Sand Shoes	2,319	47,998	50,317

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway. We will also supply specimen copies on application.

Publishing Offices

Melbourne,	**Fink's Buildings**
Sydney,	**Post Office Chambers**
London,	**112 Wood St., E.C.**
New York,	**29 Broadway**

"Fairly Good" Never Satisfies the Careful Trimmer

Show Windows and all That is in Them Should be Immaculately Clean—Keep the Whole Display in View in Designing a Window —Harmony of Lines as Well as Harmony of Colors in Decorating.

Written for the Review by H. C. MacDonald, trimmer for the W. A. Murray Co.



H. C. MACDONALD

Window trimming of the highest type is largely a matter of taking pains and looking after the little things for it is the careful, attention to little things that makes perfection. The careful trimmer is never satisfied with an effect that is fairly good.

If a knot or fold is not exactly the way it should be he will work with it until he gets the desired results. He will not leave it until he is thoroughly satisfied that it cannot be improved upon. He is doing himself an injustice when he turns out imperfect work, and he remembers that if he once does a thing right it is that much easier to do it right the next time.

Display stands should always be kept in first-class order. No matter how strong a wooden stand may be, after long use, it will become loose and rickety. Inspect the stands every time they are used. Look them over in the workroom and see that the tops and bases are tight. Another important thing—see that the edges of the stands are all smooth. A little sand paper will often save valuable goods from being damaged by rough edge of a stand. One of the first things for the trimmer to learn is how to handle goods so they will not be damaged. In most of the new drapes very few pins are used. In several of them there is only one pin and that is through the selvage. Never use an unnecessary pin and when one has to be used place it so there will be no strain upon the goods. Do not drag the material over the top of the stand, lift it and carry it carefully.

Cleanliness Important.

A show window and everything in it should always be immaculately clean before placing a piece of goods in the window; the trimmer should be sure the floor, woodwork and mirrors are as clean as it is possible to make them. Before he leaves the window after the display has been put in, he should look the floor over carefully for stray pins, ravelings, splinters of wood, etc. People passing by outside will frequently draw their hands across the glass leaving finger marks. This is a little thing but counts against a display. In designing a window keep in view the whole display. There is harmony of lines as well as harmony of colors. Think how each drape will look in its relation to other drapes, watch the lines of your display, they should not all be the same. If using a great many long curves, work in some short curves and straight lines to break the montony. If there are many folds use some broad flat surface as a contrast.

Giving Variety to Display.

Use drapes of different heights to give variety to the display. In learning to drape correctly the most important thing is practice. Time spent in practice is the best investment a trimmer can make. He must practise every detail until he can do it perfectly; any one who has faculties can learn to drape if he will only practice. Most window dressers will have more trouble with the sweeps than with anything else, but when one once gets the knack there is nothing easier. But a few seconds are required to form a sweep when the trimmer knows how. Practice, practice, practice; in the window dressing there is far more in practice than there is in being a genius. With window dressing as well as with most other things, careful preparation is, or should be, more than half of the work. Expressed in another



Horse Show Window, by H. C. Macdonald for the W. A. Murray Co., Toronto.

way, there is required more head-work than hand-work in trimming a good window.

The right way to do anything is to start at the beginning, so the first thing for the trimmer is to decide exactly what he is going to do. He will save time by planning out his display to the smallest detail, as he can then go ahead with confidence, knowing just what he is about.

Send in Your Sale Windows.

During July and August trimmers will be putting in a number of good general windows designed to cause a quick clearance of goods shown. Many of these windows have features that have made them big trade pullers. Trimmers rarely, if ever, send in a window of this class, probably because background effects do not featurize such windows. They have their own interest, however, particularly so when they are accompanied by details of the sale in connection with which they were trimmed.

The flower window shown last month was an example of this. The Review would like to obtain examples of this type.

Advertising Value of Public Spirit.

"The merchant has a work to do beyond the mere bartering of goods." writes J. R. Hamilton, advertising manager for John Wanamaker. "He must be a builder of roads, an improver of towns and cities, a leader in movements for the public good. Let him do this, and his business will be builded upon the rock of the people's confidence.

"If public agitation is needed, he can profitably give a part of his advertisement for the purpose now and then. The space will not be wasted; that kind of copy frequently brings the best results. Anything that helps a community also helps the store or other business which is an established institution in that community.

"Too often these things are left to the local newspapers and to politicians. The newspapers plug along nobly and accomplish wonders, considering how little cooperation they have from business men. The politicians do nothing until they see the rake-off."

On December 15th last, when the commercial world was striving to throw off the shackles of timidity imposed by the panic, the top third of a Wanamaker page ad. was devoted to an editorial on the crop reports then just announced, and the latent wealth of the nation. It concluded:

This poor, down-trodden nation so rich that the poorest of us would be rich to any European peasant; this little handful of eighty million people, carrying the wealth of the world in its pockets, set up a terrible cry of alarm a year ago when somebody overturned the ink pot and got things black.

It's time to forget the incident; doubly time. The best Christmas present we can give ourselves is a new determination to roll up our sleeves and go to work.

As a tonic for business confidence, observers Printer's Ink, that sort of thing couldn't be bettered, and it had an effect all over the country. Hundreds of newspapers quoted it.

Again on February 22nd, in welcoming home the battleship fleet, the Wanamaker ad. contained a strong plea for an American merchant marine, pointing out that 82 per cent of our commerce is carried in foreign vessels.

These serve to illustrate the soundness of the principle that giving is as much a part of modern business as receiving.

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,
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Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - - - - $1,400,000.00
ASSETS - - - - - - - - - 2,162,753.85
LOSSES PAID SINCE ORGANIZATION, 29,833,820.96



Patented
Oct. 25, 1892

Improved Defiance Button Machine

Make Your Own

COVERED BUTTONS

Makes all sizes covered buttons from 12 to 60. Flat, Half Ball or Ivory Rim.

PRICE $7.50

Including any 3 of the following sizes: 16, 18, 20, 24, 30, 36.

Additional Dies and Cutter from 12 to 36, $2.00 per set. 38 to 60, $3.00 per set.

Set includes Die and Cutter.

Send for Catalogue.

DEFIANCE BUTTON MACHINE CO.

53 EAST 8th ST., NEW YORK

WESTERN ASSURANCE COMPANY. Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

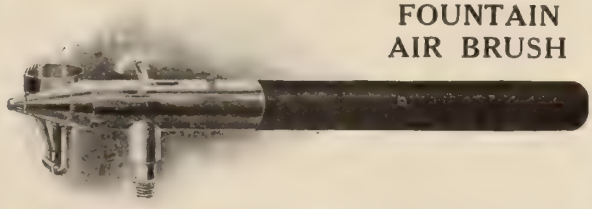
Assets over - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

THE MOST ATTRACTIVE **SHOW CARDS**

are made with the

FOUNTAIN AIR BRUSH



It is also used by up-to-date Window Trimmers for tinting Artificial Flowers, Lamp Shades, Draperies, etc.

WRITE FOR ATALOG R-63

THAYER & CHANDLER, 160-164 W. JACKSON BOULEVARD CHICAGO

Drapes Designed to Meet Latest Fashion Demands

Information which will Enable the Trimmer to Portray Style Changes — The Shape Draping Form — How to Display Dress Goods Effectively.

By Albert A. Koester in Drv Goods Reporter.

THE changing styles should be mirrored in the windows as soon as possible. It is the trimmer's duty to show the newest styles, and to show them in such a manner that the style value is brought out prominently. The windows should be veritable fashion plates, showing the style tendencies in advance of the season, somewhat on the same order as regular fashion journals.

The up-to-date trimmer pays as much attention to the changing styles as he does to bringing out clever background designs. You can readily understand how easily spoiled a beautiful background would be if passe styles were shown in the window.



Draping form posed so as to give a three-quarters view.

This season's styles embody the Empire and Princess modes, influenced somewhat by the Greek influence. The fashion lines in these styles are long and clinging, not showing much of the waist line or hips. This effect is produced by starting the waist line, especially in the back, four or five inches above the regular waist line, and letting the goods drop loosely, just touching the hips and then dropping to the floor in long, graceful folds.

The elegant gowns of this season in some cases are several inches longer than the regular measure. This extra material lays on the floor and in walking pulls the skirt closely about the limbs and in repose falls in broken folds on the floor. This is a pretty idea to bring out in your draping of the form, and is shown in all of the illustrations.

Kinds of Material.

Certain styles are best produced in certain materials. For instance, the styles of this season call for soft materials that will hang in long, soft folds and give pretty, graceful lines. Such goods as rough finish and liberty silks, messalines and foulards are very good.

The good trimmer knows just as soon as he touches a piece of goods how it should be draped to bring out its individual beauty and characteristics. He would not think of taking a heavy taffeta and try to produce a tight-fitting princess drape, or produce the long, soft folds of a Grecian drape on a form.

Way to Show.

Soft goods show off to the best advantage on the draping forms, in fact there is no better way of showing any kind of goods. Soft goods show off especially well because they need some sort of foundation.

Since the introduction of the draping form, some years ago, there has been hardly any other method used for the showing of dress goods. This is because you can introduce fashion value in the drapes. That is what is introduced in the drapes shown herewith.

This is the new form, using the two halves making a full form, and is posed just as you see it, giving a three-quarters view.

The First Drape.

The window-trimmer should pose his forms the same as a photographer, in order to get the very best possible view and artistic effect. The window should be viewed as a picture and the forms placed therein in such a way that the composition of the completed picture is perfect.

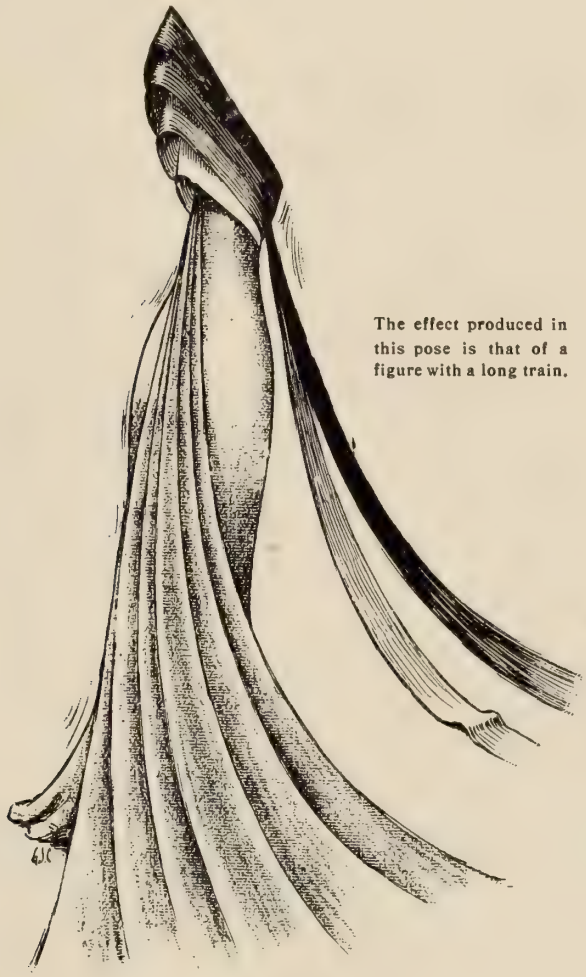
A good plan is to experiment in your work-room first and get your drapes just to suit you.

The sweep of the skirt in this first drape comes from the back, and is brought to one side and to the front. You will notice the pointed effect at the top of the bust line of the form. This is produced by the addition of a pointed piece of heavy card-board. This is a new idea for the finish of the top of a form.

The top of the form is finished in three strands of narrow dark velvet ribbon. For instance, if you have a

drape of pale Copenhagen blue, use dark blue velvet ribbons.

A little to the right of the front of form is gathered a large cluster of ribbon loops, in varying sizes, as shown in the drawing, one of the loops being long enough to drape on the floor. Below the waist line, in the front of the form, as you will notice the wrinkles, as seen in certain of the new styles. These little up-to-date features are the things that make for the success of your work.



The effect produced in this pose is that of a figure with a long train.

The Second Drape.

The second drape is for double-fold light goods, such as Summer silks, foulards, messalines, etc., and is produced on a full form.

The effect produced is that of a figure with a long train, just after turning around thus leaving the train to one side and in front of the figure. This is a stunning pose.

The waist is finished with a piece of silk gathered crosswise and pinned in the back, the balance of the silk is then gathered into the top of the form.

The jacket effect is produced by using extremely wide and heavy lace down one side, around the back and up the other side, as seen in the drawing.

A pretty finish is given to the top of form by using real or artificial American Beauties.

The Third Drape.

The third drape is very simple and rich. It is especially suited to high grade material.

Only one pin is used in the entire drape, thus giving less chance to damage a fine fabric.

The beauty of this drape lies in its simplicity, and in the unusual pose, bringing out the long, sweeping lines of the long train in the back.

This drape shows the back view of a full form. The folds all start about five inches above the waist line, in order to give the empire effect.

Use a soft material in some plain coloring, minus a pattern or figure.

The finish at the top, or waist, is simply the circling about the top of the form of the necessary amount of very wide ribbon. The prettiest effect is produced when various shades of one color ribbon are used. The darkest shade at the top.



A pose adapted to high grade material. Only one pin is used in the entire drape.

After this ribbon jacket is made drop the ends of several of the ribbons to the floor as streamers. Either satin or velvet ribbon can be used.

There is quite a decided advantage in using these full forms, for they will be such an absolute change from the half form that has been used, that your window will, because of the change, attract much attention. Of course, these forms should be posed so that you get a full or three-quarter view of the front or back. If you show a side view, you might as well use only the half form.

It is a good idea to try and be the first firm to spring the new forms and new drapes—thus being responsible for a scoop in the window-trimming circles of your town, and demonstrating the fact that your store is the most progressive.

New Store of D. Shapiro, the American Outfitters.

The American Outfitters is the name of a well known Montreal firm who recently moved into a fine new store at 283 Notre Dame Street West, near McGill Street. The building which is of steel construction is fifty-nine feet wide by eighty-five feet long, and while there is but one floor, the large space of which, divided in such a manner, affords every convenience to a customer and also for the display of all lines.

The fact that the height of the floor is 14 feet, combined with seven large windows not only affords good natural light but also plenty of ventilation; a point which is noticed at once on entering the store.

There are three large front show windows, each sixteen feet long by seven feet deep. There are also four windows in the rear of the building. The permanent background of the three display windows in the front is finished in dark green adorned with flowers and modern trimmings. The sides of the windows are inlaid with glass mirrors, while the base, covered with green felt of a similar color to that of the background completes a very strong effect. Attractive windows are one of the best mediums a retailer can obtain to advertise his daily sales.

The large entrance to the building, which is nine feet in depth by nine and a half feet in length, is of an expensive tile finish comprising a mosaic design.

The store comprises two exclusive departments, attractively separated one from the other by a double row of hardwood shelves. To the right of the entrance is the ladies' ready-to-wear department. The large stock of coats and costumes are carried in hardwood oak finished wardrobes, inlaid with glass fronts. These wardrobes run right down one side of the department. A number of small electric lights running along the top of these wardrobes not only give a very pretty effect to the department when lit up but also prove very serviceable when a light close at hand is needed. On the other side of this department, in front of the double row of shelves running down the centre of the building, is located a number of hardwood oak finished show cases inlaid with glass on four sides and top. Whitewear is displayed here. Gun metal racks are used for ladies' skirts.

On the left hand side of the entrance is the men's department. This department, as in the ladies' section, is also fitted with quarter cut oak wardrobes inlaid with glass fronts. Hardwood tables on which are arrranged the general lines of clothing are also situated at various parts of the department.

At the right hand side of the entrance is located a large three-sided mirror. This mirror enables the customers to examine every part of a garment in the trying on process.

At the extreme right hand side of the entrance is situated a ladies' waiting room about 12 feet in length by 9 feet in depth. Green plush curtains hung from brass railings separate this room from the ladies' section of the store.

The office is situated at the rear of the middle row of shelves and in the rear of the office is located the sewing-room, adjoining which is a fitting room for ladies.

The men's fitting room adjoins the private office of the firm at the rear left end side of the department.

New Premises For Parisian Corset.

Quebec city was visited on June 9th by a bad fire which destroyed a sash and door factory, many private dwellings, and left only a part of the walls of the factory of the Parisian Corset Mfg. Co., Caron St. The loss on stock and machinery of the corset factory is covered by insurance.

With commendable enterprise the Parisian Corset Mfg. Co., Ltd. ordered the day after the fire an entirely new and modern plant and secured exceptionally fine quarters at 82 and 84 Boulevard Langelier, (Royal Paper Box Building). They have practically completed the installation of new machinery, and early this month will commence manufacturing. Their new quarters will permit of still further expansion of their business. This firm received an exceptional number of letters of sympathy and encouragement from the trade, and it is expected that they will now enter upon a still greater era of prosperity. They ask the indulgence of their customers for only a short time.

Berlin's New Dry Goods Store.

(Staff Correspondence).

Berlin, June 30.—Berlin has an important new dry goods firm in C. H. Mills & Co., who occupy the three-storey store recently vacated by G. B. Ryan & Co., who are closing out their Berlin branch. Mr. Mills was formerly manager of the Ryan store here and under his management it grew to be one of the leading retail houses of the town. Then he went to Chatham, and was in business there, but a year later came back to Berlin, assuming the management of the Berlin Leatherette Co., holding that position until organizing the present firm of C. H. Mills & Co., a few weeks ago.

The new store, filled on all three flats with an entirely new stock, is ideal in many respects. That Mr. Mills is esteemed by his fellow business men is illustrated by the fact that he has filled the positions of President of the Board of Trade and of the Retail Merchants' Association besides having held other offices, civic and otherwise.

At the present time the chief departments of the business consist of staple dry goods, ladies' furnishings, house furnishings, etc., but in the Fall, dressmaking and millinery departments will be added, so that the business will be very similar to that which had been conducted by the Ryan firm.

Robert Smyth, of Smyth Bros., intends visiting his old home at Victoria Bridge, County Tyrone, Ireland. He and his brother Edward have been making the trip alternately for the past ten years or more.

F. E. Macklin & Co., will shortly remove from their present store at King and Queen to the present quarters of the Star Theatre, Mr. Macklin having purchased the block in which it is situated.

Mr. William Opperman, with the staff of Smyth Bros. for the past seven years, has entered the employ of C. H. Mills & Co., assuming charge of the Staples Department.

About Dyeing

The dyeing of fabrics is both a science and an art.

Long years ago primitive methods might have satisfied.

But that is long ago - not to-day.

Combined with expert knowledge must also go a large and modern plant, if the demands of the present day are to be satisfactorily met.

In the works of R. Parker & Co., Toronto, Can., knowledge and equipment unite as in no other dyeing works in Canada.

Very correctly stated, one will travel far anywhere on the continent before they will find larger and more modernly planned works.

These things make it possible for R. Parker & Co. to very completely meet the needs of the dry goods and millinery trades of Canada in the dyeing and finishing of off-color and other unsaleable fabrics, or finest plumes and feathers.

For more than thirty years a record for satisfactory work has been before the Trade of the Dominion.

Excellent for
Manufacturers

(From Printers' Ink)

For those manufacturers who sell only through jobbers, there is a most excellent way to assert their individuality — by advertising to the trade through good trade papers, as well as to the consumer. This method is bound to be used more and more. It is a business-like co-operative plan which the jobber cannot but welcome.



Are made in all Human Hair Shades to tone with the hair of the wearer, the Net being quite invisible whilst keeping the Coiffure in place without flattening.

5 Sizes R 20 Medium · R 22 Large · R 23 Extra Large · R 24 Allover · R 26 Superfine

ROSENWALD BROS. Sole Manufacturers & Patentees
LONDON, PARIS, VIENNA

Makers also of every kind of Hair Nets, Hair Frames, Hair Rolls, etc.

Sole Agents for Canada: DIECKERHOFF, RAFFLOER & Co., Ltd.
Cor. Simcoe & Wellington Sts., Toronto, and 40 St. Antoine St. Montreal.

Please mention The Review to Advertisers and Their Travelers

Simple but Effective Accounting for $50,000 Business

The Duplicate Cash and Charge Sales Books for Recording Sales — Apportioning the Expenses to the Different Departments — Work Ticket for the Millinery Section—Keeping Cash and Bank Records.

Written for The Dry Goods Review by Howard R. Wellington.

WE have been asked by a subscriber to outline a plan for a simple but thorough system of bookkeeping for a dry goods and millinery business, having a turnover of about $50,000 yearly.

There are a number of systems in use, and while the general principles are practically the same, conditions peculiar to the individual business render certain changes necessary, but generally speaking we would divide our subject into the following: 1, Recording Purchases; 2, Recording Sales; 3, Adjusting Entries; 4, Cash and Bank; 5, Other Books; 6, Final Entries.

Recording Purchases.

As the purchase invoices are received and checked off with the goods, a stamp should be used to indicate whether the goods were for Dept. A, B or C. We would suggest the three divisions for millinery, ready-to-wear, and general dry goods.

These invoices may be put through as received or held until the end of the month and the total posted to the debit of the department and to the credit of concerns from whom the goods were purchased. A columnar book may be used for this purpose.

Acc't to Credit	Dept. A	Dept. B	Dept. C
J. J. Co.	$15 00	.....	.....
C. C. Co.	.....	$20 00	.....
C. C. Co.	.....	30 00	.....
J. C. C.	.....	.....	$40 00
T. D. Co.	60 00	.....	.....
Total	$75 00	$50 00	$40 00

These totals are posted to Depts. A, B and C, "Merchandise Account."

Recording Sales.

We know of no better method than by the duplicate cash and charge sales books; separate books marked A, B and C, for each department, sales being totalled on the recapitulation sheets at the end of each book.

In case goods are charged and a duplicate invoice is required by the customer, a triplicate sheet may be used when the sale is made and this is filed alphabetically until required.

A record may be kept of each salesman's daily or weekly sales as fully outlined in last month's issue of The Review.

These totals are posted to the credit of Dept. A, B and C, "Merchandise Account."

We now have the two principal items entering into our trading account, the cost of all goods bought and the selling price of all goods sold, showing with the stock on hand at the start and the finish the gross profit on goods sold.

Adjusting Entries.

The proposition now confronts us as to how we are to apportion the expenses and as this depends largely on local conditions, we can only outline a general plan to be followed.

Salaries, express, and similar items may be charged direct to the department, but such items as rent, insurance, heat, light, etc., must all be apportioned over the three departments bearing in mind the floor space occupied, the profit in the department as compared with the space occupied, possibly the situation in the store, the value of the stock carried, etc.

Each department should bear a fair proportion of what is commonly called "overhead expense," such as manager's salary, office expense, etc.

Work Tickets.

In a millinery business, we would suggest the introduction of a work ticket as a permanent record of the sale, giving the following information.

Order No., name, amount of sale, when ready, shape or frame, plumes, ribbon, velvet, sundries, time, total cost, proportion expenses, add profit, sale price.

Cash and Bank.

In this same issue will be found a suitable form for cash and bank accounts, which may be used to advantage in a business of this size. Columnar books may be procured now with as many as twenty-four columns for all purposes.

In addition to the books already mentioned, a journal and bill book may be used to advantage, the former being used only for adjusting entries as described in section three, the latter we are all familiar with.

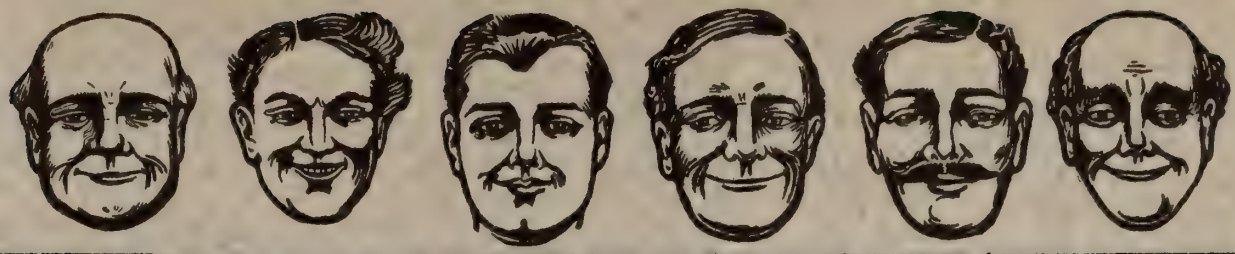
Now in reference to closing the books after a period of business and after all entries are in.

The first step would be to take stock and extend at cost. We should then ascertain if any expense items such as insurance, rent, etc., are prepaid or due, and these should be brought down in the various expense accounts, the balance being transferred to the trading account.

A description of trading and profit and loss accounts will be given in a later issue.

The Follow-Up System.

To the merchant who makes a special study of the possibilities of his field, a mail follow-up system is probably one of the most satisfactory aids. In many towns throughout Canada it is now being employed by dry goods merchants in developing both town and country trade. It contains sufficient of the personal element to be made attractive to newcomers to the locality and it may always be used to keep customers posted on store news of importance. For example, the merchant may consider that a certain section of his patrons may be interested in new stocks just arrived. It is an easy matter to direct to them letters descriptive of the goods. He may be adding a new department. An invitation, personally addressed to any considerable number of his customers, will never fail to produce results. A western merchant states that every year, on the eve of the Fall fair, he had addressed letters to customers residing in neighboring towns and villages inviting them to visit his store, and mentioning certain lines which he considered worthy of their attention. The same merchant declares that he has made many good customers by merely keeping posted on the new arrivals in his town and district, and at the outset sending them letters of welcome, accompanied by invitations to his store.



A Sign of Good Business!

MOODIES'

Hygeian

TRADE MARK

UNDERWEAR

It's a fact! Wherever you see "Hygeian" Underwear in a store, there you see an exceptionally happy merchant doing a brisk underwear business.

Good business is inseparable from Hygeian Underwear because Hygeian Underwear is so obviously the most superior line on the market in quality, fit and finish

TRY IT!

If you don't already handle Hygeian, make a start right now.

ORDER FROM YOUR JOBBER

Eagle Knitting Co., Limited

Hamilton - - - - Ontario

Are You Selling "Hygeian" Waists

Please mention The Review to Advertisers and Their Travelers

Here's how we gained a good customer for

THE

Nazareth Waist

The dealer has a pair of healthy twins—boys seven years old—regular unrestrainable rompers.

On one of them he tried a NAZARETH WAIST—on the other he tried a nit waist said to be just as good.

Then he watched and waited for the returns.

His wife was the referee.

In a few days things began to go wrong with the nit waist; and the NAZARETH WAIST—well, the dealer has been selling NAZARETH WAISTS for years and we haven't had a kick from him yet. Why?

The following wholesale houses all carry the genuine NAZARETH Waist:

Calgary, Alta.
W. R. Brock Co., Ltd.

Halifax, N.S.
W. & C. Silver
Smith Bros.

Kingston, Ont.
Macnee & Minnes

London, Ont.
R. C. Struthers & Co.
Robinson, Little & Co.

Montreal, Que.
W. R. Brock Co., Ltd.
Gault Bros. & Co., Ltd,
Hodgson, Sumner & Co.
A. Racine & Co.
Brophy, Parsons & Rodden
Kyle, Cheesbrough & Co.
McIntyre, Son & Co.
P. P. Martin & Co.
A. O. Morin & Co.

Ottawa, Ont.
John M. Garland, Son & Co.

St. John, N.B.
The Vassie Co., Ltd.
Frank Skinner & Co.
Manchester, Robertson & Allison
Scovil Bros., Ltd.

Toronto, Ont.
John Macdonald & Co.
Beatty, Kerr & Verner
W. R. Brock Co., Ltd.
Gordon, Mackay & Co.
Denton, Mitchell & Duncan

Vancouver, B.C.
The Gault Bros. Co.

Winnipeg, Man.
R. J. Whitla & Co., Ltd,
Robinson, Little & Co.

TRADE MARK Nazareth REG U.S. PAT OFF

Mills at
Nazareth,
Pa., U.S.A.

Nazareth Waist Co.

350 Broadway, New York

Canadian Representatives:—
E. H. Walsh & Co.,
Toronto and Montreal

"ZIMMERKNIT" UNDERWEAR FOR SPRING 1910

High Class Underwear for the best retail trade

The idea that the highest grade of modern underwear has to be imported may now be abandoned. Zimmerknit has arrived—made in Canada. The illustrations to this advertisement show the up-to-date Porous Knit in the Zimmerman quality and the Zimmerknit Balbriggan—the modern summer undergarments for men and boys.

"Zimmerman Porous Knit."

embodies the ventilation feature---air circulates all through it. It keeps fabric and the skin of the wearer always dry, as the multiplicity of little holes promotes very speedy evaporation of perspiration. Only long fibre yarns are used and each little hole is knitted with the lock stitch. It is impossible for the threads to unravel. Button holes are very securely stitched and the pearl buttons firmly sewn. These garments have an elasticity, durability, comfortable fit and fine finish heretofore unknown to Canadian-made garments.

Zimmerknit Balbriggan

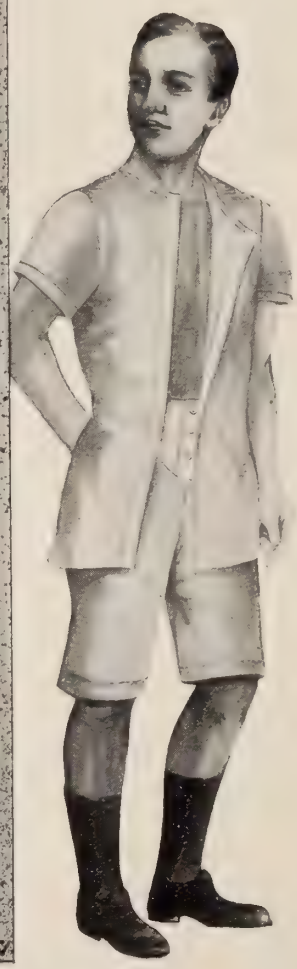
The old-fashioned knitted stuff preferred by so many people for its healthfulness and good wearing qualities. Made in the modern style with coat shirt and knee-drawers as illustrated and in long sleeve shirts, short sleeve shirts, sleeveless shirts without buttons, and flat combination suits, ankle length drawers, short stout drawers, perfect fit and thorough comfort for every customer. No Balbriggan goods equal to these Zimmerknit Balbriggan garments have ever been produced in a Canadian mill.

Jobbers' travellers will soon be showing you the Zimmerknit Spring Samples. Compare them with anything you ever saw, either imported or domestic, and they will meet with your approval.

Zimmerman Mfg. Co. Limited

HAMILTON, ONT.







News of Season's Trade in Knitted Goods

Fall Business Satisfactory — Spring Lines are Being Very Well Received — Dainty Effects in Hosiery Featurize New Goods — Specializing in Norfolks and Pony Jackets — Underwear Prices Advancing.

WITH the knitted goods requirements of the present and Fall seasons well served so far as immediate outlook is concerned, particular attention is now being directed towards Spring business. Wholesalers have already seen samples and have done a certain amount of placing. Canadian mills are busy; buyers are returning from Europe, and it is quite apparent that anticipation has mapped out a season of still greater accomplishment than that of the present year when the trade was still very conservative. Canadian manufacturers are now putting forth greater efforts than ever before to give their industry still greater advancement in that development which has characterized it in recent years.



One of the Newest Styles in Ladies' Knitted Coats—Shown by the Monarch Knitting Co.

✠

Satisfactory Business.

Fall business has developed good proportions. The very mild weather of last season, coupled with the prevailing conservatism encouraged a hand-to-mouth process by which stocks were not allowed to accumulate heavily. There was little carried over, and now with the general improvement, advance business is a more acceptable proposition. In fact, what Spring lines have been placed on the road, have been well received. Warm weather is responsible for an active sorting business, and it is now evident that the year will show a very satisfactory record.

Less Extreme Effects.

So far as style tendencies of the new season are concerned, buyers who have thoroughly inspected advance lines declare that there is strong favor for less extreme effects in hosiery.

"Plain colors and neat self clocks are what we are buying for Spring," said the head of a large department. Enquiries in other quarters confirm his statement. Small patterns featurize the new lines. It is going to be a sane though none-the-less stylish season. Flashy lines are being

Sterling £ Hosiery

is winning many new friends each season. Retailers are increasing their orders. : : :
It's a brand of quality and satisfaction.

The range covers every possible want in

Ladies', Men's and Children's Lines
in Cotton, Lisle, Cashmere and Silk

You are sure of building a permanent, satisfactory hosiery trade when you sell Sterling £ Hosiery. : : : : :

Wholesale Distributors

Koing & Stuffmann
Montreal

rapidly disposed of. Sales of the present month indicate that it is not considered altogether advisable to carry them over. Tans have been very popular and will undoubtedly meet with a strong demand next year.

"In an extremely fancy season," said a buyer, "our experience has been that tans seldom do well, but with the return to quieter effects we may confidently look for a continued run, in practically all of the brown shades. We are buying apricots, wistarias and bronzes, but we are going very carefully with the taupe series. Our opinion is that it is a line which has been very much overdone. Pinks, of course, have become a general shade. This has been a very strong matching season. Women have repeatedly came to the department with dress goods samples to be matched with hosiery—something they have never been so very particular about before—and it suggests an



New Styles of Coat Sweaters Shown by The Dr. Jaeger Sanitary Woollen System Co., Ltd., Montreal

idea which the knitted goods and dress goods departments may jointly develop to some advantage. There will be very little lace elaboration in hosiery lines for Spring of 1910. Small neat patterns featurize all of the sample lines shown, and this fact is appreciated by buyers who found it somewhat difficult to work out the color and style problems for the present year."

Norfolks and Pony Jackets.

In the up-to-date knitted goods department or store, there is probably no section which lends itself so strongly to specialization as that devoted to pony coats and Norfolks or golf coats, to use the generalized terms. These garments have come so strongly into favor that they have been given unusual attention in window displays and in location in the store. A large city store makes a point of trimming a window regularly with these goods and have

Jaeger Pure Wool
KNITTED GOODS NOVELTIES



COAT SWEATERS
FOR
MEN AND BOYS

In a great variety of styles and colorings

RETAIL PRICES:
$4.00 to $7.00 for Men
$2.00 to $2.75 for Boys



Roll Neck Sweaters and Turn Down Collars
From $1.50 to $9.50



Ladies' Golf Coats and Jackets

A large range of styles and prices

RETAIL PRICES:
From $4.00 to $15.00



WITH NECK SNAP

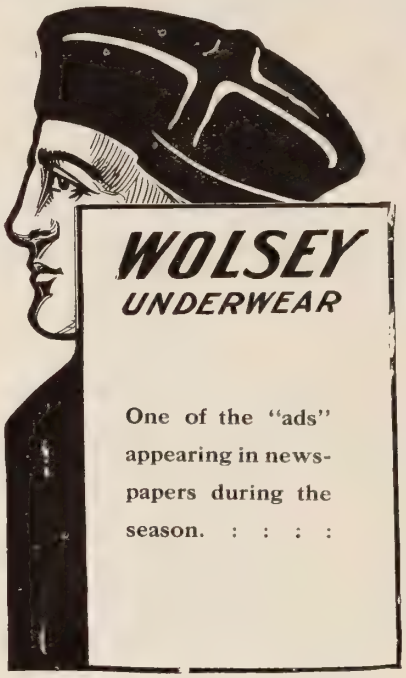
UNDERWEAR
Undyed Natural Stockinet in all weights and sizes for Men, Women and Children

For Catalogue and Trade Terms apply to

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

52 VICTORIA SQUARE, MONTREAL

HOW WE HELP YOU TO SELL
Wolsey Underwear



Samples now being shown for the Fall
Ask Your Wholesaler

EUREKA
Unshrinkable Underwear
will give the most satisfaction

to you, because it will give the most satisfaction to your customers—the good will of the customer is everything in winning and holding business.

UNSHRINKABLE Eureka NOVA SCOTIA WOOL

Eureka Unshrinkable Underwear for men is unshrinkable in fact as well as in name—we guarantee this.

It is made in five lines—all heavy weight and medium priced.

The cut of the garments, their shapeliness, their sturdy wearing qualities and their undoubted superior value will impress your customers.

Eureka Underwear is made of Nova Scotia Wool—the best wool in the world for making underwear for Canadians.

Samples and prices will be given upon request

Nova Scotia Knitting Mills, Limited
Eureka, Nova Scotia

not done so in vain. Their stock includes a range of conventional Norfloks and short pony coats—the latter being beltless and with pocket—while for driving or boating they have given prominence to their three-quarter lengths. A longer garment for auto wear has also taken well. It has been found that plain white and grey are leaders, and that white with narrow red or blue trimmings has also been a favorite combination. One retail department showed a green and red shot effect three-quarter garment, with collar and pocket lapels of plain red. This made a particularly striking coat and one which had sold well. The majority of these coats are single-breasted with pearl buttons to match. Trimmings of silk braid are frequently seen, and fancy stitching has been well employed by the manufacturers.

✣

Exceptional Chemnitz Values.

Buyers who have returned from the Chemnitz market are enthusiastic regarding the exceptional values obtained. It is also expected that deliveries will be better than for the season just closing. The United States market, in view of tariff uncertainty, gobbled up all the hosiery obtainable for delivery as late as this month. This condition will not apply for the coming season.

Prices of lisle hosiery on the Chemnitz market are even lower than the low level of a year ago. As a result men's hosiery to retail at 25 and 50c will be the best value in years.

There is a noticeable increase in the number of jacquard patterns. They are chiefly on the vertical order and have a smart appearance. Jacquards are hard to manufacture as the thread is dyed previous to manufacture as opposed to embroidered goods, while vertical patterns are more difficult to manufacture though they predominate in the new lines.

One of the developments regarding the new lines is the expected demand for lace ankle goods.

✣

Prices Advancing.

All developments confirm the prediction that prices would advance. Cotton and cashmere yarns have gone to higher levels and the influence of this fact is noted in Spring quotations and in repeats for Fall. One wholesaler points out that, on a certain line of underwear, the advance is equal to 16 2-3 per cent. This means that retailers will have to pay $10.50 for goods, which they ordinarily obtained for $9.00. They will not get the same value for their money as was possible five or six months ago. He was therefore, a far-sighted retailer, who placed a well-assorted stock, and who is not under the immediate necessity of ordering frequent repeats or sorts. It would appear, however, from enquiries that stocks generally are low and that late business will be subject to advanced prices where the wholesaler has had to re-order to meet demand.

✣

Ladies' Knitted Suits.

Going a step farther than the knitted sweater coat which has proven so popular for ladies' wear, is the entire knitted two-piece suit. The coat of one of the suits shown was nearly three-quarters length, semi-fitting, made similar to the sweater coats, and the skirt was plain gored, made like an ordinary cloth skirt, about ankle length.

We Sell

"CEETEE" UNDERWEAR

FOR YOU as well as TO YOU

HOW?

By our extensive advertising campaign we are making known all over the Dominion the merit, value and quality of : : :

"Ceetee" Unshrinkable Underwear

We do not make the unsupported statement that in all the weights and sizes in which it comes it is unshrinkable. Nearly every knitting or woolen firm claims that for its product. We go farther—

Each Garment is Guaranteed

That is our motto. By it we mean exactly what is said. Should "CEETEE" undershirts or drawers shrink after one, two, a dozen or two dozen washings, we will gladly replace the garment. This is fair, direct and simple. Both we and our goods live up to our reputation. "CEETEE" is the underwear that customers call for—the kind that captures and creates trade. It is soft in texture, perfect in fit and finish, stylish and attractive. It means more and bigger business.

The C. TURNBULL CO.

of Galt, Limited

GALT - - - - - - - - - ONTARIO

Health Brand Underwear

Our salesmen are now showing samples of Health Brand Underwear for immediate and fall. We have improved the quality of every number and have reduced the prices. We guarantee the sizes to be correct in every number. We have a complete stock on hand and can supply you at once with Long, Short or No Sleeves in white or natural. We think it will increase the sales of your Ladies' and Children's Underwear if you stock Health Brand.

Greenshields Limited
MONTREAL

St. George Brand
Underwear for Men



made in various weights and textures

WOOLNAP
(For extra warmth)

Also bears the St. George Trademark for your protection and ours.

PEN-ANGLE UNDERWEAR



The Guaranteed Line

Best for the dealer—best for the wearer

Penmans, Limited, Paris, Canada

BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

GOLD MEDALLIST DYERS
JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP
Also
FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED.

MONTREAL TORONTO OTTAWA QUEBEC



A Hermsdorf Dyed Stocking

IS FAST BLACK ALL THROUGH

It has no twilight spots or gray patches; no green tints or brown streaks.

The dye reaches EVERY fibre—evenly, indelibly. And it STAYS there.

If you don't already carry Hermsdorf Dyed Fast Black Hosiery you are missing much in the way of prestige and MORE in the way of PROFIT.

Look for the truth on the toe:

Louis Hermsdorf
Dyer

All the material for a local advertising campaign supplied free. If you want to control the hosiery trade of your town—run a Hermsdorf week. Write us about it now.

WORKS:
Chemnitz, Saxony

AMERICAN BUREAU:
235 West 39th Street : : New York

WHITE HEATHER

REGISTERED TRADE MARK

BALDWIN'S "BEEHIVE" AND "WHITE HEATHER"

BEEHIVE
TRADE MARK

REGISTERED

Baldwin's 2nd Quality

Baldwin's Best

ARE THE BRANDS FOR

KNITTING-WOOL SPECIALISTS

THEY ENSURE A READY SALE

Through Leading Wholesale Houses. Samples, free on application, from—

J. & J. BALDWIN & PARTNERS, LTD.
ESTABLISHED 1785
HALIFAX, ENG.

AGENT:
Duncan Bell
MONTREAL & TORONTO

THE TRADE THAT STAYS IS THE TRADE THAT PAYS

This unquestioned fact is daily emphasized in handling

Oxford Ladies' Swiss Fine Ribbed Underwear

There is a distinct pleasure afforded any merchant in selling these goods. Everything is exactly as represented. Their qualities are like the rays of a valuable diamond and are always in evidence.

You do not have to be told yourself or to tell your customers of their style, fit, flexibility, beauty, softness of finish and durability.



THE BRAND THAT SELLS

There are so many goods, that the progressive dry-goods dealer should handle only lines that move quickly and create permanent patronage. **Oxford** Underwear is the kind that tells of many repeat orders. It forms a bond of satisfaction all round. Do not run out of stock. We make the celebrated **Elastic Ilet** Underwear in Bird's eye pattern.

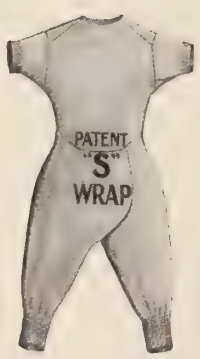
The Oxford Knitting Company, Limited, WOODSTOCK ONTARIO

JAY

THE JAY FINISH TRADE MARK UNSHRINKABLE.

UNSHRINKABLE WOOL

UNDERWEAR



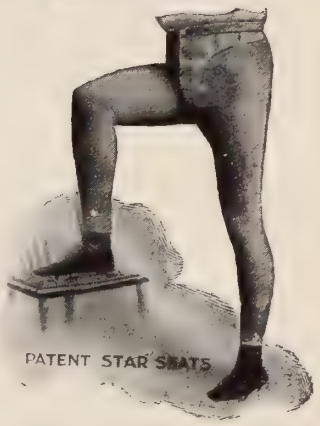
LADIES'

Combinations fitted with the Patent "S" WRAP, affording complete protection where this is most necessary.

No button is needed, and the garment does not drag when the wearer is sitting.

GENTLEMEN'S

"STAR" Seated Pants and Drawers. No seams at fork, up back, or down inside of leg to chafe, or give way. All wearing parts are strengthened and extra spliced.



These Specialities are made of Unshrinkable Wool and can also be obtained in Merino, and Silk and Merino.

ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

Please note the above TRADE MARK should be upon every genuine JAY FINISH Garment.

Wholesale only

Messrs. I. & R. MORLEY and Geo. BRETTLE & Co., Lon., ENG.

THE LEADING ENGLISH UNDERWEAR.

The only trade marked dressing sacques and robes that women know and ask for by their name—



Galtfleece EIDERDOWN Garments for women

Think of what this means to you! A market ready made!

Our Fall advertising campaign starts in August. Leading papers will be used throughout the country, telling your customers all the excellent features of "GALTFLEECE" Garments for women. We are publishing a handsomely illustrated booklet, which we send free, along with a letter telling the nearest store where these garments may be had.



This means that GALTFLEECE Garments will be half sold before the customers enter your store. It means that there will be more Dressing Sacques and Robes bought than ever before—and each buyer will want to see the "GALTFLEECE" label before she buys.

SEE OUR NEW SAMPLES, AND GET THE FACTS ABOUT OUR AGGRESSIVE ADVERTISING CAMPAIGN.

The Galt Knitting Co., Limited

Makers of "Galtfleece" Garments for Women

GALT ONTARIO







BURNLEY'S WOOLS

Samples and prices will substantiate our claim to your business. Ask our

Canadian Agents

D. M. Chorlton & Bro.

43 St. Sacrament St., MONTREAL

Thos. Burnley & Sons, Limited

GOMERSAL MILLS, near Leeds, ENGLAND

Mfr's. of Knitting Yarns for over 150 Years

OUR AGENTS have LARGE STOCKS ON HAND of these 3 BRANDS

Quotations F. O. B. Montreal.



A Long Experience Lies Behind Every Zenith Garment

We are one of the oldest established manufacturers of underwear in Canada, Zenith Brand is therefore the product of the longest experience in the making of underwear for the Canadian market.

We know that Zenith Brand is the best quality of underwear made in a Canadian mill; and our extensive list of regular customers know that the quality of Zenith Brand brings in repeat orders.

If you are looking for a line of underwear that will arouse the satisfaction of every customer, just try Zenith Brand

Travellers now showing Samples of Zenith brand underwear for fall. It is manufactured by

S. LENNARD & SONS, Dundas

RICHARD L. BAKER & CO.

100 Wellington St. West, Toronto - Sole Selling Agents

Zenith BRAND UNDERWEAR

BATTING

NORTH STAR, CRESCENT AND PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler

ROBERT HENDERSON & CO.

Dry Goods Commission Merchants

181-183 McGill Street - - - MONTREAL

James Stanbury & Co., Toronto

HANSON'S

WOOLLEN SOCKS

G. E. HANSON - HULL, QUE.

SOUTHALLS'

SANITARY TOWELS

FOR LADIES—The ORIGINAL and BEST.

SOUTHALL'S ACCOUCHEMENT SETS

Containing All Requisites, in Three Sizes.

SOUTHALLS' SHEETS FOR ACCOUCHEMENT

and Other Sanitary Specialties.

SOUTHALL BROS. & BARCLAY LIMITED

BIRMINGHAM, ENG.

Representative in Canada—J. M. SCHEAK

CARLAW BUILDINGS, Wellington Street West, TORONTO

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

When writing advertisers kindly mention Dry Goods Review.

Commercial and Industrial Progress Down by the Sea

Natural Advantages Being Rapidly Developed and Converted Into Greatest Value—Important Manufacturing Centres of Particular Interest to the Canadian Dry Goods Trade—Glimpse of Maritime Conditions.

The maritime provinces with their wealth of natural endowments which make them the objective of recreation-seeking people, are no less rich in advantages which are being rapidly developed and converted into greatest value by the manufacturer, the merchant, the men of large enterprise.

The Province of New Brunswick is noted for its numerous bays and excellent harbors. St. John, the largest city and commercial centre is an ideal city, and its deep and



A Busy Thoroughfare in Halifax, N.S.

commodious harbor is open for navigation all the year round. From the tourist standpoint, the Reversible Falls of St. John River are perhaps the most important of the many wonderful scenes around St. John. Mount Pleasant Park is also among the first of the cities important scenic attractions.

Modern Wholesale Houses.

St. John is an important retail and wholesale dry goods centre. Its retail stores are modern and the wholesale houses are aggressive, and their trade is expanding each season. Brock & Patterson Ltd., Vassie & Co., Ltd., Manchester, Robertson & Alliston, Ltd., and Frank Skinner & Co., are among the energetic wholesale houses. D. McGee & Sons do a good local wholesale trade in furs, hats and caps.

At Moncton, another important New Brunswick centre, are located, the Campbell Clad Co., clothing manufacturers, and J. A. Humphrey & Son Ltd., woolen manufacturers.

Progressive Nova Scotia.

The Province of Nova Scotia is noted for its valuable fisheries. Halifax, the capital and largest city, with its splendid harbor, is the military and naval headquarters of Canada. This historic city is worthy of a visit from retailers in other parts of Canada. The citadel and Point Pleasant Park are notable.

Halifax is holding its own as a wholesale dry goods centre, and firms like Smith Bros., W. & C. Silver, and J. & N. Murphy, cover the provinces thoroughly. Like St. John these firms realize that the success of their business depends upon well assorted stocks, and supplying merchants with goods when they are needed. The Brittannia Mfg. Co., Ltd., is a ladies garment manufactory which has experienced great success, and Clayton & Sons, clothing manufacturers, have likewise had a good reputation for many years.

Truro, Nova Scotia, is one of the ambitious centres of the province. The Maritime Hat & Cap Co., The Eastern Hat & Cap Co., located here, do business all over Canada. Stanfields, Ltd., have built up a splendid trade for their underwear throughout the country, and have done much to advertise Truro.

Amherst, N.S., has the reputation of being one of the most progressive towns in the maritime provinces. The Hewson Woolen Mills, Ltd., is one of the successful Canadian woolen mills, and have also done exceedingly well with their lines of knitted goods. They have had great success in the manufacture of finer grades of cloth for the tailoring and high class dress-making trade. The goods they are turning out will probably be unsurpassed by any concern in Canada. Their heavier lines are also being taken up more freely by merchants through their clothing houses as well as by the tailors and supply merchants throughout the country. The recognized high quality has done a great deal to impress quickly upon the mind of the trade in general the genuine goodness of Hewson unshrinkable heavy ribbed Nova Scotia underwear bearing the oval brand. Their trade in this line is gaining very rapidly and they are securing an increasing share of business which is being placed all the way from Halifax through the Western prairies and mountains and up into the Yukon. The Hewson Woolen Mills are in the market for large quantities of Nova Scotia wool which, in conjunction with the finer Australian and South American grades, enter into the manufacture exclusively of Hewson woven and knitted fabrics. They pave the clothing salesman's pathway with a constant flow of good advertising of the Hewson oval brand tweeds, so his friend the merchant wants to see and buy the clothing of the well known brand.

At Oxford, N.S., is the Oxford Mfg. Co., which has taken a high standing as manufacturers of woolens and tweeds.



Bridges and Falls, St. John, N.B.

At Eureka, N.S., is the Nova Scotia Knitting Mills Co., Ltd., another very successful manufacturer of underwear.

In fact, the maritime provinces have energetic wholesalers who cater in a most progressive way to their local trade, and as a manufacturing centre for the dry goods trade great progress is being made. Business men who take advantages of the attractions of the maritime provinces, will also find the retail trade of the larger centres conducted along modern and aggressive lines.

Vassie & Company, Limited

WE have been in the Wholesale Dry Goods Trade in the Maritime Provinces for over three quarters of a century. Our firm, founded in 1832, has gradually increased its business until the majority of the progressive retailers are amongst our customers. We consider that this steady increase of patronage is the best possible criticism of our treatment of our customers.

If you are not already amongst these, give us a trial order and we are sure that we can give you satisfaction. Either see one of our representatives or let us know what you want by wire, phone, or letter.

If you are one of our customers, we solicit a continuation of your patronage, which, we assure you, is highly appreciated.

ST. JOHN, N. B.

Merchandise String Tags



Illustrating our 5-storey MODERN FIRE-PROOF STRUCTURE

THE Southam Quality Merchandise String Tags, made in six colors and thirteen sizes in each color, give Canadian Dry Goods people a splendid assortment to choose from.

Our Catalogue No. 101 gives full description of Merchandise Tags, Dry Goods Tags, Pin Tickets, Llnen Labels and Shipping Tags.

Our Catalogue No. 100 shows and describes our pricing and sizing gummed labels.

We will be glad to send either or both Catalogues to you.



SOUTHAM LIMITED

PUBLISHERS AND PRINTERS — TICKET, TAG AND LABEL DEPARTMENT

Southam Building
63 St. Alexander Street
Montreal : : : P.Q.

The upper model is Smart Hat of Persian Blue Velvet, with lavish wing arrangements and chou of messaline ribbon.

On the left is a hat of Rhubarb Green Velvet, piped with Pompeian red; coque tail and head.

On the right is a decided novelty: A Rubberized Silk Hat Protector, fastened to the brim edge and shirred up with elastic draw strings.





Says the boy who went a-fishin'
"For bites you seldom wait
"If you put upon your fishin' hook
"The proper sort o' bait."

Doggerel Rhyme—yes! But containing this moral: In fishing for customers as in fishing for the finny tribe—the bait's the main thing.

The best bait to land permanent customers for your underwear department is

Peerless REGISTERED

HIGH GRADE UNDERWEAR *for* MEN, WOMEN and CHILDREN

This fact is being proven to-day in scores of Canada's leading stores. Advertising alone wouldn't have made Peerless a leader—it's the QUALITY behind the ADVERTISING that turns the trick.

OUR SELLING REPRESENTATIVES ARE:

ONTARIO
C. & A. G. Clarke, Empire Building
Wellington St. W., Toronto

BRITISH COLUMBIA
Geo. A. Campbell, P.O. Box 1026
Vancouver, B.C.

QUEBEC
Goulding & Co., 30 Wellington St. East.
Toronto

MARITIME PROVINCES
G. A. Woodill, 70 Granville St.,
Halifax, N.S.

MANITOBA
Frank Clark, Winnipeg and N.W. Territories

The PEERLESS UNDERWEAR CO.

Hamilton *Ontario*

Hats Still Large with Crowns on Less Ultra Lines

Cabled and New York Information on Millinery Matters—New Circular Flat Bandeau a Conspicuous Addition in Extreme Shapes—Popularity of Jet—Beavers Expected to Lead—Fashion will Favor Furs.

Staff Correspondence.

Office of The Dry Goods Review,
622-624 Tribune Building,
New York, July 3. 1909.

RUMORS of what is to come in the way of Fall millinery are about all the trade have to go by. There are many houses showing Fall goods, but few have Paris models. Most of the importers have their first openings during the first week in July. Almost all the reputable houses have a representative abroad, and many are working on cabled information.

The writer has seen all that the New York market at present affords, and from the goods displayed the following information is given. First, that hats continue very large. The domestic manufacturers are as usual making up a line of turban and small hats in hand made goods, for which there is always a demand, but the majority of the shapes sent from Paris are extremely large. Brims show a decided tendency to turn up, instead of down. The midsummer hats have all shown the abrupt side break, and the new importations carry out this idea. Quite the newest, however, is the turned-up back brim. A photograph of one variety of the back roll is shown, but many hats show a much more exagerated line. The demand for this shape is now being supplied by the simple method of wearing the side of the hat to the back.

A Conspicuous Addition.

Crowns, while still very large, are lower, and of less ultra lines, although their girth is still big, and the new circular, flat bandeau, is a conspicuous addition to almost all of the extreme shapes. This halo-like piece of buckram fits into the headsize and saves the hat from completely obscuring the wearer's face.

Brims which have been comparatively simple of late, promise to become more complicated, as curves, dents and sharp breaks appear prominently in the present showings. Facings, bandings, and pipings are still being featured.

Fur Trade Keyed Up.

Beavers are expected to be the leaders. The long napped fur beavers are being bought up in black and colors in anticipation of a great demand. Furry hats, shaggy felts and plushes, beavers and fur hats themselves appear strongest. The fur trade are all keyed up for a phenomenal demand for pelts suitable for millinery purposes and models in fur hats are already being shown. Seal, lynx and pointed fox, genuine and imitation are the leaders. Dark furs, with the exception of white fox are considered smartest.

In hand-made hats, there is a leaning toward chenille, both in combination with jet or silk or individually and ramie braid hats. Chenille and jet is a winning combination, many believe. The trade have faith in jet, apparently, and are backed up by repeated reports of its great popularity in Paris. The New York houses at least bought liberally of these goods last Spring and that women would have none of them for Spring was a blow that may be the salvation of many during this boom. Jet is essentially a winter ornamentation and is almost sure to find favor now. A novelty remembered from last season are spangled wings, and this effective trimming is now being enthusiastically taken up. Wings are the trimming now, and for Fall there are novelties in spangled effects, flitters sewn on the feathers, in all-over or outline effects, and stunning two-faced wings, as well as wings with rounded edges, stubby fanlike wings, or clusters of small wings made into a large trimming.

Good Season for For Fancy Feathers.

In fancy feathers, paradise leads, and coque runs a close second. Bronze effects in fancies, as in ornaments and leather, are very strong. Not only are the tail feathers but the entire birds used, as shown. Coque heads and tails are very well thought of. From present indications the new season promises to be a phenomenal one for the fancy feather houses. Not only are wings, for instance, used with a lavish hand but such huge effects are called for, wings are mounted upward in nearly every instance. Marabout, particularly for crown, is considered good in the natural shades, which by the way are good in all feather stock from ostrich down.

Leading Color Combination.

It looks as if the off color would remain the favorites and that the all black hat would be a big seller. At present black and white and burnt and black are the leading combinations. There is a rumor of brown but to date there is little but the favor of seal, and bronze to substantiate it. Mops Carlin, or pug dog, is one of the newest shades, and a more descriptive name certainly could not have been given.

Rhododendron is one of the good shades. "pepper green" another. Rhubarb is another green, dull and belonging to the olive family; matrix, a decidedly green torquoise, is another.

White Lace Veils.

The fashion of wearing white lace veils has had a strong revival. Princess and thread laces, and also net braids in imitation are enjoying great prestige, and are worn with large hats of any color.

Velvet ribbon is still in unprecedented demand. Moire and corded effects in ribbons and silks are popular. Mixtures of silk and wool are used in many ways.

Conditions point to a very favorable season. Hats are liable to be expensive necessities, but as a matter of fact what can one tell at this early date, particularly with such radical changes in costumes to consider? Mid-summer hats are usually an excellent forecast, and to date no more radical changes than the brim contour have been sent or cabled to an anxiously waiting trade.

Annex to The John Murphy Co.'s Store.

During the latter part of last month the contractors commenced operations on the part of the store of the John Murphy Co., Ltd., Montreal, known as the Annex. This is being pulled down, in order that an addition may be made to the main store, built in the same style and of the same materials. The new part will be the same size as the main building. This move will give much more room, and will allow some of the departments to be very much enlarged.

Making and Holding Trade by Tactful Salesmanship

Shopper Expresses her Aversion to the Obtrusively Persistent Sales Person — Consideration of the Customer's Inclination Important.

IT IS sometimes a difficult matter for the merchant or salesman to view, through the eyes of the customer, the store in which they are most directly interested. It is equally difficult to have customers express opinions upon the conduct of the store as a whole. Their patronage may, very often, be considered sufficiently indicative, but unless something unusual occurs, affecting their comfort or unless their purses are directly concerned, customers seldom give a merchant an opportunity to see himself as others see him, and then it is likely to be discouraging.

The Review has endeavored to secure an expression of outside opinion on this phase of the situation and, in reply to a query, "What do you consider the most agreeable form of salesmanship that you have experienced among the stores of your city," a lady residing in one of the larger cities, writes:

Bored by the Clerk.

"It is quite natural for a woman shopper, with plenty of time on her hands, to examine what is in sight in the department she visits before calling upon the salesman. She will find, however, that it is a difficult matter to conduct such a tour of inspection without being interfered with by a salesman. She cannot very well object to this when he proposes to ascertain her desires, or when she wishes to make an enquiry about goods, but when she has not made up her mind to buy it makes her uncomfortable to be bored by the persistent "butting-in" of a salesman anxious to make a sale whether she wishes to or not. This is excusable in a small store where space is valuable, but in a large departmental store it is nothing short of a nuisance.

"When a shopper has her mind fully made up, before entering a store, she is not confronted by the same irritating process; she buys what she wants and departs. It is, I maintain, quite pardonable for a salesman to introduce new goods which he may think will appeal to the customer should she appear inclined to further examine articles at hand on the counter, but the salesman should be a close student of the disposition of his people. An obtrusive persistency may make a sale, but it will not make a regular customer. The shopper likes to exercise her own judgment up to that point where the knowledge of the salesman is essential to further enlightenments.

Ascertain Shoppers' Needs.

"I do not wish to be understood as stating that a salesman should not endeavor to ascertain a shopper's requirements as soon as she appears. He would be negligent in his business if he did not. His first duty is to ascertain whether he can be of any service. In the majority of cases he will find that the shopper has something on her mind and that, without proving obnoxious, but, courteously attentive and agreeable, he will finally obtain results. She may wish to see goods, but does not wish to buy immediately. An obliging attendance on such an occasion will give the shopper a favorable impression and she will not forget it. But no shopper likes to be made to feel that she has to buy in order to escape from the salesman.

"I would say, therefore, that the most agreeable form of salesmanship, and also the most effective, so far as my experience goes, is that which has been courteous under all circumstances. It must be trying for a salesman sometimes, to preserve his equanimity. His whole attitude will suggest, however, that it is a pleasure to show goods, but not to get on the nerves of his customers. The tactful salesman must necessarily be a close student of human nature, with the ability to draw therefrom those deductions which will prove an asset in making and holding, rather than marring and losing, a customer. He will know when his suggestions are wanted, and will offer them in such a way that his customer will feel that she still knows what she wants.

Counts for Store and Clerk.

"I have endeavored to give you a description of the most agreeable form of salesmanship I have met with in the stores of this city. It is the salesmanship that counts, both for the store and the clerk, because once she has come in contact with it, the shopper makes note of it and she will return to do business there later on."

The above letter was handed to the head of a department in a large Toronto store, and he immediately declared that it voiced his sentiments on the question of salesmanship.

A Case in Point.

"Let me tell you of an incident which occurred in our knitted goods department some time ago," said he. "A lady, apparently a stranger, entered and asked to be shown a certain line of goods. She was somewhat diffident about it, as she stated that she was not prepared to purchase at the time; just wanted to see the goods. The saleslady obligingly went through the stock for the shopper's benefit. When she was satisfied, she departed. We thought no more about it until, a couple of days later, the lady called and gave an order for $40 worth of goods. Now, it would have been an easy matter to have spoiled any inclination she may have had to enter this store again. She is now a good customer, and another thing about it, she always asks for that particular clerk when she comes to this department.

"We have always made it a rule of the store that salespeople must display as great enthusiasm in showing goods to a doubtful customer as to one who unmistakably comes to buy. When a person enters the store with the expressed purpose of merely looking through, he or she is never pestered out of their good nature by the obnoxious attention of clerks. A shopper may very often form a decision more satisfactory to herself if she is left alone than when a salesman interferes with her train of thought, so to speak. On the other hand, there are people who request suggestions, and then it is up to the salesman. If he is tactful, he will be all things to both kinds."

The knitting department of the Hewson Woolen Mills at Amherst, N.S., is now very busy. The employees have been working three nights a week and this will be continued through the summer and autumn. W. M. Whitehead, late of Paris, Ont., is the new superintendent and F. A. Fox, of Leeds, England, was recently appointed superintendent of the clothing department.

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ABSOLUTELY PURE

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MADE IN CANADA

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Platt Bros. & Co., of Oldham, Lancashire, are the Greatest Cotton Machine Builders in the World

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Address all Correspondence to the Mills

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Wholesale Buyers State Our Range of

WRAPPERETTES

Is the Best Ever Shown in Canada

They have given proof of this in the form of exceptional advance orders, and repeats are even larger

Retailers should anticipate their Fall requirements to make sure of complete deliveries





Section of the Staple Department in the Ritchie Co's. Store, Belleville.

The Staple Department and its Problems

High Price of Cotton Likely to Cause an Advance — It is Evident that Retail Stocks are not Heavy — Demand for Wash Goods has Been Enormous—Large Orders Placed for Flannelettes and other Lines.

THE buying of staple cottons for Fall on the part of the trade is now over. There is considerable enthusiasm among manufacturers regarding the volume of orders placed, which far exceed those of last year. Repeats are already coming in, and these have met with favor, and values are also good. The high price of cotton will likely bring about an advance in prices.

Orders from the retail trade have come in freely. It is evident that retail stocks are not heavy, and that retailers now realize the value of buying early before there is any increase in prices. Values for Fall are exceptional, and buyers fully realize this.

The only thing which manufacturers object to is the fact that profits are not what they should be. The prices of raw cotton have been going up, and if they maintain their present high level, the new price lists will certainly be higher. Present prices of manufactured goods are too low to allow a fair profit and there have been no advances except in one or two lines.

The Retail Trade.

Staple departments in retail dry goods stores did particularly well during the past month with all kinds of wash suitings. Pongee linens have been the big seller in the better class of goods, the natural linen shades being the most in demand. These suitings come in all the new shades, wistaria, rose, mauve, pink, Copenhagen, etc. Next to natural, mauve seems to be in greatest demand. Poplin suitings in all the new shades have been in good demand, as well as cotton repps. Pure linens in the leading shades have done well, and Indian head linen for white suits, has been a good seller. In fact the demand for wash goods has been enormous, and has exceeded the available supply. A line of Irish dimity muslin, which sells at about 15 cents has done well.

Prints and ginghams are selling actively. Pink and mauve are leading shades.

There has been a good demand for nainsooks, longcloths and cambrics. Naturally the increased demand for ready-made underwear has had a marked effect on the sales at retail of cloths used for whitewear purposes. The goods most in demand are of the better grades. Canadian lines of cambrics and nainsooks are meeting with a good reception, and are being used more than formerly.

Ginghams.

Ginghams have had an active season, thus far, at retail, and buying for Fall has been good. Naturally the Fall buying is not so heavy as Spring. The great improvement made in Canadian ginghams has had a good effect on the trade, and there is a growing demand for them. It is expected that manufacturers' samples for Spring, 1910, will show still further improvements.

Denims.

There has been an enormous demand for denims, etc. The Fall range is good value, and the demand for this class of goods in the newer sections of the country has resulted in very heavy buying. The West particularly, is taking large quantities.

Big Demand for Wrapperettes.

Favorable prices, coupled with good values, and a marked improvement in the range of colors and patterns, has resulted in active placing of orders for Fall lines of wrapperettes. Jobbers report that such lines as Empire twills have had an enormous sale. Kimona cloths have been active and Empress suiting is a big seller. Wholesalers showed their faith in the Fall range of wrapperettes by placing unusually large orders, and that their faith is not misplaced is shown by the readiness with which retail buyers are taking them up.

Flannelettes.

Fall buying of flannelettes has been going on actively. Prices are slightly lower than a year ago and this has caused retailers to place large orders. Canadian lines of flannelettes include a wide range of new patterns.

Linens.

Advance orders for Fall selling are about all placed now, and the importing houses and agencies are well satisfied with the business done. Notwithstanding the fact



Towel — Showing place for a Monogram Embroidered on it — Shown by The Old Bleach Linen Co.

that the trade has taken linens freely all the year, orders placed are large for the coming Fall. Nor is this due to the fear of advancing prices, though prices certainly are stiffening. The goods are needed for sale during the next



Towel — All-over Design, Shamrock Pattern — Shown by The Old Bleach Linen Co.

few months, as stocks now are in splendid shape. Linen prices are certainly on the up grade but are not advancing with such rapidity as to encourage speculative buying.

Another satisfactory feature is that buying is not confined to any one class of linens; all kinds of table and household linens are wanted, and Scotch goods such as crashes, etc., have been freely ordered.

There is a noticeable increase in the orders given for high grade linens. Embroidered sheets and pillow-covers, bed spreads and shams, etc., are being stocked by many merchants who, a very few years back would have been afraid to stock such goods, and the same applies to high grade towels. Many merchants in quite small centres are finding it profitable to have this class of goods. No doubt one reason is because with modern methods of merchandising, and the freer use of cases, goods are better displayed, and customers see them and buy. The manufacturer is also prepared to help the retailer out in the selling of high class goods; special designs will be made, and goods embroidered to order; monograms may be embroidered on household linens at very moderate charges.

Towels may be obtained with the pattern so designed that there is a shield or space left for the embroidered monogram and these can be stamped and worked by the customer or the order can be taken and forwarded to the manufacturer. Towels are also woven with a band across the end to be decorated with embroidery.

Dress linens in white, natural shades and in colors have formed a big part of the business so far this summer. These are for the most part in suiting effects.

During the late financial crisis, linen stocks in the States were allowed to run down and the north of Ireland manu-



One of the New Floral Designs for Fall — Shown by The Old Bleach Linen Co.

facturers took steps to lessen their output. Therefore there has been little or no accumulation of stock. Due, for the most part, to the large buying from the States, looms now are busily engaged, and many manufacturers have orders on hand that will keep them busy for the next four or five months.

Orders placed in staple cottons far exceed those of last year. An advance in prices is said to be imminent.

Pongee linens have sold well, and poplin suitings in all of the new shades have been in good demand.

Nainsooks, longcloths and cambrics have been active. A good reception is being accorded Canadian lines of cambrics and nainsooks.

It has been a busy season in ginghams and buying of denims has been brisk. Fall lines of wrapperettes have taken exceedingly well.

Are You Selling More?

If Not, Why Not? We Are.

Increases in 1908 over 1907 in Sales by merchants handling

STANDARD PATTERNS

The Joslin D. G. Co.
Denver, Col.

August	'08 over '07 .	40%	Increase
September	'08 over '07 .	27%	"
October	'08 over '07 .	5%	"
November	'08 over '07 .	10%	"
December	'08 over '07 .	16%	"
January	'09 over '08 .	25%	"
February	'09 over '08 .	21%	"

J. H. Brooks
Somerville, Mass.

August	'08 over '07 .	49%	Increase
September	'08 over '07 .	1%	"
October	'08 over '07 .	16%	"
November	'08 over '07 .	35%	"
December	'08 over '07 .	51%	"
January	'09 over '08 .	26%	"
February	'09 over '08 .	25%	"

Geo. E. Stifel Co.
Wheeling, W. Va.

July	'08 over '07 .	4%	Increase
August	'08 over '07 .	8%	"
September	'08 over '07 .	34%	"
October	'08 over '07 .	10%	"
November	'08 over '07 .	29%	"
December	'08 over '07 .	63%	"

J. H. C. Petersen's Sons
Davenport, Iowa

September	'08 as compared to '07 .	5%	Decrease
October	'08 over '07 .	6%	Increase
November	'08 over '07 .	21%	"
December	'08 over '07 .	30%	"
January	'09 over '08 .	17%	"
February	'09 over '08 .	43%	"
March	'09 over '08 .	37%	"

WRITE US FOR OUR TERMS

Standard Fashion Company

33 Richmond St. W. - - - Toronto, Ont., Canada

Indications Point to Good Sorting Season in Furs

Merchants Have Not Placed the Season's Requirements — Fall May Bring the Old Problem: How to Get the Goods — Heavy Furs for the West — Visit to Modern Fur Factory—Proper Handling of Furs.

A CANDID summary of advance fur orders for the approaching season reveals the fact that while orders as a whole, are better than last year, the volume is disappointing. Trade from every province, while disappointing is ahead in volume, with the exception of Ontario, which although conditions were better last month, is behind a year ago with the majority of houses. Merchants all over the country have not placed by any means the season's requirements. It is the old story of waiting to see how crops turn out.

If crops turn out well and weather is favorable there will be an exceptional demand for furs early in the fall. Then will enter the old trouble of how to get the goods. During the past two years retailers have been able to obtain furs in the season, but it is extremely doubtful if this condition will apply this coming fall. At any rate a retailer is never sure of getting the right furs correctly manufactured, and prices are always higher.

Among good selling furs, everything in black has done well. Imitations of lynx, sable, and black fox have sold largely and in some instances the real furs have been ordered. Mink has done exceptionally well.

Furlined garments ended the advance season with record sales, although there has been an increase in orders for fur garments.

Heavy furs, for western trade particularly, show a good increase and many of the special men's fur coats introduced by manufacturers have done well.

A development in small furs is the increased demand for the drum muff.

The Proper Manufacture of Furs.

It is contended, and there is plenty of evidence to substantiate this, that retailers who wish to build a permanent, satisfactory fur business must buy furs of quality, and not be tempted by price alone. Fortunately Canada has many good fur manufacturers, who manufacture under the right conditions and are straightforward in their selling methods, advising retailers exactly what they are buying, and not holding out any baits to secure business. Nearly all of these firms have built up a satisfactory business, and their customers are the retailers who have built, or are building a profitable retail fur trade.

With this in view it will be interesting to retailers to sketch fur manufacturing viewed under right conditions. The following particulars were obtained through the courtesy of Jas. Coristine & Co., Ltd., Montreal. The Review representative was shown through the entire fur factory, by D. A. Cowan, their fur superintendent, who has been identified with the business for nearly thirty years. This factory is one of the most modern in the trade.

The outstanding feature of a fur factory to the uninitiated is the bewildering number of processes that a fur skin goes through before it is part of a finished fur article. This sketch does not take into consideration the processes of dressing and dyeing of raw fur skins, an interesting branch of the fur trade. It simply aims to show how carefully furs are manufactured in a modern fur factory.

The Cutting Room.

The cutting and shaping of furs to a pattern for a garment or fur article is totally different than the handling of cloth. For this reason, in all parts of a fur factory, piece work prices are not easily adjusted. Many factories have their different work people upon weekly salaries. It is felt, also, that this results in more careful and satisfactory work. The big airy cutting room on the top floor of the Coristine building, has its numerous cutters all specialized and working upon certain skins. They take the skins as they come from the dyers, cut out all imperfections, and lay them upon the desired pattern. This work requires extreme skill, especially when working with expensive skins.

After the different parts of the fur article are cut out upon patterns, they are sent to the operating room below, where wonderful machines sew together through the back all the parts that have been cut. Then the different parts of the fur article are thoroughly damped upon the flesh side, and are ready for the blocking floor.

The Blocking of Furs.

The blocking room is one of the very interesting parts of a fur factory to the casual visitor. The complete pattern for the fur garment, or the article required, is drawn upon large board platforms, lying upon rests. The fur article is then spread upon this board platform and has always been cut so as not to completely cover the pattern. The blockers go carefully to work, and stretch the damp fur article, which is lying with the fur downwards, and tack it throughout to outline the pattern. This sometimes requires a great deal of stretching and pulling, but gives the fur article the requisite appearance and smooths out all the seams.

After the blocking process the furs go to the drying room, or, as in this case, are dried in the open air, to avoid scorching, upon the top of the building.

The fur article is then ready to be lined, and where required, the wadded and quilted lining is put in. All these linings are made in this factory. This is done by specialists for each article of fur, and this same idea is followed throughout the factory.

Finishing Process.

What was formerly a group of matched skins is now ready for the finishing processes. It is the attention given to furs in the finishing process that makes a good deal of the difference between early conditions in fur manufacturing and those of to-day. As the case may be, according to the kind of fur they are clipped, trimmed, glazed and beaten. The number of times certain fur articles go through this process is almost beyond belief.

After the fur has passed the final inspection, it is sent to one of the large floors below, and is hung up until ready for shipment. Just before shipping time in July, the appearance of this floor is beyond description. Rows and rows of furs of every description classified according to their kind, exceed the capacity of the floor space.

Our Fur Business

has been built upon the bed rock of quality.

IT PAYS

to buy your furs from a house that places your satisfaction, and the satisfaction of your customers, above all else.

James Coristine & Co.
LIMITED

Manufacturers of High Class Furs

MONTREAL

Please mention The Review to Advertisers and Their Travelers

Present Abuses and Problems in Canadian Fur Trade

Excessive Competition and Consignment Evil — Unreasonable Discounts — Poor Advertising – Is Retail Distribution Expanding to the Breaking Point? – Remedy Lies Both With Manufacturer and Retailer.

DURING the past two years the Review has constantly pointed out the evils that have crept into fur manufacturing and fur distribution. Instead of conditions improving, they have grown worse. So much so, in fact, that fur manufacturing in Canada is not, by any means, as profitable as it should be, and the retail trade, as a whole, is making very little out of furs. A summary of the abuses, both at retail and at wholesale, is instructive. Neither the retailer nor the manufacturer is entirely to blame, but certain conditions must be righted before profits become what they should be for both retailer and manufacturer.

Fur manufacturing is perhaps one of the most difficult industries in the country. It requires capital to handle successfully. Raw furs have to be bought and paid for almost a year before any return from manufactured goods is had. After samples are made, early in the year, the selling cost is paid out in cash, then the manufacturing is carried on for a few months and wages paid weekly. Finally the goods are shipped in the late Summer, and payments are not made until well on into the Fall in the majority of cases.

Coupled with this inherent difficulty, excessive competition in the selling end has brought on the all too prevalent consignment evil, in various forms, the giving of excessive discounts, and has caused high selling expenses. Further, manufacturers have not always rightly figured their cost of production. At retail, distribution has gotten into the hands of too many. From the days of the specialty retail furrier, to the present day when furs are distributed by many classes of trade, is not long, but it has made all the difference between good profits and small profits, or none at all. In recent years retailers have not given heavy advance orders in some sections of the country, and stocks in some cases have not been well assorted. This has made possible the encroachment of a big mail order trade in furs. Some houses have developed a large retail mail order fur business. Further, retailers have been poor advertisers of furs at retail, and have neglected essential methods of display and selling. This summary is necessarily broad, but covers fairly accurately general conditions.

The Consignment Evil.

Notwithstanding the efforts of conscientious manufacturers, who are looking for the best interests of the trade as a whole, the consignment of furs to retailers is still going on. (Years ago, manufacturers saw the danger, and did get together and abolish consignment.) All went well until within the last three years, when competition became keener, weather unfavorable, and consignments were started again. As has been pointed out several times, such a method of doing business is neither profitable for manufacturer nor retailer. Retailers have not the spur to sell such goods, and manufacturers must face a return of furs that have deteriorated very seriously in value, and someone has to bear the loss. There is no possible likelihood of this method building a permanent and profitable fur business. Experience has proven a stern teacher in this respect, both at retail and wholesale.

Excessive Discounts.

Another vexatious question in present methods of selling furs is the prevalence of large discounts, which vary according to the size of the order. Naturally this method of salesmanship is such that the fur manufacturer must continue to make a profit. It simply means, in many cases, that prices must be arranged to allow for the giving of these discounts, and still make a profit. A determined effort has been made upon the part of some manufacturers to stamp out this practice. These factories are basing their prices upon a reasonable profit that will not stand for excessive discounts

Another grave problem that fur manufacturers have to face, and which has helped to make fur manufacturing difficult and unprofitable, is the large cost of selling. This faces every Canadian distributor, on account of the big territory comparatively thinly settled. However, in the early days of the fur trade, orders were larger, and salaries were smaller. To-day good salaries are paid, and very large orders are the exception. Naturally better means of communication make it possible to call upon more retailers in less time, but nevertheless the selling cost is higher. This is a serious problem with many firms.

The wide difference in quotations on certain fur articles which appear similar, is conclusive evidence that the cost of production varies considerably, even though the methods of arriving at costs are not exactly alike. An important consideration at the outset in this respect is in the grading of skins. Skins never run uniformly, and in a bale of so-called firsts, not all are firsts. This means that certain skins which are classed as firsts, cannot be priced at the rough cost of each skin constituting the bale. The next serious consideration is in the varied processes of manufacture, and the class of workmanship put upon the fur article. One factory might have its fur skins go through twenty processes before that particular fur article is ready for the retailer, while another factory would use but ten processes. This makes a big difference in the cost of production and also a marked difference in the wear and satisfaction of a fur article. This consideration should always be kept in mind by retailers when buying.

Retail Troubles.

Manufacturers are doubtless as much to blame as retailers for expanding retail distribution of furs to the breaking point. Specialty fur stores have found it hard to hold their own, and the dry goods and department stores are now doing the bulk of the business. Clothing stores do a fair amount of the men's fur trade. General stores, and many other lines, such as implement and carriage men, jewelers, and even harware stores are selling furs in some sections. This has made the profitable retailing of furs very hard.

Naturally where many retailers are selling furs in a small community, the assortments carried are small. This has made possible the gradual growth of a retail mail order business. The T. Eaton Co., Ltd., and other firms in Toronto and Montreal are doing a good retail mail order fur business. This is directly the result of unsatisfactory conditions in retail stores. Retailers, to combat this growing evil, must do business in the same progressive methods

Furs



Furs

This Brand is the Standard for Quality

If you wish to build a permanent, satisfactory and profitable fur business, you may have the benefit of our experience, the knowledge of having the right furs, and our co-operation in every respect.

In every line of business the permanent successes are based upon the merchandise of quality.

Our furs are not the cheapest, yet you can pay more but not get more. Every fur article is standard. Every process of manufacture is conducted under the most rigid and careful methods. The result is uniform, satisfactory furs and uniform good value.

We are selling some of the best retail furriers in Canada. They have learned to look to us for furs, and have made good fur profits. Our range of heavy goods for the present season is particularly attractive.

We issue a fur catalogue in the early Fall. Make sure of your copy by sending your name now.

S. T. Greenleese & Sons, Limited

Wholesale Fur Manufacturers

12 St. Helen Street, Montreal

as the mail order concerns. First of all, there is the absolute necessity of doing business on the cash basis. Then, larger and more varied assortments in furs must be carried. Retailers must learn to co-operate with reputable manufacturers for mutual benefit.

Many shrewd retailers blame the large retail mail order houses for the introduction of bargains and price cutting into both general dry goods and furs. At any rate this method of doing business shows no signs of abating. It is particularly unfortunate that fur prices are slaughtered right after Christmas. Our winters seemingly start later, and the season for profitable fur selling is very short. In some sections retailers have agreed not to cut prices until the end of January, but this is the exception. It is certain, however, that it does pay to clear out furs at the end of the season. Even if cost is not obtained for them, the retailer should be able to use the money at least three times within a year, and that money should be worth 7% each time. Thus it is plain that a retailer can sell goods at 21% below cost and end up even within a year.

Many merchants contend that the catalogues of manufacturers afford them a method of doing business, without carrying a large stock. The catalogue has been a useful adjunct for all branches of the trade, but cannot replace a good showing of the actual furs.

It has been the experience of retailers who have found furs profitable that it pays to avoid baits. It is ultimately more satisfactory to buy from dependable manufacturers who stand back of their goods.

Death of David Yuile.

Mr. David Yuile, of Montreal, the president of the Dominion Textile Co., Limited, and a director of Penman's, Limited, died June 21st, in Baltimore, where he had gone for an operation.

Mr. Yuile was recognized as one of the leaders in the commercial field of Montreal, and since the re-organization of the Dominion Textile Co., over four years ago, he was identified with this company as president.

Mr. Yuile, who was about sixty years of age, was born and received his early education in Glasgow, Scotland, coming to Canada as a young man. For a time he resided near Woodstock, Ont., afterwards coming to Montreal.

For the greater part of his business career, he was engaged in the glass business, as a partner in the firm of the W. & D. Yuile Co., and later in the North American Glass Co., Montreal. It was only at a comparatively recent date that he turned his attention to the textile industry.

Mr. Yuile is survived by his wife and four daughters.

A Drygoodsman's Wireless System.

The new yacht which J. C. Eaton, of the T. Eaton Company, purchased recently, is to be a medium for business as well as a source of pleasure. It is fitted up with a modern system of wireless telegraphy. In order that Mr. Eaton may be kept in touch with business while pleasure-seeking on the Inland Lakes a wireless station is to be located on the top of his Toronto warehouse. Judging from the publicity which has been given to this fact Mr. Eaton has got an eye to the advertising he will get as well as the convenience he will experience from his private Marconi system.

When returning from Great Britain a few weeks ago on the second day out from Liverpool Mr. Eaton was surprised to receive a wireless message from his yacht saying that she had safely arrived at Halifax on her way from New York to Toronto. This little item of news has not leaked out before, but was told to The Dry Goods Review by a well known Canadian business man who was on board the steamer that received the message.

Charging Draft Discounts.

A British Columbia subscriber asks: When a draft given in 30 days with discount is returned, should the discount be charged back to the draft when a renewal is wanted for 30 days more, or should only the cost of draft be charged, with interest?

Answer:—We certainly think that when the wholesaler has based his prices on a certain per cent., and figures that he can allow a certain rate of discount, it is not right to expect him to extend the time and still allow discount, because the wholesaler has already paid for his goods and must have some rule in regard to such a case.

We have frequently known it to occur through some oversight, that the wholesaler will take the net amount of the draft, and draw back for the extended time, adding expenses, but the general custom is to take the original amount of the invoice, and if only a month or two months longer time is requested, interest would not be added in such a case, and only collection charge, because, as a rule, there are net terms, as well.

Then, again, we have known instances where a portion of the cash discount has been allowed, and then interest and exchange added.

Stark & Sons' New Store.

Vancouver, B.C., June 29.—Jas. Stark & Sons, pioneer drygoods merchants of this city, will about August 1 remove their business from its present location at Cambie and Cordova streets to the "Fair" building on the north side of Hastings street.

The change of location will not only bring Stark & Sons into the heart of the retail shopping district but will also give them a floor space for their growing business equal to five times that which they have at their present location. Their new home will be entirely renovated and decorated before the firm enters the building, one of the improvements being the construction of a new store front costing $5,000. This will be the most elaborate and up-to-date store front for the purpose for which it is designed in the whole Dominion..

The new home of Stark & Sons consists of five floors, basement, and mezzanine floor on the first storey. The concern will add to its present extensive establishment several new departments.

There will be rest and writing rooms on the mezzanine and third floors, a mezzanine tea-room and a latest model iceless soda fountain.

Advance Notice from ASCHER BROS., Montreal

FALL, 1909

FURRIERS' SUNDRIES

JEWELED BUTTONS

Mr. Ascher will visit you shortly.



TRADE MARK
REGISTERED

Everything in Dependable Ladies' and Men's Furs

MUSK-OX Brand Furs

protect you and your customers.

Face the question fairly. Decide this season to sell

SATISFACTORY FURS

and add to your bank account, and your reputation as a merchant.

Boulter, Waugh & Co., Ltd.

Canada's Furriers, Established 40 Years.

491-493-495 St. Paul St. 57 St. Peter St.

MONTREAL

THE Royalty HAT
REGISTERED

Will Build You

a Large and Permanent Hat Business.

We Help You Sell

Royalty Hats

Enquiries Solicited

We are in a position to look after delayed Fur Orders.

Our Furs are always satisfactory and dependable.

Swift, Copland & Co., Limited

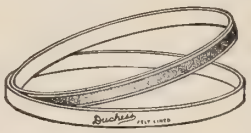
517-525 St. Paul St.

MONTREAL, QUE.

Embroidery Hoops

The Most Popular and Widely Advertised Hoops on the Market

"DUCHESS" HOOPS



The Felt Cushion protects the fabric and embroidered work from injury and holds either light or heavy fabrics tightly stretched. Sold for 10 years in over 18,000 retail stores.

Made in the round and oval shapes.

"DUCHESS" (round)—Sizes 4, 5, 6, 7, 8, 10, 12 inch diameters.
"DUCHESS" (oval)—Two Sizes 4½ x 9 and 6 x 12 inches.



THE "DUCHESS-OVAL"

accommodates a full design for embroidering as in a large round hoop, but has the convenience in use of a small hoop.

"ROYAL-OVAL." A lower priced, smoothly finished and carefully fitted, plain oval Hoop (without the Felt Cushion or Bow Spring.)

Made in Three Sizes

6 x 12 inches, for drawn work, pillow covers, etc.
4½ x 9 inches, a popular size for all kinds of work.
3 x 6 inches, for working designs on hosiery, etc.

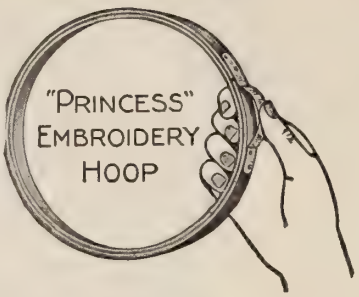
"PRINCESS"

Has a nickel-plated bow spring which adjusts itself to thick or thin fabrics, holding the material firmly and without injury.

Made in the round and oval shapes.

"PRINCESS" (round) Sizes: 4, 5, 6, 7, 8, 10, 12 inch diameters.

"PRINCESS" (oval) Two Sizes: 4½ x 9 and 6 x 12 inches.





THE "PRINCESS OVAL"

accomodates a full design for embroidering as in a large round hoop. but has the convenience in use of a small hoop.

"SPECIAL-SELECT." A lower priced, smoothly finished and carefully fitted, plain round Hoop, (without the Felt Cushion or Bow-Spring.)

Made in Sizes: 4, 5, 6, 7, 8, 10, 12 inch diameters.

Order To-day. Your Jobber can supply you. THE GIBBS MFG. CO., CANTON, OHIO, U.S.A

MY LADY'S TOILET

THERE IS A BIG BUSINESS DOING IN

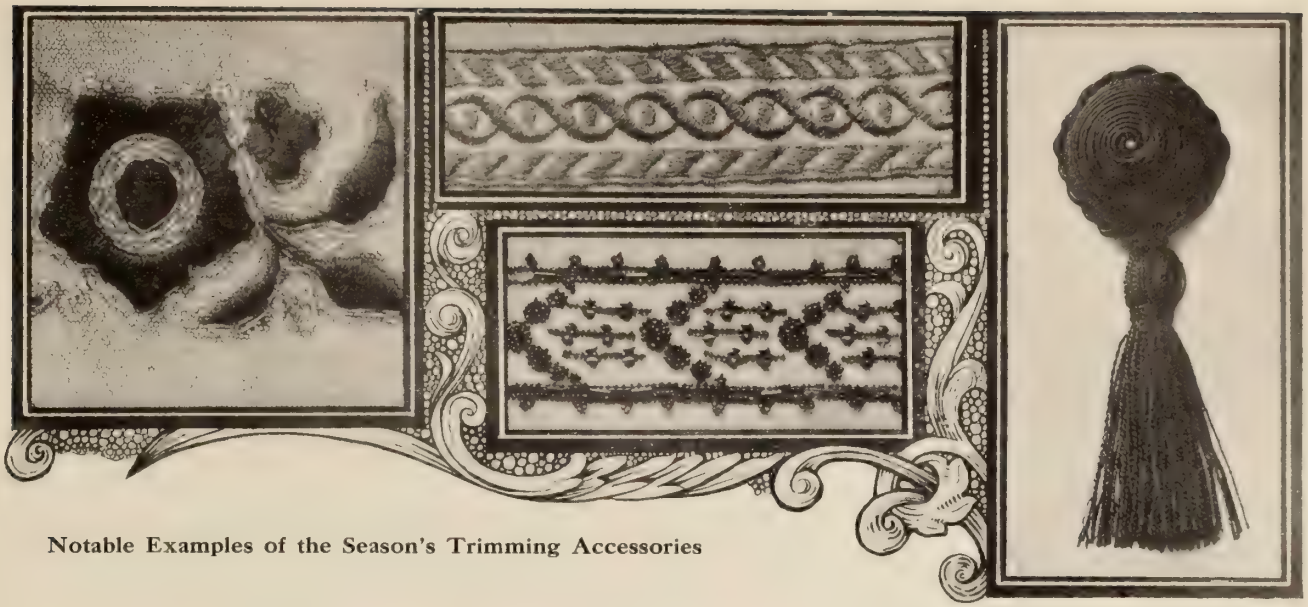
Real Hair Goods



Send for a Sample Collection

FROM THE ACTUAL MANUFACTURERS

BURNET AND TEMPLE 3 AND 4, FITCHETTS COURT, LONDON, Eng.

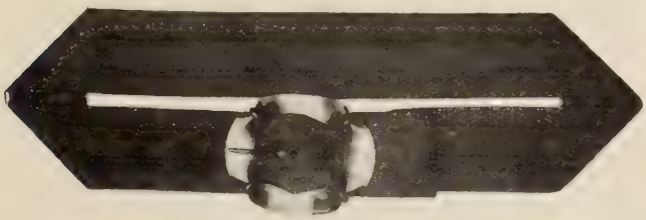


Notable Examples of the Season's Trimming Accessories

Fancy Goods, Notions and Trimmings

Fall Fashion Indications are Much in Favor of Jets and Beads —Trimmings in Antique Gold and Aluminum Threads Selling Well —Braid Trimmings will have Strong Demand—Needlework and Stenciling.

THE jet and bead people, it would appear, will have a record Fall season. In consequence prices are on the up grade and considerable time is asked for delivery. Fall fashion indcations are all in their favor, and not only are jetted nets and trimmings asked for, but jet, in some form or other, is used on every possible article of dress. Bands are probably the most important section of the business, but there is a demand for jetted and beaded pieces and it is here that



Tailored Belt made with Folds of Taffeta and Worsted Braid —Shown by R. D. Fairbairn Co., Limited.

the full development of the fashion promises to come. Yokes, empiecements, panels, berthas, boleros, etc., are all being produced and in a wealth of novelty and design.

Nor are these all developed in black alone; gold and aluminum threads are freely used as well as silver and gold beads. Trimmings developed in antique gold and aluminum threads in Moyen age and classic patterns are selling, and the long stitch embroideries, done in soft floss silks outlined with darned-in threads are good. All-

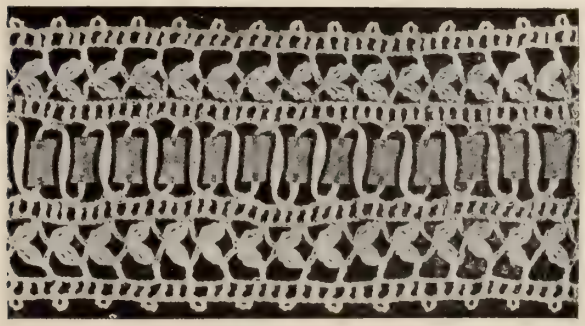


Seal Grain Leather Bag, New Style Frame—Shown by the Canada Leather Goods Co., Montreal.



Velvet Calf Bag, Embroidered in Soutache—Shown by the Canada Leather Goods Co., Montreal.

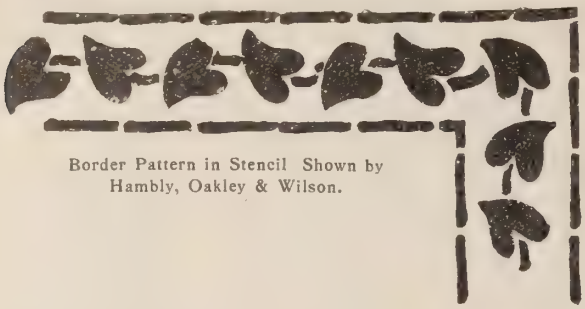
overs are worked up with clusters of beads and gold thread patterns. These are used for yoke purposes. Persian



Coronation Braid and Crochet Insertion—Shown by Hambly, Oakley & Wilson.

In the cut which leads this department, samples of a number of the season's notable trimming accessories are shown. That on the left is the pattern of an embroidered band, worked in soft silk floss, outlined with tinsel threads, on net ground. In the centre will be noted an example of trimming band of net worked with gold and aluminum threads and underneath it a jetted net band worked in beads and spangles. On the right is a soutached and tassel ornament shown by the Laces and Braids Manufacturing Co. The others are shown by Wilhelmine Drechsler, Eibenstock, Germany.

designs and colorings are worked up in a kind of cord effect on net grounds. All of these trimmings are worked upon on either cream or black fine meshed nets, and a few gold-colored net grounds are also used.



Border Pattern in Stencil Shown by Hambly, Oakley & Wilson.

The cutting-up trade is making free use of "rat-tail" piping for trimming purposes and, doubtless, this trimming will, later on, find its way to the counter in the retail store. It is, as its name implies, a soft, smooth, flexible cord of satin made on a special machine and it can be used much in the same manner as soutache.



Seal Grain Leather Bag, Knickerbocker Style—Shown by the Canada Leather Goods Company, Montreal.

Soutaches are very much in evidence and braid trimmings of all kinds promise to be a feature of all Fall ornamentation schemes. The only drawback, from the merchant's point of view, is that the braid must match the color of the gown. The same applies to the rat-tail embroideries.



Stencil Pattern—Shown by Hambly, Oakley & Wilson.

Cords, tassels, and cord and tassel ornaments are much used. Jet buttons are coming on very strongly for Fall. They have been used on the linen and serge suits during summer and the promise is that, in line with jet trimmings, etc., they will have added interest this Fall. The demand for metal buttons is exhibiting more activity, particularly in gilt. The moire-covered button promises to take the place of the satin-covered article and moire will also be popular for collar and cuff facings. Later on, there is some indication of the velvet collar and velvet buttons coming into use. Velvets were good during the late Winter and early Spring in London and Paris, and are taking with the dressmaking trade in the United States.



New York Novelty Belts for Fall. No. 1, Black Elastic and Bead and Cabochon Buckle in Jet; No. 2, Belt of Tan Leather with Jet Fasteners and Pocket with Fastener—Shown by H. M. Hillman & Co., New York.

Fancy bags, patterned upon the alms-purses that formed a part of Moyen age dress are made of jet and beads. This is one of the latest novelties in the market, and is expected to catch the fancy of the buying public. These bags are also developed in Irish crochet, and in Brussels laces.

Leather Bags.

A look at the new Fall samples of purses and bags, proves that Canadian manufacturers are exceeding themselves, as the new lines shown to the trade. There can be no doubt that Fall orders will be very heavy, as the goods are particularly suitable for the Christmas trade. The new line is more varied than in past seasons, and the range of prices wide.



New York Novelty Belt for Fall; Tan Leather and Jet Fasteners—Shown by H. M. Hillman & Co., New York.

The leather which is being featured most strongly is the velvet calf, which makes a dressy bag and takes all colors well. There are a great many different styles of frames, and a novel touch cord for handle, instead of the usual leather handle. The latter are of course shown as usual. A great deal of use is made of soutache applied in elaborate designs, and many of the new bags are embossed in different designs.

The bags are large and roomy, and usually contain a small purse, mirror, etc. The colors shown embrace a good range, and almost any shade may be had.

AUTUMN 1909

Exclusive Dress Goods Novelties

FABRIC

54-inch Striped Broadcloth.—This cloth created such a sensation throughout the country during the Spring that we were encouraged to still further develope the line and are now ready with a much larger assortment in beautiful two-tone effects.

Every style exclusive and not to be had elsewhere

COLORS

Color Effects are the leading novelties for Fall and Winter. Shades prominent in our Spring showing will be continued for the coming season but in softer and darker tones, and will include

Walnut, Nutmeg, Copper, Seal, Taupe, Steel, Artichoke, Moss, Ashes of Roses, Catawba, Carob, Chicory, Gendarme, Wistaria, Raisin, Purple, Burgundy, Olive, Myrtle, Navy, Black.

DELIVERIES

Owing to the necessarily slow process of dyeing and finishing this popular fabric it is almost impossible to give quick delivery **unless orders are placed ahead of the season.** Place your orders at the earliest possible opportunity and get first deliveries.

A complete range of the new Autumn colorings, properly named, will be mailed on request.

Nisbet & Auld, Toronto

LIMITED

Back Combs

Side Combs

Barrettes

Granby Mfg. Co., Limited

GRANBY, - QUE.

Fancy Needlework.

Preparations for Fall selling are being made in this department. Following the vogue for crochet laces, crochet work is to be much to the fore. The use of coronation braid combinations in the making of crochet lace renders effective results easily possible. This lace is particularly adapted to the edging of doileys centre-pieces, and other round and oval designs. It is difficult to find a lace suitable for this purpose and hence this braid lace may be said to fill a long felt want.

When writing advertisers kindly mention Dry Goods Review.

PURE AND PERFECT

These are two salient features of

LIDDELL'S LINENS

In quality they are unapproachable and in workmanship they evidence the highest skill of a people exceptionally skilled in linen weaving and embroidering—the Irish.

Place your order now

for the holiday trade before prices advance.

Irish Hand Embroidered Bed Spreads, Sheets, Pillow Cases, Tea Cloths, Damask Cloths and Napkins.

R. H. COSBIE

30 WELLINGTON ST. WEST, TORONTO

Irish Linen Agency

PRACTICAL FIXTURES FOR MANY LINES OF GOODS



Practical Ribbon Cabinets Made in Eight Sizes



Holding From 50 to 700 Bolts of Ribbon





PRACTICAL COUNTER NOTION CABINETS. Made in five lengths.



PRACTICAL UMBRELLA CABINETS. Two sizes. Hold 60 or 80 Umbrellas.



PRACTICAL CLOAK AND DRESS RACKS Revolving and straight.



PRACTICAL HOSIERY RACKS. Two sizes, holding 72 and 100 pairs Hose.

FOR SALE BY THE WHOLESALE DRY GOODS AND NOTION HOUSES. SEND FOR CATALOGUE.

A. N. RUSSELL & SONS CO., Manufacturers, ILION, N.Y.

Canada Leather Goods Co.

409-415 ST. JAMES STREET
MONTREAL, P.Q.



No. 741—Velvet Calf Bag, embroidered with silk soutache braid, silk cord handle, ornamented with silk tassels. All shades.

IN OFFERING our Fall and Holiday Line to the trade, we are pleased to announce that we will show a very exceptional line of Ladies' Hand Bags, Purses and Novelties surpassing in Style, Workmanship,

Exclusiveness in Designs

and Prices, any line of leather goods ever before sold to the Canadian trade. Our representatives are now on the road showing our splendid line of samples, and will certainly call on you at an early date. We feel confident that it will be to YOUR advantage to see and examine our wide range of samples before ordering elsewhere.



No. 765—Velvet Calf Bag, embossed in dainty leaf design. Patented frame. All shades.

Canada Leather Goods Co.

409-415 ST. JAMES STREET
MONTREAL, P.Q.

Seal grain is also extensively employed, and alligator bags are strong.

One of the late imported novelties for the present season is a straw Panama bag, which comes in natural, white and black. This has the advantage of being easily cleaned. They sell at from $16.50 to $30.00 per dozen.

✣

The Vogue in Belts.

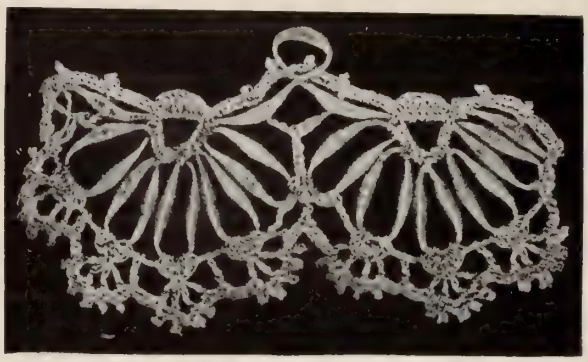
Owing to the vogue of the new long-waisted gowns, the prospects are not bright for expensive belts. In the popular trade, however, the belt business promises to be fairly good. Here the skirt and separate waist is always a factor, and, therefore, there is always a sale for popular-priced belts.

Novelty lines run strongly to jets. There are jet buckles on elastics, and elastics and beltings trimmed with jet nailheads. The Review illustrates a number of novelty belts of this class; one is an elastic with jet buckle, and the other models are of tan leather with fasteners and trimmings of jet.

✣

Stenciling.

Handwork of artistic merit which does not require any lengthy course of art training—but only a sense of color and a measure of care and artistic taste for its production, seems sure to develop a large following.



Coronation and Crochet Edge - Shown by Hambly, Oakley & Wilson.

When well done, stenciling is one of the most beautiful and effective methods of ornamenting fabrics and it is now possible, with the stencils and prepared colors, to decorate, most attractively, curtains, portieres, table covers, pillows etc., to harmonize with the wall covering and other fittings of the room.

The fabric does not need to be washed before decorating, and no matter what the design, the operation is practically the same. The fabric is first stretched very smoothly over white blotting paper or pieces of newspaper, and fastened firmly to a drawing board or table top with thumb tacks or large pins. The stencil should be fastened in like manner. The paper underneath absorbs all extra color and prevents its creeping up underneath the stencil. After selecting an appropriate design it is necessary to make a careful measurement in order that the repeats will fit properly.

A stencil brush, about an inch wide, is used for fabric decoration. Dip the brush in colors which have been thoroughly mixed by means of a spatula or small knife. See that the brush is thoroughly filled, then scrape off the superfluous color. Proceed to stencil rather by tapping than brushing on the color. If two colors are to be used separate stencil and brush should be used for each color Brushes should be carefully cleaned in either turpentine or benzine.

A Trade Triumph!

One of the Most Practical Novelties Offered You in Recent Years—



Something that is striking in its dressy appearance—and appeals to all women for its convenience.

Lambert Combination Chatelaine Bag and Belt

THE MOST UNIQUE AND UP-TO-DATE NOVELTY YOU CAN OFFER YOUR CUSTOMERS.

Made in many leathers and colors. Tan Calf for Tennis, also Natural Color Pigskin. For the Seaside, best quality Enamel Calf. Bronze to match shoes and other popular leathers, such as Lizard, Seal and Goat Seal.

For the Shirt-waist Suit, Traveling Suit, Tailored Suit, Yachting Suit—for all times.

Furnishes the needed pocket for handkerchief, etc. Fitted with and without purse.

SAMPLES SENT ON APPROVAL

P. W. Lambert & Co.
64-66 Lispenard Street
NEW YORK CITY

Canadian Representative: S. ABRAHAMS, 431 Mount Pleasant Ave., Montreal.



Ladies' Hand Bag No. 7687.
Send for Illustrated Catalogue "C"

Ladies' Hand Bags

Our 1909 Line is one of the largest and best we have ever shown. Buyers are invited to inspect the collection.

Manufactured by

TRADE R MARK **C. F. RUMPP & SONS** Established 1850

Fine Leather Goods

PHILADELPHIA

New York Salesroom, 683 and 685 Broadway (Cor. Third St.)

Please mention The Review to Advertisers and Their Travelers

Interesting Statistics from Records of Retail Stores

Actual Figures as to Stocks Carried, Yearly Turnover, Profits and Proportion of Expense – Statements Emphasize Advisability of an Eighty to Ninety Per Cent. Insurance Basis — The Advertising Problem.

THE Review is frequently asked, what amount should a retail merchant spend in advertising? How much stock, under ordinary conditions should he carry in a town of this size? What is a reasonable proportion of expense? What amount of insurance is customary?

In order to reply to these queries, intelligently, The Review has endeavored to obtain useful information from merchants themselves. Letters were written to retailers in centres of population ranging from 3,000 to 20,000 asking for statistics under the following heads: Population, value of stock; how often turned over in one year; percentage of expense; amount of insurance and amount spent in advertising

Influenced by Conditions.

The amount of stock carried varies, of course, in accordance with the merchant's field. A man in a city of 17,000 for instance, places his stock at $70,000 and he turns it over two and one-half times yearly, while a man in a town of 7,000 population carries a stock of $32,000 and turns it over twice in one year. These two examples are fairly well proportioned. A merchant in a small town of 3,500 states that his stock is between $30,000 and 32,000, but the explanation here is that his is a large general store while that in the town of 7,000 is purely dry goods. Another general merchant, in a town of 8,000, has a stock of $75,000, which turns over one and one-half times, so that it may be concluded that, owing to influences of scope, and local conditions it is a difficult matter to tie up to any one set of figures on the stock proposition. The replies given below will, however, be found of interest in that connection.

The Insurance Problem.

It is noted that in almost every case stocks are pretty well covered by insurance. The investigation, if such it may be called, seems to give some contradiction to statements made frequently that there are many glowing cases of disproportion as between stock and amount of insurance. In the absence of any explanation, the merchant who states that his stock is $125,000 and his yearly insurance $6,000 appears to be open to such a charge. Judging from the majority of replies, it may be said that to recommend an insurance basis ranging from 70 to 90 per cent. is the best answer to this question.

Outlay for Advertising.

There seems to be some difference of opinion on the advertising problem. A merchant doing business in a town of 3,500 answers "little or none." Here local conditions must again be taken into consideration. This particular store is located in a section of country where, in winter, the people are very difficult to reach, and where a great many of the men are employed in lumber camps or mining, while, in summer, there is considerable tourist traffic which cannot be effectually touched by advance publicity and which has been previously supplied with the outing season's requirements. This man places his percentage of expense at 8 per cent., the lowest on the list, and it must also be pointed out that his figures only apply to one of two branch stores in the same district. One merchant holds that, in his locality, the amount spent on advertising should not exceed one per cent. of the turnover. A reference to the list shows that in the majority of cases the amount so expended is beyond that margin.

Replies from Merchants.

Among the replies received by The Review, the following are notable:

From a general merchant in a town of 3,500:—Stock, between $30,000 and $32,000; turned over twice in the year; gross profit, about $8,500; net profit, about $4,500; expense, 8 per cent; spent on advertising, little or none; insurance, $25,000.

From dry goods merchant in city of 9,500:—Stock, $25,000 at stock-taking, the lowest point; turned over 1¾ times; gross profit, $10,200; net profit, $2,700; expense, 18 per cent., including owner's drawings for home and personal expenses; insurance, $22,500; advertising, $600.

Dry goods merchant and men's furnisher in city of 17,000:—Stock, $70,000; turned over 2½ times; expense, 16½ per cent.; advertising, $3,950; insurance, 80 per. cent.

General merchant in town of 8,000:—Stock, $75,000; turned over, 1½ times; gross profit, $30,000; net profit, $7,000 average; expense, 22½ per cent.; advertising, $1,800; insurance, $70,000 to $90,000 as the stock changes.

One Per Cent. for Publicity.

This merchant points out that he considers the operation of his business is more expensive than in the ordinary town stores.

"Our store covers a wide area," he writes, "and this means increased light and heating and increased attention. So far, we have not been successful in getting the volume which justifies the space or, the amount of turnover, hence we fancy that our net results are not as profitable as they should be and that our percentage of expense is more than that of the average town store.

"The amount spent last year in advertising was very large with the intention of trying to increase the volume. Our own judgment is that a store such as ours should limit its advertising to one per cent. of its turnover—at least, it should not exceed that."

Draws Profit out in Cash.

Dry goods merchants in town of 6,000:—Stock, $20,000; did $45,000 in business in 1908 and $48,000 in 1907; for the past ten years we have made 10 per cent. (over and above all and every expense including salaries of the two members of the firm) on the gross turnover. On $45,000 business, we make $4,500 and draw it out in cash every year; advertising, $700; insurance, 80 per cent.

This merchant adds: "Our expenses are very low as the members of the firm are workers, and the remainder of the staff are home girls. Our salary list amounts to $31.50 per week (outside of ourselves) and this includes parcel boy."

The head of a western departmental store, in a city of 25,000, writes that he carries a stock of $125,000; turned over two or three times a year; gross profit, 25 to 30 per cent.; net profit varies from $1,000 to $3,000 or $4,000; expense, 30 per cent.; advertising, $4,000; insurance, $6,000 yearly.

Dry goods merchant in town of 7,000:—Stock, $32,000; turned over twice in year; gross profit, $18,000; net profit, $4,500; advertising, $550; insurance, $27,000.

We invite you to visit our warehouse so you may examine the articles illustrated on the next pages and prove to yourself our right to be called "The Assorting House of Montreal."

The W. R. Brock Company, (Limited)









PICTURES TELL OUR STORY

THE W. R. BROCK COMPANY, (LIMITED)
MONTREAL

PICTURES TELL OUR STORY

THE W. R. BROCK COMPANY, (LIMITED)
MONTREAL









Boot and Shoe Department

Style Tendencies Indicated by Season's Footwear

Elaborations of Straps and Bows and Buckles in Pumps, Ties and Oxfords — Present Trade in Tan Oxfords is Heavy — Fall Styles.



Ladies Button Shoe of Dull Calf, showing latest slant trim of top — From the Victoria Shoe Co.



Ladies' Relindo Patent, Dull Calf Top, Plain Toe — From the Spring Line of the Relindo Shoe Co.



Ladies' Patent Pump, with Leather Bow and Ankle Strap Shown by the Victoria Shoe Co.

At the request of many of our readers, The Review will conduct regularly a shoe department. The editor has arranged for practical articles on retail shoe advertising, shoe window dressing, the arrangement of the shoe department, and the shoe style tendencies will be carefully forecasted.

STYLES in ladies' footwear for the present season are varied, and show a wide range. Naturally, at at the present time, the big demand at retail is for low-cut shoes. There is a heavy demand for light tan Oxfords, and one and two-eyelet effects are strong.

Patent leathers are selling well, but gunmetal calf and kid are taking the place of the bright leathers to some extent. White canvas footwear is strong this season, the newest feature being a high-buttoned boot. Suedes are selling both in black and colors. There is a good demand for bronze, but it is not anticipated that this will attain any great degree of importance. Champagne shades is selling in good quantities, and smoke is in good request. There is some demand for fancy colors, blues and greens being among the strongest.

The severely plain pump has lost much of its popularity, or rather, it has attained such a degree of popularity, that fashionable people have been looking for something new for some time. As a result the former plain pump is now made elaborate with straps, bows and buckles. High buttoned boots, with cloth tops are leaders among high boots. These are more or less elaborate.

Spring styles, which are now being prepared, show some further development in the directions indicated rather than any marked divergence from prevailing styles.

Styles for Men.

Present trade in men's shoes is largely in tan Oxfords. Blacks, however, are selling in large quantities, and there is some demand for dull leathers.

Indications for Fall are that more cloth tops will be called for than are in request at present. It is expected that in popular Fall styles the lasts will be thicker and shorter than at present. Edges will be trimmed fairly close. There is a tendency to vary the heights of heels considerably, there being extremes in both directions. Military heels are shown, some of them being nearly two inches in height.

Trade-Marked Shoes.

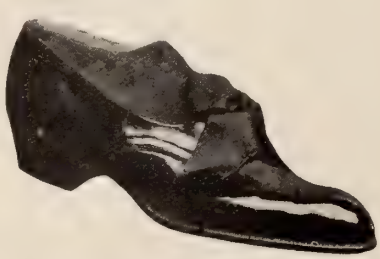
A vexed question to the shoe trade is the value of a manufacturers' trademark in building up a retail business. Opinion is becoming more settled that the value of a



Ladies' Buttoned Shoe in Patent and Grey Suede — Shown by the Minister, Myles Shoe Co., Toronto.



Ladies' Napoleon Blucher of Velour Calf — From the Spring Line of the Relindo Shoe Co.



Men's Patent Tie, Plain Toe — From the Spring Line of the Minister, Myles Shoe Co.

manufacturers' trademark depends upon how well it is known, and what support the manufacturer gives the merchant. An analysis of successful shoe departments the country over is good evidence that trademarked shoes offer the easiest way of building up business quickly and profitably.

Display Shoe Findings.

A visit to many shoe departments in dry goods stores shows the carelessness in the matter of shoe findings. Many stores keep these in one or more drawers out of



Men's Oxblood Oxford — From the Spring Line of the Victoria Shoe Company.



Men's Patent Shoe, Dull Calf Upper, Wide Toe — From the Spring Line of the Victoria Shoe Company.

sight, and in bad order. Progressive stores are adopting energetic display methods. Around almost every store space may be found for the use of a special cabinet or fixture for shoe findings, or an old show case may be fitted up for the purpose. These lines usually bring a profit of from 50 to 100 per cent., and are active, steady sellers. A fixture of this nature will also tend to do away with the



Child's Patent Marjorie Strap Shoe — From the Spring Line of the Geo. E. Boulter Co.

evil in some quarters of giving free shoe laces to regular customers.

Prices can be put in the different sections of the case. Among the articles which could be shown in such a case are shoe laces, of the different kinds and different lengths for men's women's and children's boots and ties. This covers a wide range considering the colors, black, tan and white.

Liquid and paste polishes of each color, in the different sizes should also be carried here.

Further, various articles, which are constantly asked for, such as insoles, buttons, button hooks, shoe horns, high clasps, rubber heels, corn files, etc., should be kept in the shoe findings case.

Shoes in a Dry Goods Store.

As opposed to a specialty shoe store, a dry goods or department store is visited by many more people. This is an exceptional advantage for a dry goods store. This has resulted in many dry goods and department stores catering for shoe bargains. The advertising of such stores is evidence of this tendency. Many department stores who have seen the danger, divide their shoe section into two separate parts, a first floor section, where quality shoes are carried, and in the basement a bargain shoe section, where jobs and broken lots are sold. This separates the buyer of stylish shoes from those shoppers who are looking for cheap shoes at bargain prices. The two extremes of trade are not mixed. Where for reason of space, this plan is not permissible, a dry goods store should have a regular bargain table for shoes and this table removed from the regular shoe department. Of course, the Summer and Winter clearance seasons will allow of the expansion of the bargain section. A bargain section is always a good



Ladies' Patent Pump, with Ankle Strap and neat Leather Bow — From the Spring Line of the Minister, Myles Co.



Men's Dressy Patent Shoe, with Dull Oxblood Patent-faced Upper; a particularly comfortable last by reason of wide and graceful outer curve — From the Spring Line of Minister, Myles Company.

means of attracting trade, but it does not pay to mix cheap and high grade goods.

The Hartt Boot and Shoe Co., of Fredericton, N.B., recently completed the most prosperous year in its history, the dividend being increased from five to six per cent. The factory is now running at its full capacity.

The United States Senate has adopted amendments to the tariff bill whereby the duty on shoes is increased from 15 to 20 per cent. ad valorem, and increasing the duty on sole leather from five to ten per cent. ad valorem, the lower figure representing the house rate in each case. The Dingley rate on shoes is 25 per cent., and that on sole leather twenty per cent.

Advertising Essential in Making Shoe Department Pay

Sales Wait on Publicity—People Buy From the Man who is Long on Persuasion—Salient, Interesting Features Necessary—Vary the Diet.

By Cid McKay in Southern Retailer

ADVERTISING is the long pole that knocks the apples of trade. The merchant who has learned the art of advertising his shoes has mastered the problem of successful retailing.

How shall I advertise my shoes is a question that has come home to the heart and bosom of many a retailer—and well it may. Sales wait on publicity. Your location may be good, your store inviting as far as general appearance goes; your goods may have been selected with wisdom and care, and your clerks may be up on the principles of salesmanship—but if you don't advertise in a winning way trade is going to come your way exceedingly gingerly and tardily. This is an age when the people buy from the man who is long on persuasion. In order to create enthusiasm about your shoes, you yourself must be powerfully enthusiastic over them. To get people to talking about them, you must wax eloquent in your own talk concerning them. Couple your name with the word shoe so persistently and artfully that the one will suggest the other—that is the ideal toward which you should aim. And it takes an "aim" to hit the bull's eye of a target. No haphazard, sporadic, pop-gun advertising shots will do it.

Shoe Ads. Should Have Facts.

Tell facts about your shoes—but tell these facts in a fresh, original and interesting way. So many ads. which come to my notice from time to time appear to be a turgid, stilted and conventional — absolutely washed and wrung dry of the personal element. Be yourself in your ad. Seize upon salient, interesting features about your shoes—the materials in them and the process of their manufacture. Are they well made? Tell the public how and why. Prove it. Are they modish, swell, right up to the minute in last? Illustrate by half tone or line illustration that fact also. Are they comfortable shoes? Do they fit the feet—or merely the fancy? Explain to the public why your shoes fit. Do these shoes of yours retain their present graceful shape? Acquaint the public with solid reasons therefor. Build your advertising superstructure upon the foundation of argument and adorn it with the creations of your fancy. Remember that the average reader has a thousand and one things tugging at his attention—if you hold him for a full minute you've achieved quite a notable task. Therefore pointedness is a merit par excellence.

And vary the diet. I like chicken fine. Indeed I think there is nothing superior to the flesh of a young and unsophisticated chicken in the early Spring; but I once struck a section of the country where they overworked the chicken diet. They had fried chicken for breakfast, fried chicken for lunch, and fried chicken for dinner, fried chicken twenty-one times per week, fried chicken ninety times per month. Eventually fried chicken got onto my nerves. Appeal to a variety of motives in working out your advertisements—and there are plenty of legitimate motives. Work out your ads. in different ways—ingenuity hath no bounds. Attract attention somehow, even if you have to resort to the sensational. If the dear public is densely and profoundly indifferent to the goodness of your shoes; if it will not get in the least excited over them—resort to spectacular methods. There may be cases in which it is almost justifiable for a dealer to hire some prudent clerk to break into his store in the middle of the night and make off with a couple of pairs of fine shoes. That would give you a cue for a corking ad.—maybe it would get you quite a news item. I state this extreme view somewhat tentatively, to be sure; and wouldn't be understood as prescribing it for general use; it might lead to complications. But my main point is, be out of the ordinary—and right there, Johnny-on-the-spot with something new each time.

Keeping Everlastingly at It.

And keep at it. Bull-dog tenacity, sheer unwillingness to let go—even in the face of rank discouragement—is an inalienable constituent of the winner. It has come to pass with our present industrial conditions, it takes unmitigated pluck to make good. Nothing short of the unmitigated sort is quite adequate to present trade conditions. Competition is devilish. (That word "devilish" means much or little, according to your theological notions; but I've always had a notion the devil is quite a fierce sort of an individual—and I think you'll agree with me that competition is fierce enough for anybody.) If you and your competition start out about even, and run neck-and-neck, obviously it's only a question of wind as to which one'll reach the wire first. "Know ye not that they which run in a race run all, but one receiveth the prize? So run, that ye may obtain." Pretty good advice from one who was quite a runner in his day.

Instead of plodding around the store superintending the dusting of cartons, or pow-wowing over a two penny waste of time or material on the part of some employe, the manager of the department could spend his time more profitable thinking up new advertising ideas. Let him search the trade journals diligently. Let him fertilize the idea-sprouting soil of his clerks. Let him compass heaven and earth for an apt expression, a fetching conceit, a striking and spectacular method of boosting the wares. Think over your proposition! Think through it! Write ads. by day light, gas light, lamp light, or any other light; but write 'em with a swing and a dash and a convincing power. Build 'em out of facts and gild them with fancy—and then put 'em on to simmer. And keep at it.

Time to Advertise.

When should a man advertise? Whenever he feels that he could, by a little extra hustling, sell a few more shoes than he is selling. When his trade gets so big that he can't care for it, when his volume of business is large enough to satisfy all of his desires—then he can ease up on his advertising; otherwise he had better keep at it.

But the individual ad. may be—and should be—put out in harmony with the principle of timeliness. At certain times public thought may be switched to the subject of footgear more readily than at other times. And it may, for obvious reasons, be switched to particular kinds of footgear. Seize such times by the forelock.

Convenient Forms for Use in a Departmentized Store

The Cash and Bank Account — Helpful Forms for Recording Cash and Bank Transactions — Separate Book Advisable if not Absolutely Necessary in a Large Business — Useful Columnar Arrangements.

Written for The Dry Goods Review by Howard R. Wellington.

IN a large business, it is advisable, if not almost necessary to have a separate book for cash and for bank transactions. All cash and cheques deposited are entered on the credit side of the cash book as "Bank Deposit," and on the debit side of the bank book as "cash deposit" —no posting being necessary for these items except to check one against the other. Cash drawn from the bank is entered on the credit side of the bank book as "cash withdrawn" and on the debit side of the cash book as "cash from bank," one item checking against the other.

A number of concerns keep an account in the ledger for the bank and sometimes for cash, into which the totals at the end of each month are posted.

This is hardly necessary as the cash book is practically a ledger account, and similarly the bank book, if used. The only argument in favor of having these ac-

Dr Side

Date		Cr to credit	Folio	Disct	Cash	Bank	C.S Dept A	C.S. Dept B.	C.S. Dept C.
1909	5	On Hand	–		45 50				
		Bank Bal.	–			450 10			
	7.	J. Wheaton		50	10 00				
		Cash Sales	xx	–	75 00		40 00	20 00	15 00
	8.	J. Strong		–	1 50				
		S. Page		10.	4 30				
		Cash Sales	xx	–	60 00		10 00	25 00	25 00
	9.	J Stinson		–	15 00				
		F. Moore.		–	10 00				
		Cash Sales.	xx	–	45 00		15 00	18 00	12 00
		Cash from Bank	xx	–	100 00				
	10	Bank Deposit	xx			150 00			

Cr Side

Date.		Cr to Debit	Folio	Disct	Cash	Bank	Dept a. Exp.	Dept a. Salaries	Dept a. Sund	Dept. B. Exp.	Dept. B. Salaries	Dept. B. Sund	Dept' C. Exp.	Dept' C. Salaries	Dept' C. Sundry
1909															
Jo.	10	Cash C. Ltd.		10	4 50										
		Expenses J.H.C.	xx		40		40.								
		Cash Imprest	xx		6 50					6.50					
		Deposit.	xx		150 00										
		Withdrawn	xx			100 00							10.		
	11	Spec! Delivery	xx		10										
		Salaries Book	xx		160 00			40 00			50 00			70 00	
		Postage	xx		3 00		1 00			1 00			1 00		
		A Stone C.A.C.		1 50		30 00									
	18	Salaries Book.	xx		140 00			30 00			40 00			70 00	
		Phone Co	xx		25 00				10 00			10 00			5 00
		Insurance	xx			60 00			20 00			25 00			15 00
		Exp. C.C.Co	xx		35								35		

counts in the ledger is that everything necessary to the complete trial balance can then be found in the ledger, and there is no possibility of omitting an amount.

The cash book for general purposes is, however, the combined cash and bank book with columns for most items which appear frequently. We give below a form of columnar book which might be used to advantage in a departmentized store, showing how the various items may be extended and posted only once a month.

By the use of the figures 1, 2, 3, etc., for the month, the omission of the words, "to" and "by," which are not necessary, and various other small details, the work of posting may be considerably lessened.

In case it is found impossible or impracticable to apportion certain expense items when paid, an additional column, headed "general expense" may be added, into which is posted all such items and at the end of the year the total is apportioned over the various departments based on sales, profits and various other items.

In some future issue will be given a modern form for bill books, journal, etc.

The New Vice-President.



A. M. PATTERSON

A. M. Patterson, of the firm of Lewis & Patterson, dry goods merchants, of Brockville, was elected second vice-president of the Retail Merchants' Association of Canada at their annual convention, held in Brockville, June 16th and 17th.

Mr. Patterson is one of those active, useful men who can look after the best interests of his own business, and, at the same time, devote a good deal of time and energy to the municipal affairs of his own town. Besides all this, he takes a great interest in the work of the Retail Merchants' Association, and thinks that it is the duty of every merchant to study the conditions of the retail trade and assist in keeping in proper tact the system of trade and commerce, which brings the best results, not only to those engaged in it, but to the public at large.

Index to Next Season.

The present season's business in the knitted goods department is a good index to next season's requirements. In the ladies' section, ribbed Swiss goods, fine lisles and cottons have all done well. In the men's section, particularly, combinations are growing in popularity, and it is not surprising to find that serious attempts at specialization in these garments are meeting with success. One furnisher, who is backed by facilities by which to fill orders for unusual measurements, states that recently a customer with a 56 chest, 59 waist, and requiring a 26 armhole, made his appearance and asked for a combination garment. At first glance, it looked like swathing a mountain in a sheath gown, but it was found that the proper size was available and the giant was satisfied. This instance demonstrates the significance of the size problem, but even with small, medium and outsizes a retailer will find he can do much with these garments. That this part is being realized is evident from the statements of wholesalers, who say that the demand is fast improving.

Paton's Scotch Boot and Shoe Laces

Cotton Thread, Wool, Silk, Leather and Porpoise Hide, give your customers satisfaction.

Paton's Name on every box

If you have not stocked this line it is worth while to get samples and prices.

Paton's Linen Threads

Lack a Quality Rival.

Church Brand Needles

They are indispensable to your store.
Your wholesaler has them.

Ward's Coronet Hardash, Red and Blue Label.

Unequalled in quality and price.

Sole Agents for Canada:

Geo. D. Ross & Co.

72 Bay St., TORONTO
142 Craig St. West, - - MONTREAL



London, Eng., Office, Dry Goods Review, 88 Fleet St., E.C.

The Month's Review of Trade Activities in British Markets

Staff Correspondent,

Office of the Dry Goods Review,
88 Fleet Street, E.C.,
London, Eng., June 23.

THE past month has been a very good one in the wholesale trade, and in consequence stocks are in very good shape for this time of the year. There has been a large influx of visitors both from abroad and from the provinces, and the retail trade has nothing, therefore, to complain of. Summer resorts also report good trade.

Anything connected with the Selfridge store is still warmly debated, and the trade is greatly interested in the forthcoming issue of shares and debentures to the general public. The total authorized capital of the company is £900,000 in 400,000 6 per cent. preference shares of £1 each, and 500,000 ordinary shares of the same value. The ordinary shares have been taken up by the firm as also have been 212,542 of the preference shares, and the balance, that is 187,458 shares will be offered to the public.

Debentures to the amount of £400,000 will also be offered, bearing interest at the rate of 5 per cent. per annum to be paid quarterly. These debentures will be a first charge on the £622,618 assets of the company. In 1912 the company will commence to redeem the debentures at the rate of 7,000 per annum, at a premium of 5 per cent.

Mr. Selfridge stated in an interview, given to a leading trade paper, that any shares not taken up by the public would be taken up by himself or other members of the firm. He did not anticipate any such contingency, however, as applications had already been received from a large number of persons. When asked if he wished to attract customers to the store by making them shareholders, his reply was that he did not attach much importance to that aspect of the business, and was perfectly satisfied with the patronage the store was receiving and also the volume of sales. In addition, he said that large as the store was it did not nearly meet the requirements of their present trade.

Bradford.

The values of merinos and crossbreds are showing no change from those established at the finish of the last series of sales of colonial wools in London. There have been some reports, however, that some classes of combed wools could be bought for forward delivery at a slightly lower figure. Pre-holiday transactions were only on a small scale, and as a rule for special grades.

American purchases at the reecnt sales total to about 25,000 bales, and the bulk of this wool is of the one class, and that the best and highest priced of its kind. The American trade, as a rule buys freely of the British grown wools. They are buying Down wool for hosiery purposes and demi-lusters for linings.

At the present time, combed tops have reached 14d per lb. This is certainly higher than the manufacturing end of the trade likes to see. It is not in this end of the business that the cause of the late advances have had their root, it is the wool interests that have advanced the price of the raw product.

Manchester.

Not much change has taken place in the price of American cotton, but Egyptian cottons are steady, with values against the buyer. Spinners' margins, on American counts, continue poor, and though Egyptians are better situated, prices upon staple counts leaves little profit for the spinner. The Employers' Committee are considering a policy of organized restriction and a short-time movement is expected to relieve the situation.

The making-up factories have been particularly busy, due to the enormous demand for blouse robes and white underskirts.

Nottingham.

The making-up trade is exceptionally busy at present and the majority of the Nottingham houses have all the business they can attend to. Frillings are a line that is selling well, and good profits are being made on these goods. Tucked nets have not done so well lately, but there is some improvement in fancy laces. Torchons and baby Irish effects are decidedly popular goods, and there is more business coming to hand in narrow val laces.

Silk cambrays are selling for beading purposes and bobbin nets are going well. There is less doing in patent spotted net, but prices have not declined. Motor veils are good, and there is an increase in the call for cheniled nets.

North of Ireland.

Instead of falling off with the Summer season, shipping business is on the increase. Orders from Canada are increasing, and the volume of business from the States continues to be very large, and in other markets a steady business is maintained.

The whole tendency of the market is upwards, though some lines of yarns are somewhat dull, as manufacturers are only buying from hand-to-mouth. Continental yarns are tending upwards. Manufacturers are finding enough orders coming forward to maintain their oversold condition.

Back to Middle Ages Fashion Turns for Fall Keynote

Moyen Age the Decided Novelty in Costumes and Suits — Two and Three-piece Tailored Garments—Extreme Effects Discarded for Practical and More Becoming Lines — Interesting Fall Productions.

Staff Correspondence.

Office of The Dry Goods Review,
160 Broadway, New York, July 2.

THE knight in armor was the glorious figure of the Moyen Age and the dress af his lady followed his lead. From neck to hips her gown clung close to the figure, the skirt falling full and long and straight. Her sleeves were long and close-fitting. Panels of rich embroidery gave adornment. Sometimes the whole cuirass-like bodice was richly embroidered.

Practically every garment manufacturer is including some effect of the Moyen Age in his new models and all



The new long waisted princesse gown, the American adaptation of the new Moyen Age fashions.

—From Advance Styles, published by John J. Mitchell Co.

we hear is Moyen Age, Merovingian, mediaeval styles. That it's adoption is becoming general is proved by the fact that merchants in the smaller towns are as much interested in these styles as those in larger places.

Moyen Age and cuirass bodices, somewhat similar in effect or outline, but with one still hanging straight from armpit to hip, and the other following closely every curve, are the two radical departures in fashion now crowding rapidly to the front. These costumes are already seen on the street. They have the kilted skirt attached to the bottom of the bodice which reaches nearly to the knees, quite so in some instances, and are trimmed with bandings of lace, embroidery or soutaching.

Moyen Age costumes in which the upper portion or bodice are made of a new elastic cloth fitted after the manner of the jerseys of days gone by, are seen for the house, and worn with coats matching the skirt for the street. This is one of the latest three-piece costumes and it is rapidly being adopted by merchants. For evening wear these elastic-cloth bodices in white or tinted silk, with skirt portions of net or chiffon or some other draping fabric are attractive. Beaded, spangled, jeweled, embroidered or braided ornamentations are used to trim them at the top and sleeves. Rich, barbaric-like girdles or belts are worn with some of these mediaeval costumes.

Return to the Full Gathered Skirt.

What is the correct width of skirt? is the question of the moment, and a question that apparently is to remain unsettled for the present. Pleats, gathers and folds are one and all to be noted on the new models now in work for the Fall season. Too scant a short skirt is rarely becoming and short skirts are most decidedly in favor for the coming season, made up in all the new fabrics popular for Fall and Winter.

The new skirts are pleated from a yoke with panels back and front. Others have a straight yoke all the way round, just a trifle higher in the back than in front. The yoke that is made in the scalloped design or V-shape, with pleats let in, usually gives a graceful line. The Moyen age type is a popular mode for this season. Other yokes have the panel at front, back and sides, giving a box-pleated effect, in the centre of which are two small pleats. The bodice is noted on some skirt models, but it is not so high as during the past season. In fact the skirt with the natural waistline is to be more popular for the coming season rather than those with the bodice or princess belt effects. This gives the belt manufacturer a chance to get out some pretty belts, as such skirts necessitate belts. The past few seasons the belt people have not had much chance, but it is expected that their season is on its way and that this Fall will be seen many pretty belts that will prove good sellers, and will be appropriate garnitures for the separate skirts.

In the Cloak and Suit Market.

A great number of the larger and more up-to-date local departments are now actively preparing for their advance Fall style displays which usually take place while the Summer season is still at its height. At present the opinion is prevalent that whatever style changes may occur in the Fall, the skirts and dresses will be more seriously concerned than the coats, the last considered especially as a suit component. The indications are all in favor of the lengthened waistline, which does not mean, however, a fitted waist-line. In the coat for instance, the fashionable drop of the waist-line, in many instances, will be simulated by the use of hip pockets set well down below the hipline; by side effects put in

between the panels front and back, or by a semi-fitting coat cut off at the hip-line with skirt attachments. All manufacturers seem to favor the long waist-lines and are making up many of their garments on such lines.

The coat upon which the manufacturers of popular priced garments are pinning their faith for the Fall is not unlike that which has been customary for the past several months. In models already projected this coat shows the straight, somewhat narrow back, the short shoulder and semi-fitting front that are characteristics of the fashionable coat of the summer.

The tendency toward the more fitted lines has been apparent for sometime, and comes as no surprise to those who follow style tendencies closely. That is, while the garment is to be more fitted, it is not to be strictly form fitting as some might infer, but garments closer fitted to the figure line than have appeared heretofore.

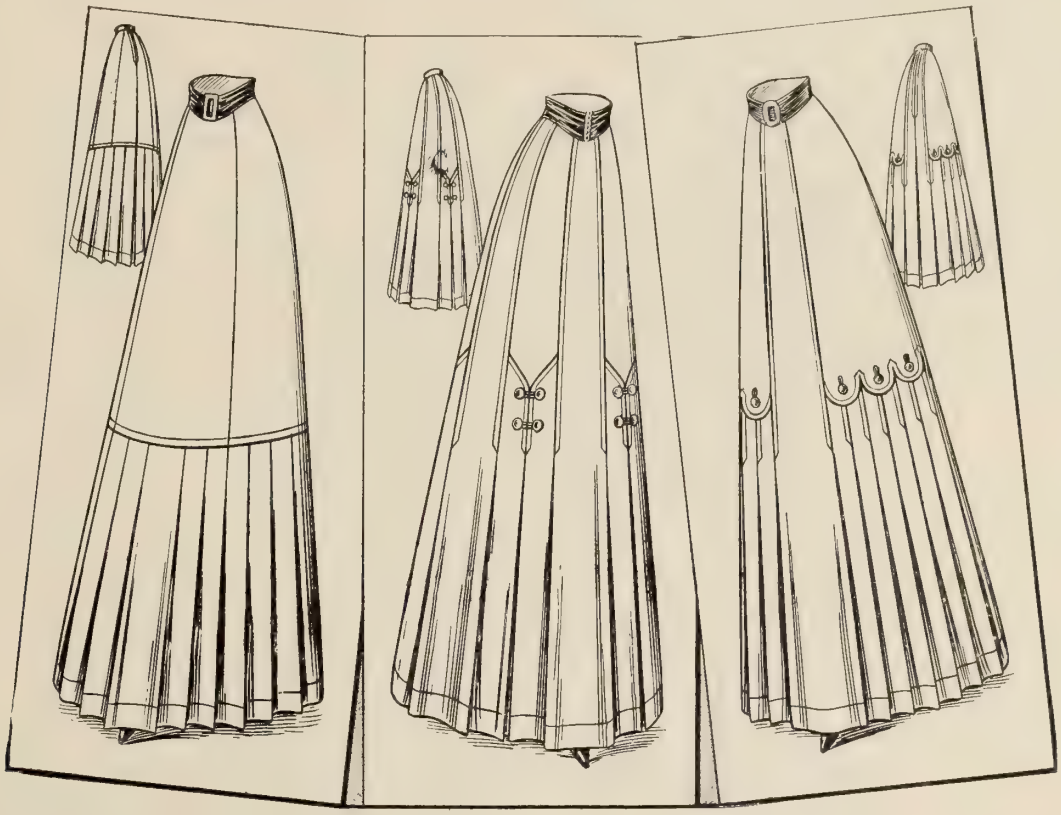
The shoulders are to be normal and the sleeves long and close-fitting. While the mannish coat sleeves are shown to some extent, designers generally, favor a slight fullness at the top.

The two-piece suits are becoming practically staple, the smaller merchants carrying them as well as the larger ones, in large and small centres. With every season there is a growing demand for the two-piece tailored garment, because of its being so thoroughly a practical garment. Every woman can wear a two-piece suit and always appear well dressed, as well as up-to-date, for the new features prevalent in costumes are carried out in tailored effects in the two-piece suits, either in the construction or in the trimming.

That the new Fall garments will excel those shown in the previous seasons is undoubted, because of their being so absolutely plain. That is, all the extreme effects have been discarded and we have got down to practical and more becoming lines, something that is always acceptable in the high-class garment trade. The seven-eighths fitted coat has taken the place of the extreme hipless or semi-fitted styles, which in many localities unquestionably will be more acceptable. The tight-fitting sleeves have been replaced by the sleeves with a little more fullness at the shoulder, this feature making the garment more becoming to the average woman, and adding as well to her comfort.

Practically all the skirts accompanying the two-piece tailored suits are in pleated effects. The introduction of the pleated skirt is perhaps one of the most radical changes in the garment market, this season. These designs are always favorites, and are welcomed by both manufacturer and merchant.

Buyers who have already placed their initial orders for Fall garments have shown favor for the 38, 40 and 45 inch lengths in coats. Some of the manufacturers feel that coats may even grow longer, the 52-inch coat being considered a possibility for such suits. The more fitted lines in coats are meeting with good reception and buyers like them very much. Strictly tailored garments are showing very little trimming effects, the novelty being in the cut of the models rather than in the trimming.



The Moyen Age Fashions as adapted to Separate Skirt Styles — From Advance Styles, published by John J. Mitchell Co.

The plainly made tailored suit will be the most popular for early Fall, but later in the season the trimmed models will come in for their share of popularity. Flat braids, moire, satin folds, soutache and Ottoman silks will trim them. Also fancy jet buttons, in plain and combinations, in metal effects, and velvet buttons all constitute trimmings for these garments.

Three-piece Suits.

Three-piece suits will constitute a goodly share of the showing of the high-class garments and of many of the middle-class ones. And it is in the dress, composing the one-piece skirt and blouse that much of the novel charm of the new fashions will be found. It is likely that some of the dresses will retain the jumper features that have been associated with dresses since their intro-

duction two or three seasons ago, but the greater number will dispense with separate sleeves.

The Sleeve Question.

The question of the sleeves continues a matter of controversy with the costume maker as well as with the blouse-maker. While there has been much talk of the sleeve with a puff, and while high-class dress makers have adopted this idea in many of their latest productions, there seems to still be some fear of their ever becoming popular. The closely fitted sleeve is far more favored by all merchants and they are only making a few sleeves of the costumes or waists with puffs more as a novelty than as a good seller. The trimmed sleeves are the decided favorites however, whether they have the puffs or not. The fuller sleeve at the armhole is a new departure in this line and as it is more becoming



One of the new long waist suits, showing the new long shawl collar, faced with moire, and fastening below the waist line.

—From Advance Styles, published by John J. Mitchell Co.

than the tight one it is believed that such sleeves will be the dominant factor for this season in blouses and costumes.

Veilings in Demand for Fall.

In place of the one-time universally diamond mesh "invisible" veils, the large open hexagon mesh is worn, with black for first place, colors second. Brown is prominent in automobile and face veils, though there is a certain tendency to match the color of the hat. The automobile veil has taken on various transparent fabrics which are kin to chiffon, crepe de chine and net, having no special genealogy of their own.

The Separate Waist Outlook.

The separate blouse outlook for Fall is very promising. The demand for colored fabric and silk waists will equal that of last season. The lingerie blouse in high grades will be in fairly good demand. There will also be various dressy models of crepe de chine, messaline, fancy nets and the like. Blouses of jetted net, bugle-trimmed are mentioned as among the novelties.

The special style points of the new models will have reference to the sleeves, to the elongation of the shoulder and the yoke shapes and trimmings. Without doubt the Fall waists will introduce a sleeve different in many respects from that now in vogue. The close-fitting sleeve is not to be altogether eliminated however, but the fuller sleeve is the one upon which many of the designers are counting for initial successes of the Fall waist.

Retail Merchants Pass Resolutions.

Among those resolutions passed at the annual meeting of the Retail Merchants' Association in Brockville, the following will be of interest to the dry goods trade.

That it is unfair to the retailer to be charged cartage at both ends of shipments of goods, and a committee be appointed to look into the matter.

That the action of the Government in awarding the contract for publishing the school books to the T. Eaton Co., which in our opinion was secured for advertising purposes, is in our opinion to be deplored, therefore we as fair dealing merchants strongly condemn such action and recommend that a strong committee be appointed to interview the Government on the matter.

That whenever a commission of enquiry to report on any question is appointed, the government should make the selections from practical men rather than political favorites.

That the Criminal Act should be so amended, that when a prosecution takes place under the name of a trade mark, the said infringement shall be punishable the same as though it was recorded by the firm.

That inasmuch as the Dominion Government have deemed it wise to create a department of labor and have appointed a minister of labor, we therefore urge very vigorously upon the government the necessity of appointing a Board of Commerce similar to that of the Board of Railway Commissioners.

That inasmuch as the trade in smaller cities and towns is suffering through the encroachments of department stores and that the wholesale trade as well is injured, we therefore authorize our executive officials to take such action with the wholesale men and manufacturers to control the said evil as may be deemed proper.

That inasmuch as we have repeatedly called the attention of the Ontario Government to the present unsatisfactory condition of the Peddlers and Transient Traders' Act, and they have made no effort to improve the same, that we make a vigorous protest against the present Act, and press for a change.

That we again urge upon the Dominion Government the necessity of amending the criminal code so as to give us the same rights and privileges now enjoyed by the working men.

That this association strongly supports the idea of all retail merchants being united in one association in order to be better prepared to defend the entire retail trade against unhealthy encroachments, and while we have no objections for any trade lines to have separate organization, we certainly think they are not, on that account, justified to withhold their support from the general association.

That the convention places itself on record as being strongly in favor of the Act which has been recently passed by the Dominion Government, which makes the acceptance of a bribe or secret rebate a criminal offence and that a copy of this resolution favoring the Act be forwarded to the Premier, Sir Wilfrid Laurier.

The Association will hold its annual convention in Kingston next year.

Hair Goods.

Summer business in hair goods has been enormous, and, as large hats are to be worn for Fall, hair pads, rats, wire frames, etc., will be required. Clusters of puffs and curls, plaits, etc., are free sellers. These may be had in a very close substitute for real hair to retail at 25c.

Jet pins, barrettes, etc., are expected to be good for Fall. These articles in carved and jeweled shell are also selling.





Ladies' Knitted Coat No. 900.

This and three succeeding pages tell you about the finest line of Knitted Coats and Mufflers ever made in Canada. These goods should be in your stock. They will bring business to your store. Read this advertisement. No knit goods manufacturer has ever offered retailers such a profit producing plan. : : :

The Monarch Knitting Co., Limited

DUNNVILLE, ONTARIO



Beginning in September, the publications pictured on this page will be used to advertise to the customer the merits of

Bradley Full-Fashioned Mufflers

Can. Patent No. 112770

Look at that list! See how it covers the country!

Liberal space and strong copy will be used. Any one issue of each of these magazines will reach more than one million actual subscribers, and according to the usual estimates, more than five million readers and possible buyers in Canada.

Can you comprehend what a tremendous demand this advertising will bring to your store for Bradley Mufflers?

Following the schedule adopted, Bradley Muffler advertising in the world's greatest magazines will appeal to the highest class of the consuming public **every three days** during the entire period when the demand for mufflers is greatest. Such a red-hot advertising campaign, with telling blows, delivered often, is going to make the consumer call at your store for Bradley Mufflers.

KEEP THIS LIST IN YOUR MIND — IT WILL HELP YOU

The Ladies' Home Journal — The Saturday Evening Post — Motor
The Delineator — The Woman's Home Companion — Life
The Associated Sunday Magazines of Chicago, New York, St Louis, Buffalo, Pittsburg, Washington, Denver, Boston, Minneapolis, Philadelphia

The Bradley Full-Fashioned Muffler—the only one that fits and the best in the land, has made a bigger hit in a shorter time, than any muffler ever before produced.

One great importing and exporting concern, after a critical examination of all mufflers, has selected the Bradley for exclusive sale in Europe and Australia.

Bradley Mufflers sell when placed in competition with others—they outsell all others and the dealer profits.

Your profits are sure. The Bradley is sold direct, and the retail price of 50c. must be maintained. Bradley Full-Fashioned Mufflers, $4.50 per dozen.

Place your orders at the earliest opportunity. Fullest information on request. Selling Helps such as you have never had before. Get in line with the best muffler for the biggest trade and greatest profit.

Quick Summary: The best muffler on earth. Tremendous, logical, forceful advertising appearing often. Protected profits. Effective selling helps. **Write for Samples.**



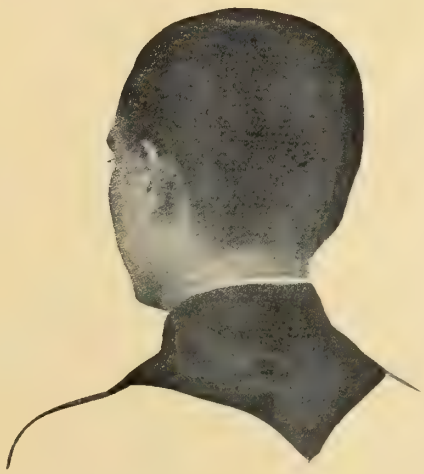
This is the

MUFFLER

that we are asking the dry goods merchants of Canada to buy for their next season's trade. It is going to be the best selling Muffler ever offered.



This tremendous consumer advertising campaign which will be inaugurated at the *time Mufflers will be in demand* will bring buyers to the stores of merchants who sell *The Bradley.* They will not only buy the Mufflers upon which you make a good profit, but, while these discriminating buyers are in your store you have a splendid chance to sell them many other things.



¶ You will make a big mistake if you do not stock Bradley Mufflers for this Fall's selling. You can see the reason why.

The Monarch Knitting Company are the sole makers and distributors of these goods in Canada, and also manufacture the very finest lines of sweaters, sweater coats, fancy knit goods and knit neckwear, samples of all of which travelers are now showing.

The Monarch Knitting Co., Limited

DUNNVILLE, ONTARIO





Varsity Coat No. 2

Varsity Coat No. 3

Our New Catalogue, the most handsome ever gotten out by any Canadian Knitting Mill will be ready Sept. 1. Get your name on the list *now* for a copy.

Monarch goods in your store will sell quickly—and satisfy your customers. Try a sample selection and prove the truth of this.

Made in any combination of club colors. An absolutely new weave, introduced by us and seen only in Monarch goods.

We also make Knitted Neckwear, Slippers, Toques and the New Monarch Auto Scarf —all good sellers.



Men's Coat No. 4

Men's Coat No. 6

The Monarch Knitting Co.
Limited

DUNNVILLE, ONTARIO

Dr. Pyne's "Red Herring" does not Represent Justice

Minister of Education knows that Eaton Contract was Grave Blunder — Attack on MacLean Papers Merely an Attempt to Burke the Question — Will not Satisfy the Retailers — Two Remedies Suggested.

HON. Dr. Pyne, Minister of Education for Ontario, has returned to the attack on MacLean's Trade Journals which he began a few weeks ago during a platform address. His latest attack is in a letter to a Hamilton bookseller published in the Herald of that city. He says "There is a criticism arising from certain electric corporations, and through their influence certain trade journals are endeavoring to stir up the retailers of the province by means of circulars. The men who are at the back of this have really no financial interest in the books, and are endeavoring to use the retailers of the province for their own interests."

Hon. Dr. Pyne's statements regarding the influence which induced MacLean's Trade Newspapers to take the stand they have in regard to this matter are most unfair, and what is more they are untrue. The so-called electric ring neither in word or even by suggestion, had anything to do with the articles in question. One who is head of the educational institutions of Ontario should make sure of his facts before he speaks. He should not make wide ventures in speech even if it is for the purpose of "saving his face," as the Chinaman would say. He should be an example for probity as well as for sound logic.

The fact of the matter is that the Education Department has made a grave blunder, and no one knows that better than Dr. Pyne himself. His attack on the MacLean trade papers is merely an attempt to burke the question and to draw a red herring across the track.

No Quarrel with the Government.

MacLean's trade papers have no complaint to make against the Ontario Government because it has brought about cheap readers. One of the planks of the party now in power when it was in opposition was cheaper school books and it was their bounden duty to carry out this policy and to get books as cheaply as possible commensurate with efficiency. We believe it has honestly tried to carry out its pre-election promises in this respect. It is obvious, therefore, that we have no quarrel with the Government on this point. Where we break with them is in regard to method. The T. Eaton Company is not a publishing house in the accepted sense of the term. It has a printing plant employed wholly for printing its own catalogues and other literature. That in itself is perhaps not a serious objection.

Where the Government made the mistake was in giving the contract to the Eaton Company before considering its import. We are not quarreling with the Government because they made this mistake. Governments as well as individuals err. We only ask, in view of the fact that they did make a mistake, that they take steps whereby the evil wrought the retail trade in Ontario may at least be modified.

How the Evil May Be Modified.

The Government can do this in two ways. They can stipulate that the imprint of the Education Department shall be placed upon the books instead of that of the T. Eaton Company. Futhermore, besides doing this they can distribute the books themselves.

We are not asking them to do something they cannot do, but are merely asking that they do that which under the provisions of the contract they have the power to do. As an act of justice to the retail interests of the country they should not hesitate to move in the matter.

Drawing a red herring across the track will not lead the retail trade to any other conclusion than that the onus of affording relief rests upon the Government. To the retail trade the red herring smells "fishy," and it will not divert retailers from their purpose to secure a remedy.

It is quite true as Dr. Pyne says that MacLean's trade journals are working in the interests of the retail trade. Why shouldn't we? No one knows better than Dr. Pyne the harm the department stores have wrought to the retail trade. In this reader contract the Education Department of Ontario, unknowingly it is true, place in the hands of the T. Eaton Company a weapon more powerful and potent than any yet possessed by that or any other department store to further cripple and maim the retail trade.

Title Page Practically an Ad.

For ten years and perhaps for longer, because the contract is renewable, every reader that leaves the department store will have on its title page what is practically an advertisement for the T. Eaton Company. As pupils requiring a reader can get it from the T. Eaton Company for the same price as the local retail dealer is charged they will only in rare cases be satified to pay the higher figure which must necessarily be demanded by the local dealer if he cares to handle the book at all, as the parents of the children are not likely to hesitate as to where they will buy the books. Twenty per cent. is twenty per cent., and they will be as anxious to save that discount as any business man would be on his purchases. Consequently parents will send to the department store for the readers and not only for them but for other school books besides.

But the trouble is they will not stop at school books. When sending for the latter they will naturally order general merchandise—food clothing, house furnishings.

Every Reader an Eaton Agent.

Every reader bearing the imprint of the T. Eaton Co. will be an advance agent for the latter into every home which it enters.

It is these facts which are alarming the retailers of this country and cause them to join with the MacLean trade journals in asking the Government to exercise the privileges it possesses under the terms of the contract.

The Hamilton Herald warmly praises the Government for providing cheap readers but says that the objection to the readers being used for advertising the T. Eaton Co. is a sound one. "No advertising matter" it declares, "ought to be allowed within the covers of these school books." That, in reality, is all that the MacLean trade newspapers are asking for.

Judging from the way in which Dr. Pyne is trying to draw a red herring across the track the Government is not yet disposed to modify the terms of the contract. Until they are persuaded the retail trade should not let up for one moment in their agitation to have the objectionable features of the contract modified.

Midsummer Gowns at Longchamps a Study in Color

Hats and Gowns Sometimes in Violent Contrast—New Tones Make their Appearance—Present Styles Seem to Point to Return of the Tablier Skirt and Overdress—Foulards Rival Tussahs—The New Sunshade

Staff Correspondence.

Office of The Dry Goods Review,
8 Place de la Bourse,
Paris, France, June 25.

THE gay city is full of life and movement, and each liner that comes into Havre or Cherburg lands an additional contingent of Americans, pleasure-seekers, or buyers, in search of the latest ideas that Paris has to present in the coming modes.

Hot-weather gowns are making their appearance. These are of the lightest materials such as ninon, mousseline de soie, silk voile, foulard, cashemire de soie, etc. Dainty frocks of lace and muslins as well as smart gowns of linen and canvas are much worn. The stands at Longchamps were filled to overflowing, and many beautiful gowns were worn, but as usual some were notable only for their oddity.



Pale Mauve Tussah, dotted in White, Outlined in Black, trimmed Eyelet Embroidery and Soutache Braid. The model shown is one of the new Tunic Effects. On the right is a Gown of Honey-Colored Cashemire de Soie, showing new Fichu Effect.

Shantung, plain, ribbed and figured, was much in evidence, but the new silk fabrics are cashemire de soie new material that is something between a velours epingle and poplin.

It must be acknowledged that the present fashion of wearing all kinds of odd colors together is not quite a happy one. This is very apparent when hat and gown are in such violent contrast. Several new colors have



The Latest Idea in Tailored Suits, showing the New Shawl Collar and fastening below the Waist. The Model shown is in Bois Rose Tussah.

made their appearance, the most favored of which is a soft pale greenish gold tint named tilleul, or lime-flower green; this shade suggests unripe lemons and is much used in millinery. Another new color is rouge Venetian, a subdued brick red; then there is a rich tortoise-shell brown and a russet shade that combines well with black, also a variety of beautiful amber shades ranging from honey color to the deep dark orange of the Richardson rose. These amber tones are very beautiful and becoming, and give promise of high favor, and many authorities expect that they will lead the season, especially for hat trimmings, flowers, feathers and ribbons. Then, there is a rich dark blue, the color of lapis-lazuli, and a new shade of bois rose that is more the color of ripe mulberry fruit than rosewood.

Blotting-paper pink and a long list of blues and helios were strongly to the fore at Longchamps as well as

numerous mustard tints. These colors had generally the collar and cuffs of black dull satin and were ornamented with soutache applications as well as loops and buttons.

The new coats are crossed and buttoned below the waist line, with one, two, or at most three large buttons. Some of these new coats are so straight up and down that they look like sacks, and it is a study indeed to watch the progress of some elegantes in these coats, huge hats, and the new-fashioned shoe, which has large silken bows tied between the toes and the instep. Even the men are adopting this bizarre fashion, which, by no means fetching even on pretty feet, is simply ridiculous on the larger specimens.

The Longchamps crowds illustrated the fact that fashion for the present at least is broadly a matter of choice. There were gowns showing the pretty lines of the figure; there were complicated tunics and loopings and drapings, lavandiere costumes with pleatings and scarfs and sashes in the style of the early eighties, and, more noticeable than all, there were the gowns showing pannier tendencies. These would seem to point, at an early date, to the arrival of the gown with the tablier skirt and over-dress. This style of costume, it would seem, will have to be developed in handsome brocades and figured satins—not in the light transparent fabrics now worn.



Draped Skirt and Tunic Models are shown in Paris and this is one of the latest and most practical. The material is Silk Voile in Almond Green.

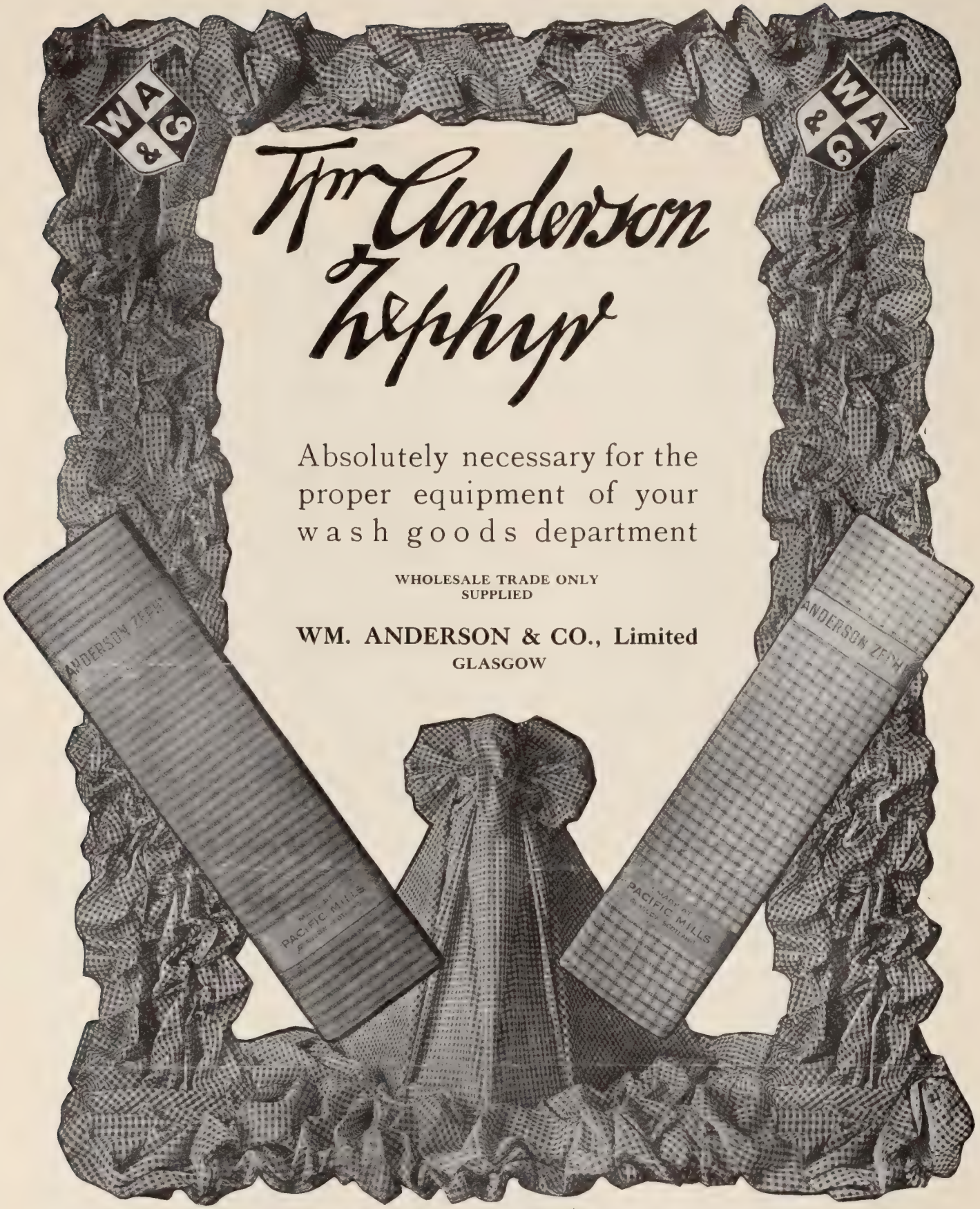
The new lingerie gowns attracted a decided amount of attention. The greater number were white; and they were made in the fashionable mediaeval style of the moment. These gowns mould the figure almost to the knees, and from thence down to the hem show a gradual increase in fullness. They are lavishly embroidered and trimmed and as a rule show a touch of color at the waist. Bands of finely tucked lawn or toile alternate with a profusion of



Moyen Age Model in Russet Cashemire de Soie, trimmed with Bands and Empiecements of Dull Gold Threads Embroidered in Net to match the Gown.

Alencon and Cluny, Valenciennes and Cluny, Cluny and Madeira-work and Irish point, or point-de-Paris. Three or even four of these laces will be united in one gown and besides there is every form of embroidery used—bands, medallions, galoons, etc. The one essential point seems to be the touch of color at the waist. Sometimes this comes in the shape of the classical Empire corselet either in Empire green, cerise, blue, violet or orchid mauve satin; the entire corselet screened by lace or embroidered fabric. Or there may be a scarf of soft satin or silk crepe across the bust with the ends gathered and ending in a silver jet or gold tassel at the sides. Another form is the cienture Louis XIII composed of a ribbon four inches wide threaded through the openworked material and finished in front with voluminously looped chon. But the prettiest fashion of all is the wearing of a tasseled tulle scarf in blonde or smoke grey. These scarfs surround the waist under round tabs of lace and embroidery, and fasten with a loose knot and ends at the side. The ends are finished with silk fringe and grelots to match the tulle.

Many gowns show a straight empiecement of this class of trimming placed across the front of the gown, the design worked in shaded silk and edged and heightened with threads of silver and silver cord.


W A & S
W A & S
The Anderson Zephyr
Absolutely necessary for the proper equipment of your wash goods department
WHOLESALE TRADE ONLY SUPPLIED
WM. ANDERSON & CO., Limited
GLASGOW
ANDERSON ZEPH
PACIFIC MILLS
ANDERSON ZEPH
PACIFIC MILLS



Trend of Style in Dress Goods

For the Repeat Season, Prices of Cloth Will Advance From Five Per Cent. to Twenty Per Cent. — Satins with a Crepe or Twill Effect are in Demand — Worsted Materials are Meeting with Favor.

THOUGH the bulk of the placing trade is now done for the Fall season of 1909, jobbers are still in receipt of additional orders, and are steadily increasing the amount of business on their books for Fall delivery. These orders are coming from buyers who are carefully watching both the raw material market and that for finished goods. This anxiety to have the goods is due in a measure to the situation in the raw material market. The tendency is for high prices for raw wools, particularly for the fine combing article, from which not only the dress fabrics in vogue but the materials favored for men's wear are also made. This class of wool has been rapidly advancing since the beginning of the year due to the increased demand particularly from the United States.

Cloths are already advancing, and, for the repeat season, will rule all the way from five per cent. to twenty per cent. As is always the case, the heaviest advances come in the cheaper grades. The advance of two or four cents a yard does not figure upon the expensive goods.

The man who placed early orders is not only on the right side of the market this year, but will also be the one to have the goods when wanted. Already the delivery situation is shaping badly and slow delivery of goods is expected to be a feature later. One reason given is the dyers' strike in France, and also the increased time required to dye the many fancy shades and colors now required.

Though advances are the rule now, jobbers and agents state that, when Spring lines are opened, a very material advance in the prices of finished goods may be expected as the trade will feel then the full force of the present prices for raw wool.

Silks for Fall.

Foulards are more in demand in Paris than in London, but New York has taken to them kindly. Canadian buyers ordered in a very conservative manner, and would have sold all they bought. This season, at least, these silks have not equaled the sale of Tussahs and Shantungs. These latter silks seem to have made for themselves a staple place in the trade for summer suits.

While satins are selling, the demand is largely for those of a crepe or twill effect than a smooth bright surface. This is bringing peau-de-soie to the front. Moires are taking the place of satins for trimming purposes and for the facing of coats, etc. Bengalines and ribbed weaves are good. Skirt manufacturers are buying fairly heavy taffetas in soft and rustling finishes and here also is developing a feeling for shots.



Worsted Coming to the Front.

The trade, generally, has bought well of satin-finished fabrics, but with the exception of those fabrics where the lustre is due to the high quality of the wool used in their manufacture, there is a tendency to go slow on these cloths. A growing interest is developing in duller finishes, and in worsted materials presenting a smooth twilled surface. Diagonals are taking a good place, and promise to rival stripes as the season advances. Piece-dyed worsteds in stripes, and in fancy weaves are becoming prominent in the orders now coming to hand and many of the later fabrics of this class are in serge effects.

Conservative buyers have given a free representation to Venetians, Sedans and broadcloths and these cloths promise to do extremely well for the coming season.

The fact that stripes are so prominent has lent strength to the cotele effects and Bedfords and cord stripes have been accorded a fair representation. While cords running the long way of the cloth have sold, very little has been done on the Canadian market with traverse weaves.

The cutting-up trade with the exception of a few firms making high-class garments have turned down satin weaves. This is because fabrics of a price suitable for making up into a garment that is within the reach of the popular trade do not tailor well. The manufacturers are buying worsteds, diagonal and cheviot serges.

The classy trade is taking up with rougher finishes, in melanges and in yarn-dyed fabrics. Shaded stripes and subdued stripes in two or more blendings of color are shown. Diagonal effects are strong all through the line in high class fabrics.

The Color Range.

The color range for Fall shows a pronounced tendency towards dark shades, and the great vogue of the dark pastels is unquestioned. What would be the colors for Fall was to most manufacturers somewhat of a conundrum and the color ranges in all lines were very large, ninety to one hundred shades on a card being by no means unusual. Now that advance buying has been about completed many shades have been thrown aside and the color list reduced to a more workable number.

The wistaria shades and all helio and purple tones have been of most interest to buyers and promise to be the leading shades in the coming Fall. Those most popular are the faded and the very deep raisin and prunelle shades. Closely rivaling the wistaria shades come the wines or catawbas. Soft dark shades of green are coming more into prominence. Fine shades of brown are out of the running but there are several colors verging on brown that promise to be decidedly good. Navy is the best seller among the more staple shades, but even here the colors that verge upon fancy shades are decidedly the best. There is a long list of art shades in blue shown, many revealing a hint of green such as cascade and glacier. Farence and yatch are variations of the cadet shades. The high-class trade is dropping mole but it is still a factor in the popular end of the trade though the shade selling for Fall has more brown in it than the one so much worn now. The better trade is taking to smoke greys. In the better trade some very dark shades are expected to be good as the season advances.

Black is increasing in favor, and more black will be worn in the coming season than for many seasons. In Paris now many black gowns are seen, particularly on dressy occasions, and few of these are all black. When of transparent fabric they are mounted over a color and enriched with gold and silver, soft silk embroideries and jetted nets, etc.

A series of tones beginning with a pale amber and shading out a deep dull orange is coming into prominence in Paris now; other new colors are russet, tortoise-shell, Venetian, a rich deep blue, and a new bois rose that is really a deep mulberry shade and Tilleul, a pale yellow green, is also much favored. The blonde shades or Tussah are very prominent and promise to appear again in the Spring of 1910.

Joseph Stanley, Brantford, has disposed of his business, the Big 22, to A. E. Wiles and J. E. Quinlon, and intends leaving shortly for the West. The members of the new firm are both former employes in the store.

The Samples Illustrated.

The three large samples in the group shown in the illustration above are of Canadian-made cloths, which illustrate in marked degree the striking development now going on in domestic mills. Of the three, the two on the left are satin-finished cloths in cord, stripe effect, while the third is a smooth-finished piece-dyed cloth in tweed effect. The colors are particularly soft and clear, the first on the left being the new faded rose; the next, taupe, and the third, wisteria. The other samples are from fabrics placed on the New York market for Fall selling. The upper one is a smooth-finished chevron-weave melange in blue and green. The other is a cheviot serge in garnet and grey mixture. The five pieces on the right are, from the top, grey melange, striped with blue and black, smooth-finished diagonal in deep prunelle shade, fine twill in dark bias rose or mulberry shade, Bedford cord or cotele, one cord deep emerald, and the other shaded blue and black; russet and blue pick-and-pick cloth in hopsack and diagonal stripes.

Prcsented with Case of Silver.

On the occasion of his marriage recently, W. C. C. Innes, manager of the Toronto retail store of the Dr. Jaeger Co., was presented with an oak case of cutlery and silver by the members of the Canadian staff. The presentation was made by A. H. Patterson, Canadian manager, who, besides conveying the felicitations of the staff, complimented Mr. Innes upon the success of the Toronto store since he assumed charge sixteen months ago.



W. C. C. INNES

Mr. Innes entered the employ of the Dr. Jaeger Co., shortly after the opening of their Canadian agencies. For five years he was with the John Smedley Co., of Lee Mills, Matlock, Eng., manufacturers of hosiery and underwear. In that time he familiarized himself thoroughly with every section of the industry and was latterly traveling representative.

John Wanamaker's Views.

In discussing the question of advertising the subject is said to have been concisely summed up by John Wanamaker in the following words: "If there is one enterprise on earth that a 'quitter' should leave severely alone, it is advertising. To make a success of it one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins that he must spend money—lots of it. Somebody must tell him also that he cannot hope to reap results commensurate with his expenditure early in the same. Advertising doesn't jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

Fall Fabrics Show Great Variety of Weave and Design

Piece-dyed Worsteds Hold General Interest — Unfinished Worsteds Becoming Stronger — Increasing Demand for Novelty Effects in the Garment Trade — The Silk Demand — New, Supple, Velvet Fabrics.

Staff Correspondence.

Office of The Dry Goods Review,
622-624 Tribune Building, New York, July 2.

FOR the coming season general interest continues to be shown in piece-dyed worsted materials having a hard finish. Special attention is given to striped weaves. Serges will be popular, despite their being essentially a Spring weave.

Unfinished worsteds are becoming stronger and they are to occupy a high position this year. They present the first move from a hard or lustrous finish toward rough effects, which are now being generally adopted by all garment manufacturers.

There is an increasing demand for novelty effects being noted in the garment trade. These have been given larger representation in the trade this year than in any previous time as fabrics of this nature are the newest thing adopted by the leading garment houses of Paris. Reports from importers state that the suits already noted in some of the best shops in Paris are made up of novelty fabrics, in combination of colors, rather than plain ones. Cheviots have also increased in demand for Fall, and manufacturers of garments catering to the ultra fashionable trade are taking them up because they come under the classification of rough effects, now so much in favor. These fabrics are practical for tailored suits for general wear, and they are highly commended for their lasting and well-wearing qualities.

Zibilenes have been given a limited representation also favored by the ultra fashionable trade. These come in a closely sheared panne effect and in some instances carrying a fleck of white on a dark ground.

Melange mixtures in diagonal weaves are expected to sell very well in the cutting-up trade. These come in all shades. Particularly are they good in dark Oxfords. Fine cotele effects are good sellers also. These come in all colors and are general favorites in blue and green combinations. Dark or sombre tones are very good in these cotele effects.

Fine cashmeres in bayadere cotele effects are well thought of for this season. They can be had in all the newest shades. Natural lustre novelty cloths are attractive and manufacturers think well of them.

Practically all the plain or semi-plain materials for early Fall are of a satin finish and there is now no doubt but that many of the favorite Spring fabrics will continue to be popular during the Fall. Satin berbes, cashmere, henriettas and similar materials are all included in the list.

Plain and fancy-woven worsted dress goods of a satin finish of one color and dyed in the piece will have the principal sale, and satin or shadow stripes will compete for the leadership in the demand with the perfectly plain goods. Checks in shadow effect and satin, besides other novelties, will have some representation, but it will be a comparatively small one.

In close alliance with the present season's demand for foulard silks is the prospect of an immense demand for sateens for Fall. Some of the sateens offered for the new season are as beautiful as any foulard silks and the finish is exceedingly good. So close is the resemblance of these goods to silk that it is difficult at a short distance to tell them apart.

Mohairs in plain colors and in an immense variety of fancies, with chief place given to stripes, will be of more importance. It is very likely that they will be better for Fall and Winter than they were last season.

Cashmeres are in demand. Many of the high class costume and suit houses are including cashmere de soie, also wool cashmeres in their new lines of gowns for the Fall. Every effort is beting made to push the use of cashmere especially for costumes and they are expected to replace in a way, panama and serges so long in demand. That these goods will become what is expected of them will have to be practically demonstrated, however, before it can be actually stated what the result will be. Just now, however, they are being freely taken in silk and wool qualities.

One of the strong features in regard to styles for costumes for the coming season among the smartly dressed women is the tendency toward materials of the velvet class.

While not entirely new the use of velvet for trimming is being more strongly emphasized this season than ever. It is being used for collar and cuff facings, buttons, pipings and trimmings. It is also being made up into coats to accompany cloth costumes. One-piece costumes made entirely of velveteen are being brought out in simple style either in princess or coat-dress effects.

As a rich contrast to plain and fancy woolen fabrics and as the background for embroideries, braidings and other effective ornamentation and garniture, nothing has ever excelled the rich pile fabrics. All the best makers are interested in this new touch and the brilliancy and richness of color effects make it a very promising part of the Fall dressy wear.

Many new supple velvet fabrics have been introduced especially a rich, silky velveteen which might be called a completely new article. This fabric is superb in its beauty and is particularly suited for the clinging princess like garments, which in a variety of forms will continue to hold the attention of women who dress well.

Corded effects are going to be very strong. The corded-velvets lend themselves so particularly to general wear that it is quite likely that the season's tailor-made garments will see a number of such ideas embodied in the collections of our very foremost garment manufacturers.

Silks that are in Demand.

Moire silks are coming to the front very stronglly for millinery and combination purposes and for novelty garments. They are being brought out in fine qualities in all the favorite colors. Black will be especially good for pipings and buttons.

Many beautiful silks on the style of the cashmere designs and weaves are being shown in qualities that are practical. These are of a fine lustrous finish and of an exceedingly rich appearance.

Rough weave silks similar to Tussahs will again be popular this season and perhaps will be in more request. Black silks are in the line for one of the most successful seasons of years. The weaves naturally, will follow closely

THE
Trade Mark of Quality



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Mantle Cloths
Woolen Sheets
Blankets, Yarns

Harris & Co., Limited
ROCKWOOD - - ONTARIO

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Fashion Cuts

TO OUR READERS

The Review uses monthly in its reading columns late fashion cuts which we secure from the old and new worlds.

These are only used once by us, and we offer these cuts to our supporters for their advertising work at the following low rates:

8 cents per square inch for half-tones
4 " " " " " zinc etchings

Only the originals will be sold.

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after those that are popular in colored goods, both in plains and fancies. There will be a surprisingly large demand for taffetas in softer weaves, both in black and the fashionable shades. Color will be a very important consideration during the coming season, just as important as weave or design.

As in woolen dress goods, the prevailing tendency in silks is towards plain and semi-plain weaves and unobtrusive patterns. Unobtrusive corded weaves of very pliable and soft construction are already being sold for millinery and costume purposes and in the wider wales and heavier fabrics for outer garments. There is no question of a doubt but that these are the correct thing for Fall and Winter. Diagonals are shown in a wide variety of wales in plain colors and in novelties as in melanges. There are also many beautiful fancies which are on the style of the old brocades that give promise for a large vogue.

Colors that will Find Favor.

Manufacturers both foreign and domestic are vieing with each other in the production of attractive shades and combination of fabrics. As in woolen dress goods, rose shades will be good and so will mulberry and the different shades of green, especially the soft tones like reseda. The many shades of blue, such as those like the Concord grape, also brown and gray will have a strong call. Blues will be best in the soft shades. Browns will run all the way from the seals to the pastel shades and walnuts and castor are particularly desirable. Moles and drabs with a touch of gray in them are among the newest and best of shades this season. Black is especially good and will increase in favor as the season advances.

The Vogue in Paris.

In Paris, at least, foulard is proving a powerful rival to the tussahs and shantungs that seem to have made for themselves a staple place in the summer selling on the American side of the Atlantic. This may be because of the persistence of Paris dressmakers who have been showing gowns of this silk each summer for the past five or six years. They have had the reward of their persistence this year and there has been an astonishing sale of this fabric. The silk manufacturers have seconded the dressmakers by the production of many new textures, some almost as light as muslin, and others as firm and as soft as satin. They come in all the colors exploited in the fancy satins and in both plain and figured cloths. New printed designs recall old Venetian brocades or quaint Egyptian hieroglyphics. Wafers and stripes are combined and many patterns are in blurred white on a colored ground; some show patterns of minute white specks. Foulards lend themselves well to the new mediaeval styles.

A tailored suit in spotted foulard shown by a well-known dressmaker of the Fauberg St. Honore had a long jacket with wide pointed revers in the plain material above a trimming of gold buttons and spherical knobs sewn on in clusters. The same trimmings was used on the short pleated skirt, which was fastened with a wide waistband of spotted foulard lined with plain and drawn through a large pearl buckle in such a way as to give glimpses of the lining.

Another striking model was in chartreuse green, covered with a bouquet and trailing Renaissance design in white-of-lilies, irises and leaves all in white. This gown had a Medici empiecement, and the sleeves were made in two parts. From shoulder to elbow they were of pleated foulard, and from elbow to wrist of pleated tulle. The square yoke was of the same, and the bodice was gathered rather full and sewn on to a plain high-waisted skirt.

Ups and Downs of Business

Ontario.

Morris & Co., Sudbury, tailors, assigned.
Peter T. Dagenais, Arnprior, tailor, assigned.
R. G. Bailie & Co., Berlin, dry goods, assigned.
W. S. Lumgair, Hamilton, furniture, assigned.
H. S. Moffatt, Jasper, general store, assets sold.
Misses Ogilvie, Collingwood, millinery, assigned.
S. L. Squire, Villa Nova, general store, burned out.
Stanley & Co., Toronto, clothing, sold to Edwin Yard.
H. Atkinson, Toronto, dry goods, discontinuing business.
Geo. McTavish, Lavalee, general store, retiring from business.
Big Four Cap Co., Toronto, succeeded by Klin and Schwartz.
Henry Fowler, Hamilton, boots and shoes, given up business.
Kelly, Cloney Co., Toronto, clothing manufacturers, assigned.
John Whiteman, Chiselhurst, general store, sold to N. A. Ackland.
Colleran Patent Spring Mattress Co., Toronto, loss by fire, insured.
Matilda Slack, St. Mary's fancy dry goods, sold to Florence McKay.
J. D. McGregor & Co., Collingwood, merchant tailors, John McGregor, deceased.
Sharpe Bros., Toronto, men's furnishings, boots and shoes, retiring from business.
Jacob Y. Shantz & Son Co., Berlin, button makers burnt out, partially insured.
The Edmison, Sutcliffe Co., Toronto, wholesale fancy goods, sold to F. & E. W. Kelk.
Coppley, Noyes & Randall, Hamilton, clothing manufacturers, loss by fire, insured.
M. Brennan & Co., North Bay, dry goods, clothing, boots and shoes, sold by auction.
W. H. Paget, Toronto, sold retail stationery, wall paper and fancy goods to F. J. Metherel.
Sutcliffe, Edmison Co., Toronto, wholesale fancy goods, stock and fixtures sold. J. A. Sutcliffe continues the importing business under the style of The Sutcliffe Co.

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Quebec

J. R. Maillet, Laprairie, tailor, assigned.
J. E. Leclaire, Montreal, tailor, assigned.
J. A. Tremblay, Bic, general store, assigned.
Joseph Naulin, Levis, general store, assigned.
J. C. Gelinas, Montreal, boots & shoes, assigned.
Simeon Renault, St. Tite des Caps, assets sold.
Parsian Corset Co., Quebec, burnt out, insured.
Lorenzo Guay, Montreal, wall paper assets sold.
O. Edy, Ltd., Montreal, tailors, obtained charter.
J. A. Milotte, Montreal boots and shoes, assigned.
Haddoc Bros., Barnston, general store, dissolved.
The Guarantee Hat & Cap Co., Montreal, dissolved.
Boutara & Sand, Montreal, fancy goods, dissolved.
Canada Shirt & Overall Co., Montreal, assets sold.
Alph. Vidal Est., Montreal, dry goods, assets sold.
J. E. Lacoste, Thurso, general store, assets sold.
Mady Cousins, Farnham, general store, registered.
L'Ideal, St. Johns, shoes, J. H. Racicot, registered.
Napoleon Cadieux, Montreal, merchant tailor, assigned.
The Megantic Furniture Co., Lake Megantic, dissolved.
Vezeau & Frere, Cheneville, general store, assets sold.
Theophile Joubert, Montreal, boots and shoes, assigned.
Moise Drolet, Mount Carmel, general store, assigned.
A. McDougall & Co., Montreal wholesale woolens, dissolved.
Poupore & McDonald, Chapeau, general store, damaged by fire.
J. H. Harnois, Joliette, clothing and men's furnishings, assigned.
J. N. Morisette & Co., Montreal, men's furnishings, dissolved.
A. McDougall & Co., Montreal, wholesale woolens, registered.
T. D. Carmichael, Fort Coulogne, general store, burnt out, insured.
Alf. Renaud, La Petite Riviere St. Francois, general store, assigned.
I. Paquin, Hull, wholesale and retail furniture, fire damage, insured.
The Berger Co., Montreal, cloak and skirt manufacturers, obtained charter.
Millars, Limited, Montreal, wholesale leather, dissolved, business closed.

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The West

L. D. Lowe, Kylemore, Sask., general store, sold out.
Athey & Smith, Rossland, men's furnishings, closing out.
Laviolette & Kennedy, Vancouver, B.C., tailors, dissolved.
Vancouver Bazaar, fancy goods and notions, discontinuing.
F. S. Millard, Winnipeg, boots and shoes, sold to James Agnew.
Vancouver Garment Co., manufacturers and retailers dissolved.
G. N. Hart, Melville, Sask., moved to Portage la Prairie.
S. C. Millman, Watson, Sask., general store, sold to H. Aberman.
C. O. Lalonde, Vancouver, boots and shoes, sold to Jas. Rae.
S. St. Onge, Penticton, B.C., millinery, moved to Kelowna.
F. R. Knight, Orcadia, general store, sold to P. B. Whitman.
Quimette Wright & Co., Colema, Alta., geenral store, dissolved.
J. & B. Gadsden, general store, Winnipeg, closed up business.
Wylie Bros., Leslie, Sask., general store, succeeded by L. A. Wylie.
Mrs. W. Robinson, White Horse, dry goods, millinery, etc., closing out.
Carr Bros., Parkville, B.C., general store, sold to T. T. M. Custance.
Est. Sullivan & Moir, Esterhazy, Sask., general store, sold to S. A. Kredba.
Richardson Bros., Saskatoon, tailors, succeeded by Clayton and Hemmings.
A. W. Moore & Company, Wilkie, Sask., furniture, succeeded by C. J. Logan.
W. F. H. Thompson, Vermillion, Alta., general store, stock sold to Freeman & Sutton.
Tom Stedman & Sons, Winnipeg, boots and shoes, succeeded by Tom Stedman, Ltd.

STAR BRAND REG. OB. BERLIN ONTARIO. TRADE MARK.

STAR BRAND REG. OB. BERLIN ONTARIO. TRADE MARK.

The Unprecedented Demand for

Star Brand

Garments this Spring is an unmistakable evidence of their superiority.

Do you realize that the Fastest Selling Brand is the most Profitable Line for You to Handle?

Our Fall Samples are on the Road

PLACE YOUR ORDER EARLY.

The Star Whitewear Mfg. Co.,

BERLIN, ONT.

STAR BRAND REG. OB. BERLIN ONTARIO. TRADE MARK.

STAR BRAND REG. OB. BERLIN ONTARIO. TRADE MARK.



Ladies' Ready-to-Wear Department - The American Outfitters, 335 Notre Dame St. West, Montreal. (See page 70).

Best Vogue in Ready-to-Wear Garments

Promised Shortage of Materials Emphasizes Importance of Early Ordering—All Suit Skirts Show Pleats in Some Eorm—Bleached Linen Featured Strongly in Fall Waist Samples—Rubberized Garments in Good Demand.

MANUFACTURERS and retailers alike are enthusiastic regarding the coming Fall season. Retailers have justified their optimism in the shape of good orders. Orders for popular lines of coats, suits and skirts have been well placed, and stores catering to the better class of trade are coming into the market freely. In smaller towns, the orders for suits have not been large, but Montreal manufacturers, in particular, state city stores have given generous orders. Canadian garment manufacturers have shown the best lines in their history, and as a result have obtained a larger share of business than in any previous season. There will be the old trouble of difficulty in deliveries, as operators in Montreal and Toronto are not too plentiful and manufacturers are very slow in delivering wanted fabrics.

High class lines of waists and dresses are meeting with the approval of the big city stores. Whitewear manufacturers are showing lines for the new season and count upon exceptional orders.

Fall Suit Styles.

It is important that retailers place early orders for suits for Fall delivery. The volume of orders already placed shows that manufacturers will be very busy, and as there promises to be a shortage of materials, trimmings, etc., merchants may have to suffer the inconvenience of bad deliveries and not, even at a late date, be able to get the desired garments. Everything points to more merchants selling suits for Fall.

The two-piece suit has a strong representation in Fall lines. While the three-piece suit will sell, it will never attain the popularity of the two-piece costume. Coats of the Fall suits are made to give the slender hip effect. A great many of the coats are trimmed to give the elongated waist effect. To produce this, trimmings are placed low over the hip. Popular lengths of coats are 40 and 45 inches. The early showing of Fall suits will be of the strictly tailored styles to a marked extent, but it is not likely that the later showing will be at all elaborate. The Buster Brown coat seems to give evidence of popularity for the Fall trade, and the Dutch collar is shown on some of the new Fall coats.

Suit skirts show marked changes. All show pleats in some form. Pleats are introduced at the seams, and the novelty is the very deep yoke, extending in many cases almost to the knee, below which the skirt is laid in pleats.

The dresses of the three-piece suits, in a great many cases, show the elongated waist. Where the lower part of the skirt is not actually pleated on to the upper part of the dress, trimmings are placed to give the effect. This will give a change from the Directoire style, which, however, has a strong representation in Fall lines.

Trimmings are used on the suits, but not in great quantities. Silk soutache embroidery, usually black, is seen on a great many of the new suits, and jet is a feature. Bengaline silk is used for collars, cuffs and pipings. Moire is also good.



One of the New Plain-Tailored Suits that Paris is now showing, made of deep Wistaria Cashemire, the Revers and Collar trimmed with Bands of Moire of the same shade. Moire buttons on front and large pocket.



There is Always "One Best Way." In Selling Costumes it is the "Novi Modi" Way.

Honestly now, haven't you wished hundreds of times that you could do a big Costume (Suit and Cloak) business without tying a lot of money up in garments, which might be old style before you sold them?

You've kept doing business in the old way, though, because no other practical means seemed available.

Now We Offer a New and Better Way

Show your customer model garments and samples of material and have the Novi-Modi Company expert tailors make the garments. They will be delivered to you promptly. Besides this, they will fit perfectly; will be better made—and will pay you a better profit. : : : : : : :

This is the "New Way" in merchandising. A good many live retailers have tried it to their satisfaction and profit

Let us tell you how we can help to make your department more profitable. It will not entail any obligation on your part, and yet it may mean a great deal to you in future profits.

Handsome Style Book upon request

Novi-Modi Costume Company

302-4-6 Church Street, Toronto **Limited**



Wrap cloaks are very much in evidence and indicate the lines which evening c oaks promise to follow this Fall. The one shown is of pale yellow face-cloth trimmed with satin. There is a line of gold net lace edging, the collar and the buttons are covered with cloth-of-gold.

Laurentian
Waists and Whitewear

TRADE Laurentian MARK

The Mark of Quality for Whitewear, Blouses, Hemmed Sheets and Pillow Slips

Canada's Leading Line

Lawn Waists

You will never really realize what appearance and finish **$9.00** Lawn Waists can have until you see the Laurentian line. The embroidered effects are winners.

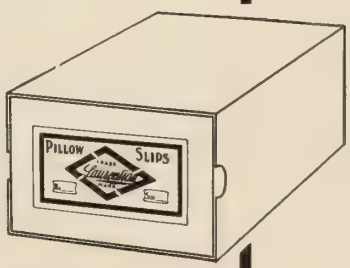
The Range from $6.50 to $36.00 is just as good

The Laurentian Goods are Noted for their Fit, Workmanship, and Value

Laurentian Whitewear

The new range includes all that is good in new styles of corset covers, drawers, combination garments, and night gowns. Special lines of each to retail at popular prices.

Laurentian Ready-Made Sheets and Pillow Slips



All sizes and qualities. They are big sellers. Our values are the best shown in Canada. Samples will prove this.

WAIT FOR THE LAURENTIAN MAN

Enlarged facilities assure prompt deliveries of early orders. Get on our calling list

Laurentian Whitewear Co., Levis, Que.

Winnipeg	*Toronto*	*Montreal*	*Eastern Townships and Province of Quebec,*	*St. John, N.B.*
Western Fabric Co., 63 Albert St.	W. H. Piton Empire Bldg.	Z. P. Benoit, Mark Fisher Bldg.	R. Dionne	Alex. Burr, Magilton's Sample Rooms.



Paris Tailor-made of Leaf-Green Serge, showing the New Long Mannish Revers and Velvet Collar. Also the New Cross Fastening, with the Buttons set low down. The buttons are of cut jet.

YOU can sell better goods and make a bigger profit

OUR experience in our retail store convinced us thoroughly of this fact. There is a big and a growing demand for garments of a good quality, upon which a satisfactory profit can be made.

You sell cheap goods, make a small profit, and get a cheap transitory trade.

Don't do it.

Cultivate the best class of trade—the class that pays a fair price for its wearing apparel—and allows you a good profit.

If you're in business to make profits, we can help you.

Our goods are not the kind that go on the bargain counter. They won't stay in your store long enough.

Merchants who speak from experience tell us that Rea garments beat New York and Paris in style, and they cost you a great deal less.

We *know* these merchants speak the truth. We know, too, that with our goods in your store you can please your customers—do it easier and with greater profit to yourself.

Can these vital considerations be passed over lightly? On the opposite page we show some garments which in your store will prove the truth of our claim.

A. E. REA & CO.
Limited
Spadina Ave.
Toronto



No. 21. Broadcloth Opera Cloak in all the delicate shades for Fall, $35.00



No. 22. Broadcloth Opera Cloak in all leading colors, silver trimmings, $18.00



No. 23. Dress, all best colors, net yoke and sleeves and hand embroidered, $15.00



No. 8110. Net waist, silk lined, $4.50

The

Watt & Shapiro Mnfg. Co.'s

Range of "Quiet Elegance" Coats, Suits and Skirts for "Fall" are on the road and also await your inspection at our showrooms.

You will know from experience

Our Goods Sell

507 St. Paul Street **Montreal**

SHIELD BRAND GARMENTS

FOR EVERY READY-TO-WEAR NEED

An entirely new range of ready-to-wear garments, with many additional lines. Everything in Ladies', Misses', Children's and Boys' Garments.

What Our Special Representatives Show for Spring

LAWN, SILK AND NET WAISTS

Make sure of seeing our Lawn Waits at $9.00, $12.00, $15.00 per dozen. We'll leave the order question to your own judgment.

Special values in Net Waists at $1.75, $2.25, $2.50, $2.75. These are leaders for Christmas trade.

A special Black Taffeta Waist (open back and front) at $2.25.

The range also includes a big variety of plain and colored tailor-made waists.

LADIES' WASH DRESSES

White and Colored Aprons (50 lines).
Ladies' Cotton Wrappers.
House Dresses.
Dressing Sacques.

BOYS' LINES

Everything that you would expect for the boy is in our lines, at the right prices.
Boys' Wash and Wool Suits.
Wash Blouses.
Boys' Wash and Wool Knickers, etc.

CHILDREN'S LINES

All lines of Infants' Wear (Silk, Cotton and Wool).
Infants' Boots and Shoes.
Girls' Cashmere Coats.
Boys', Girls' and Infants' Headwear, etc.

Our representatives will later make a special trip with Cloth and Wash Skirts, Cotton Suits, Raincoats, etc.
In your own interests look carefully at our range of samples. Then you'll know why this department is growing so fast.

GREENSHIELDS, LIMITED - Montreal

PARISIAN
Corset Manufacturing Company
LIMITED.

BRANCHES MONTREAL & BRAMPTON

Manufacturers of the
FAMOUS P.C. CORSETS.

198, 200, 202 CAROM STREET.
76, 78 ALLEMENT STREET.

QUEBEC, CAN. *10th June, 1909*

To Our Customers:

The complete destruction of our building, plant and stock in yesterday's conflagration will unfortunately delay further operations for a short time, and we trust our clients will bear patiently any inconvenience caused them during the interim. We are pleased to be able to advise you that we have been fortunate in securing new premises at 82 and 84 Boulevard Langelier (Royal Paper Box Block) where we have already commenced the installation of an entirely new plant, which when completed will be the most modern in Canada. We have the assurance of those in charge of the installation that same will be pushed forward with the least possible delay, and should be completed in three or four weeks, when we hope to be favored with a further continuance of your esteemed commands.

We take this opportunity of thanking you for past esteemed patronage, and trust we may still merit a continuance of your generous consideration, assuring you that all favors intrusted to us will receive our most careful and prompt attention.

Yours respectfully,

Parisian Corset Mfg. Co.,
LIMITED

E. Edmund Kaye
PRESIDENT

Broadcloths, satin cloth, and Venetian, also heavy worsteds, are the popular materials, and on account of the fact that women wear suits throughout the Winter to a greater extent than formerly, heavier goods are being employed. While plain cloths are very strong, there is a good showing of stripes, chiefly self-striped materials.

London smoke and taupe are big sellers for Fall. The dark rose shades are also good. Among the staple colors, navy is strong. Wine reds are also holding an important place in the Fall showing of colors. Myrtle and reseda are also very good.



Mannish Style Silk Rubberized Coat—Manufactured by National Rubber Company of Canada, Montreal.

Waists.

Tailored blouses at retail are still the main feature, though there is more demand for the fancy lingerie blouses than there was a month ago. Manufacturers of blouses expect that the Fall trade will bring a continued demand for the plain tailored effects. Fall samples are chiefly in these tailored styles, with blind embroidery on a great many of the lines. Bleached linen is featured strongly, particularly embroidered linens, and a line of white French shirting is favored in Fall orders.

Tailored styles in colored linens, repps, poplins and chambrays, are also on the market.

Many of the new waists have the Dutch collar, and

Duchess
BRAND

Whitewear
for Spring, 1910



No. 137 Combination Corset Cover and Drawers here illustrated is one of the 400 samples of Whitewear which our travellers will be showing by August 1st. All lines of Ladies' Undergarments are cut from latest patterns and creations of the best French designers. : : : :

The fit and finish of French-made garments are proverbial. That is why "Duchess Brand" are cut on French lines. : :

The Dunlap Manufacturing Co.
Montreal

J. E. McCLUNG, 8-10 Wellington Street East, Toronto
Sales Agent for Ontario

ALWAYS SOMETHING NEW

Our latest proofed materials

GABARDINES

A light weight, firm texture material, in plain colors, and self stripes. Wind, dust, and rain-proof.

GABARDINE coats for Ladies and Men are useful and dressy. They come in many up to date styles.

ROSEBERY

A poplin weave. This is the most successful cloth introduced in the trade. It's having a big sale, and is taking the place of former shower proof materials for Ladies' and Men's Coats. ROSEBERY coats have a silky appearance, yet are waterproof.

Our salesmen are showing these lines along with the biggest range in the trade, of

Ladies' Silk Rubberized Garments

PARAMATTAS

Single and double texture coats for Ladies and Men.

FEATHER-WEIGHT WATERPROOFS for Ladies and Men are Big Sellers. We have them.

ALL THESE LINES FOR IMMEDIATE DELIVERY.

They will BE BIG SELLERS for Fall.

A copy of our catalogue and price list is yours upon request.

A TRIAL ORDER SOLICITED

NATIONAL RUBBER CO.

OF CANADA

The largest exclusive rain-coat house in Canada.

MONTREAL

these are doing extremely well. Besides the laundered collar, the Gibson collar is holding its own.

Fall samples are showing some changes in sleeves. The Directoire sleeve has a strong representation in Fall samples, but there is a marked tendency towards larger sleeves. Shortwaists, in many cases, show the new sleeve, which has more fulness at the wrist, gathered into a narrow, close-fitting cuff, really a much modified form of the bishop sleeve.

Net waists will again be big sellers for the Fall trade. The bulk of the trade will naturally be done in black, white and ivory, but it is expected that colors will be in greater demand than they were last Fall, and manufacturers are preparing for this demand. Some very handsome samples are shown in colors, which will be worn matching the costume, giving, to some extent, the effect of a dress. Some of the coarser nets are being favored for Fall. What are known as crochet nets are fairly in evidence.

The novelty material, however, is chiffon, and, as in nets, black, white and ivory will lead, but in high-class waists, colored models matching the gown will doubtless be called for.

Tailored taffeta waists are in good demand for Fall delivery. Duchesse satin is selling and messalines are doing well. Crepe de chine will figure in Fall waists to some extent.

There is a strong tendency to keep to the simple effects, and this will keep the tailored styles to the fore.

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Rubberized Garments.

That rubberized garments have obtained a very strong hold upon the trade is proven by the fact that manufacturers of the lines have found the demand so good that they are going into the making of these lines more heavily than they have in the past. Not only are the rubberized garments thoroughly rainproof, but they are windproof as well. The growth of the motoring fad has made such garments a necessity. These garments are sightly, and are made up in a fine range of colors, including all the neutral shades. A good line for the Fall trade is made of self-striped materials in all the good shades. Moires are also coming to the front. These coats are made either loose, or a loose semi-fitting. The range of prices suits all classes of trade. Many special materials of this order have been introduced.

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Separate Skirts.

Separate skirts for Fall are following closely the models shown for suits, that is, the majority are pleated in some fashion or other. They are less trimmed, and fewer models show folds and strappings of silk or satin. Fewer buttons are used, and the greater number are of jet.

The bulk of business is to be done in the practical, useful skirt for general wear, and, for this reason, the skirt manufacturers have turned down certain materials. The list includes satin-finished cloths, and for this reason, cloths of this class, save in the better grades, do not tailor satisfactorily. The cloths featured are serge effects, cheviot, cheviot serges, striped fancy worsteds and cloths. Panamas are also good, and for the Spring of 1910 will be a strong factor in separate skirt production.

Black, navy, green, and a few browns, are the selling coolrs. In fancy cloths, grey mixtures with indistinct co'or stripes are selling.





Now For 1910

Samples of Waists and Whitewear for season of 1910 are now being completed, and our travelers will soon be out with the most comprehensive range of these goods ever shown the Canadian trade. The Eclipse line will embrace over 1,000 styles designed from New York and Paris models. Prices will be even lower than this year. Eclipse goods in your store will mean bigger sales and more profit. Be sure to see our samples.

The Eclipse Whitewear Co.
Limited

Toronto, - - - Ontario





CRESCENT MANUFACTURING CO.

LIMITED

Fine Muslin Underwear and Waist Manufacturers

2 Inspector Street **Montreal**



Spring 1910

¶ Our travelers will be on their routes this month, showing the finest range of whitewear ever manufactured in Canada.

¶ Be sure and see our range before placing your orders.

Leaders in

Corset Covers
Gowns
Skirts
Drawers

Money Makers for Every Merchant.

CRESCENT MANUFACTURING CO., Limited

Manufacturers of High Grade Cravats

2 INSPECTOR STREET MONTREAL

COMBINATION BOX

Containing

Merc. Lisle Hose, Silk Handkerchief and Cravat

FOR AUTUMN AND HOLIDAY TRADE



PUT UP IN TWELVE COLORS ALL TO MATCH

Grey, Pansy, Myrtle, Gun Metal, Violet, Harvard, Alice Blue, Buster Brown, Indigo, Leaf Green, Moss, Black.

One of the newest and most attractive packages on the market

Packed in single boxes: 3-12th doz. of a color in carton.
Hosiery sizes, 10, 10½ and 11. : : : : :

Price $12.00 Per Doz. Sets

OUR

Fall Line

The Reliable Waist
None Better Made

Waists and Dresses

A LARGER LINE THAN EVER OF

Modified Parisian and American Styles

IN

Dresses, Costumes and Semi-Tailored Dresses

ALSO

Tailored and Fancy Dress Waists

IN THE NEWEST MATERIALS

Our Taffeta and Messaline Waists for Fall are interesting. Do not fail to see them.

Our new, large and commodious show rooms afford ample opportunity for house inspection. Our show rooms are fitted up for the convenience of buyers when in the city. : : : : : : : :

Reliable Silk Waist Factory

40 St. Antoine St., Montreal

Or through the travelers of the Hart Mfg. Co., Montreal

Coats and Wraps.

Because of the hold secured by the one-piece dress, the outlook for the separate coat is much better this Fall.

Separate coats for the Fall and Winter season are made much upon the same lines as the suit coats. They are long and semi-fitting and so cut as to give the slender hipless figure. Pleats are introduced to give the long-waisted effect, and all trimmings are placed low over the hips to produce this effect.

The novelties in coat lines are those that present the appearance of a dress. These coats are made up in severely tailored styles, and much resemble the Princess dress. This feature is expected to make favor for these dress coats, particularly with the better trade. Trimmings are rather more elaborate on these coats and soutache and rat-tail embroidery are much used.

Plain-tailored mannish-style coats are shown in heavy fancy materials. Fashion has made much of the elaborate fancy wrap this Summer, the newest being in the becoming cape and mandarin coat styles. Paris has endorsed the wearing of these coats and they have been a prominent feature of all the Summer race meetings. At the Woodbine meet many beautiful wrap coats of this class were worn, and models along the same lines are being prepared for evening wear during the Winter. This is a branch of the ready-to-wear trade that is assuming large proportions, and that, in many of the larger stores, has assumed the dignity of a separate department. Canadian manufacturers are now catering to this department and are putting out mode's that follow closely along Parisian lines. These take the form of dressy mantles and capes. They come in a large variety of pastel shades in French face-cloths, and fringes and tassels, tinsel and silk embroideries, soutache embroideries, satin pipings and soutache and rat-tail trimmings, brightened by touches of tinsel are among the leading embellishments. Some of the capes have hoods lined with gold or silver cloth, or satin to match. Frequently black satin pipings and jet buttons are used.

Whitewear.

Whitewear sample lines for January delivery are just about complete. The samples shown were never more attractive, and the values are such as to give the retailer every chance to do a big business at the January sales and in the coming Spring season. The cottons, nainsooks, etc., that go into the new lines were bought when values were lower than at the present time, and the same applies to embroideries. Just about one year ago the Swiss manufacturers were begging for orders, and were willing to make very close prices for business to keep their machines going. Since then a great vogue for embroideries has developed and prices have advanced rapidly. Therefore, designers have had full scope when planning the new numbers, and the manufacturers are wisely pricing garments at such a figure that the retail trade will reap their share of the advantage gained by early purchases.

With retail stocks in good shape, and with improving trade conditions, with the daily growing assurance of bountiful harvests, particularly in the West, and, moreover, with attractive garments at attractive prices, the trade is fully justified in expecting a big whitewear season. With this prospect in view, the trade is reminded that there is a limit to the producing power of the factories, and not only will the man who anticipates his wants thoroughly be secure of the goods when he needs

AL. GOLDSTON & CO.

announce to the Canadian Trade that their

FALL LINES ARE NOW READY

embodying all the latest styles selected by Mr. Al. Goldston in the foreign fashion centres—Paris, Berlin and Vienna, as well as American copies of the foreign models, comprising Tailored Suits and Coats in all the new imported and domestic materials.

A large line of "Tricoat" Dresses and Costumes of the "Moyen Age."

Every Canadian buyer visiting New York is invited to call and inspect the offerings for the Fall season of 1909 of the LARGEST WHOLESALE CLOAK AND SUIT HOUSE IN AMERICA.

AL. GOLDSTON & CO.

126-128 Fifth Avenue, - NEW YORK

Announcement

The Newest and Best Underskirt



UNDERSKIRTS

will be shown by the leading wholesalers for the next season.

Wait and see them. You'll find Egyptine Underskirts the best sellers you ever had.

EGYPTINE Underskirts cost one-third the price of silk, look like silk, but last ever so much longer.



EGYPTINE Underskirts will be shown in all the leading underskirt styles and colors.

You have sold underskirts in materials that look like silk, but not one of them has the appearance, or gives the wear of EGYPTINE.

Further, EGYPTINE gives you a better profit, and you give your customers better value.

Prices range from $15.00 to $24.00 per dozen.

EGYPTINE Underskirts are manufactured only by

The Canadian

Blackeye
SILK MOIRE

Blackeye Silk Moire Underskirts

May be had

From the Leading Wholesalers of Canada



For Wear and Appearance BLACKEYE Underskirts are the Ideal Underskirts
Prices range from $30 to $52 per dozen. All styles and good colors.
Wait and see the range.

Converters' Co. Limited.
Montreal

"We Make Big Sellers for Big Buyers"

OUR FALL LINE OF

Suits, Coats and Skirts

Contains the right, popular priced garments. Our prices are for stores that handle quantities. You may depend upon getting from us garments that have the right style, fit and workmanship.

WILL YOU INVESTIGATE?

The Montreal Skirt and Cloak Mfg. Co.

1114 St. Lawrence Blvd., - MONTREAL

Berger's *THE PLACE FOR SKIRTS*

Our Fall Range

includes the newest developments in Pleated and Gored Skirts. The range of materials is broad enough to please the most exacting. Values are unmatchable.....Call when in the city.

BERGER & CO. 385 ST. PAUL STREET — MONTREAL —

them, but he will also secure himself against advancing prices. This is no cry of "Wolf!" but is fully warranted by present market conditions.

A noticeable feature of the whitewear trade at the present time is the increasing demand for better materials. Every season brings improvements along this line. The new samples show very little of cheap laces or embroideries or coarse cambrics. Instead, merchants have been asking for finer materials in nainsooks, etc., employed in the manufacture, and finer laces and embroideries, but less of them. This is a satisfactory state of affairs, as such garments give much better satisfaction, and draw more of the high class trade.

Two-piece combinations and Princess slips are rapidly growing in favor, and a good trade is done in this class of garments.

Dresses.

The strong selling qualities of the one-piece dress have received an ample demonstration this Summer, and the manufacturers who have mastered the art of making these dresses in linens and lighter fabrics are putting out dresses in various cloths for Fall selling. Waist manufacturers have, in the past season, gone extensively into this branch of the business, and have done too well in it to relinquish such a profitable line. Therefore, a number of houses are showing simple trotteur dresses and coat dresses, as well as more dressy gowns. These come in simple and comparatively inexpensive models. Those chosen are of the Princess character, showing the long waist and finished with a flounce or pleating, much in the same form as the lingerie gowns that have sold so freely. Cashmere, fine serges, poplin, and also silk and wool mixtures are used for these gowns.

Each season brings about its improvements in the garment trade, and in no branch of it is this more apparent than in fancy dresses. Manufacturers now turn out elaborate dresses for evening wear or for dressy occasions.

The new season's samples are strikingly handsome. All-over lace gowns are much in evidence, in black, white and ivory. Owing to the prevailing jet craze, black is much in evidence.

Some of the new satin dresses are very handsome, and come in popular evening shades. Nearly every dress shows metal in the trimmings. These fancy gowns are mostly of the Directoire type.

Sleeves for the afternoon dresses are long, but many of the dresses have gotten away from the close-fitting Directoire sleeve, and have the new sleeve, close-fitting to the elbow, finishing with a puff, generally, of tucked chiffon, net or lace, sometimes over silk and sometimes with no lining of any sort, from the elbow to the wrist, where it is finished with a narrow cuff of the material of which the dress is made.

The sleeves of the evening dresses are very short.

Advancement in the Corset Industry.

(Staff Correspondence.)

New York, June 30, 1909.

This year corset manufacturers have realized more than ever the importance of producing style corsets that will in every way conform with the present fashion tendencies in dress. One manufacturer has tried to outdo the other in his endeavor to produce such models that will become popular, so that there may be no longer any trouble on the part of the merchant to secure just what

Allen Manufacturing Company, Limited.

ESTABLISHED 1886.

A. W. Allen	*Fred Woodland*	*A. P. Allen*	*W. F. Foster*	*E. D. Mitchell*
President and General Manager	*Director and Sales Manager*	*Director and Factory Manager*	*Buyer*	*Office Manager*



WHITEWEAR

Our Representatives are now on the way to you with Whitewear Samples for Spring 1910, comprising all garments in Ladies' and Children's White Muslin Underwear, Aprons and Children's Dresses.

Our range is larger and of greater variety than ever before, and our facilities for turning out the work are increased.

We solicit your inspection of our range before ordering.

Allen Manufacturing Company, Limited,

Trade Allen's Mark MADE IN CANADA

Corner Simcoe and Pearl Streets, - Toronto, Canada.

Trade Allen's Mark MADE IN CANADA

his customers want in this line. The assortment is varied and while the corsets may all be on the same lines, there is something different about each model that is not noted on the other. That is, each designer features some one thing that another does not.

Another important feature of the corset industry is that merchants all over the country are becoming more and more concerned about having properly fitted corset departments so that it is no longer necessary for a woman to have to go to a corsetierre to be properly corsetted.

A properly instructed force in a retail corset department helps to enlarge the business and merchants ought to well consider this fact, as the corset industry is rapidly becoming one of the most important branches in the garment business. On the corset depends every style of dress as, regardless of the natural figure of the woman, by a well fitted corset she is enabled to wear the costumes which to-day call for long lines in every particular. The corset sounds the keynote of success with the dressmaker, with the tailor and with the garment manufacturer. No garment will look well over a poorly constructed corset, regardless of the style or make of the gown.

Style Indications for Fall.

Usually a change in the style of corsets comes gradually, but this season designers have not observed this old-time rule, but are making the corsets with lower busts, a slight dip at the waist-line and changing the boning of the lower part of the models to some extent. By this is meant that in place of the very high bust effects that have predominated the past season or two, there is a radical change to the low bust-line which is the new style for Fall. The part below the waist-line remains the same except that the break in the boning is about four inches from the edge, instead of the back-boning extending the full length as formerly was noted. This enables the wearer to sit comfortably as it was simply impossible to do so with the long steel at the back. The skirt part is there and that gives and moulds into the figure and produces quite a good shape. This new departure will unquestionably be generally welcomed since many of the models now on the market are boned so long at the back that they are uncomfortable and it is almost impossible to sit down with one on.

While the low bust does not mean the extremely low effect, but just medium, it will be readily accepted as it is a more comfortable style and also becoming for the average figure. The dip at the waist-line, is also a new feature in some of the Fall models. This is due to the return to the natural waist-line and while that does not mean the waist is to be larger on account of this dip, so to speak, this feature is necessary in order that the new styles of custume may be worn satisfactorily. The tendency is still for small hips and the long corset, but the extremely straight figure-line is going to be replaced to some extent by the curve at the waist-line, the first intimation of curves since the Directoire styles made their appearance.

Manufacturers are also showing a splendid line of reduso corsets that every stout woman welcomes. While some of the models are equipped with straps there are others that have none at all, but are so perfectly constructed that the straps are not requisite for this purpose. There are also all kinds of arrangements on the corsets for reducing either the stout or slender figure. A slender person may have a small waist, but large hips and that is where she can make use of such reduso arrangements.

There is a tendency to trim the corsets with embroideries instead of lace. Manufacturers are including many such trimmed corsets in their new Fall lines and they are sure to meet with favor in the trade. Hamburg embroideries as well as English eyelet or blind embroidery are all used and they look very well on the top of the models. The trimmed corset is very much desired especially when thin dresses are worn and the undergarments trimmed fancifully with laces and ribbons. The corset is apt to show through the lingerie, but when trimmed on the top does not look like a corset, but more like a piece of lingerie.

One of the most important items of the corset is the hose supporters. Usually a corset outwears the supporters, but there are some new methods adopted in hose supporters that will outwear the corsets. One manufacturer tries to lay claim on some particular patent in this regard that another has not got so that there are many kinds to be found on the market.

A corset should be equiiped with at least four hose-supporters. Two in front and two in the back. For stout figures six are best. Supporters attached to deep shaped girdles or belts are taking very well in the market just now. These are intended for bathing or outdoor purposes, however. These do not hold the stockings up but they mould the figure slightly producing a pleasing effect without any marked restraint upon the bather's limbs. These supporters are made of light weight fabric with non-rusting metal parts.

(Ready-to-Wear Department concluded on page 177.)

It was necessary for the firemen to flood one of the basements of the David Spencer, Ltd., store, Vancouver, B.C., before a blaze which started in the boiler -room was overcome. Considerable damage was done, but the fire did not interfere with business in the chief portion of the store.

THE ECLIPSE CLOAK COMPANY

Long Distance Main 2791

323 ST. JAMES ST.
MONTREAL

If you require good-fittiug, well-made garments

If you need the newest styles and the latest materials in the good shades : : :

GRIFFIN BRAND Garments will help you

FALL SUITS

There is a growing demand for suits, and our efforts are turned to show you a big line of popular sellers in the latest styles and newest materials.

SKIRTS

The latest styles

The best materials

Popular prices

FALL COATS

One of our leaders

Ladies' stylish black, heavy-weight Vicuna cloth coat, full lined, 47 in. long, a big seller. **Price $4.50**

An Experiment That Paid

A few months ago a careful dry goods merchant was induced to stock a small line of our Misses' and Children's dresses, because he thought he saw in it a possibility of increasing his profits.

This was purely an experiment. He had never sold these goods before.

They "caught on," though, and sold well. His women customers liked them, and shortly afterwards he had to send a repeat order.

He was by this time fully convinced. He knew, because he had tried it, that our Misses' and Children's dresses in his store brought him bigger business and more profits.

The natural result of his conversion to the Children's Department Idea was that the next time our traveler called on him he placed a big order. He bought enough goods to stock the splendid department he had now decided should be a feature of his store.

This is the actual experience of one merchant who gave the Children's Department and Home & Watts goods a fair trial.

Your experience, if you try them, will be the same. We don't tell you in generalities what can be done with a Home & Watts Children's Department. We tell you what has been done;

If you are a wide-awake merchant you will have decided that it's worth while to investigate this profit-promising department.

Drop us a line and we will tell you a good deal more about it. We will tell you about merchants who have made money with our line.

HOME & WATTS, Limited

Duncan St., TORONTO



Braids are Favored For Trimming

Fashion's dictates must be obeyed. She says now, most emphatically, that BRAIDS will LEAD every other trimming. So far as you are concerned this means that women will want to buy braids—they will demand them, and the store that has the best assortment of the newest lines will get the business. We have anticipated this demand for braids, and are showing samples of the very latest and most stylish goods—goods which are going to be in strong demand this Fall.

Your trimming trade should be the important part of your business during this season. We can help you to make it the most profitable.

LACES & BRAIDS
Manufacturing Co.
BRAID STREET
TORONTO

Latest Ideas of Fashion in Dress Accessories

New Scarfs are Worked or Encrusted with Gold, Silver, Jet and Crystal—Directoire Handles Popular Feature of Parasol Lines—Dutch Collar Still Feature in Neckwear Lines — Narrow Ruches for Fall.

Veilings, Scarfs, Nets.

THE Summer demand in veilings centres at present on fine meshes and small dots in yard goods. Made veils and bordered goods for automobile veils are selling extensively. The demand here is for light shades, and, as the veil receives very hard usage, they do not last long. Late Paris novelties come in very conspicuous effects. The mesh is diamond shape and consists of four or six strands, centred with large irregular blocks. A new veiling is of fine hexagon mesh much like a hair net.

The outlook for dress nets is very bright as the yoke is still a big feature in all gowns. The newer yokes are made of plain, fine nets, also of nets embroidered in darned effect with metal threads or encrusted with jet beads. Gold and silver nets will be used to veil the net of the yoke.

The chiffon scarf is becoming an important adjunct of dress. It is much worn with dressy toilettes and for carriage wear at the present time. In Winter, its chief use is as a head wrap for theatre wear. The new scarfs have worked-in and encrusted patterns in gold, silver, jet and crystal. The pattern consists of simple allover designs, worked diamonds and squares. Ivory, black, and rose are the leading shades.



"Middy" Collar—Shown by Ladies' Wear Limited, Toronto.

✤

Ladies' Neckwear.

The Dutch collar is still the whole tale in ladies' neckwear, and is expected to sell well on into the Fall season, as it is reasoned that women will wear Dutch collars over their coats as they did in the early Spring. Meanwhile, every conceivable idea in Dutch effects is being put on the market and the manufacturers have quite as much business as they can turn out. Five and six-pointed effects in tucked net linen and pique are the latest arrivals. Now that the heated term is here, light lacy collars of net and lace are good sellers.



Fancy Jabot made of Silk Ribbon and Plauen Lace, with Fancy Buckle — Shown by R. D. Fairbairn Co., Ltd.



Fancy Stock Trimmed with Gilt Ribbon — Shown by R. D. Fairbairn Co., Limited.

Dutch effects are not only first in the popular end of the trade but are just as good in the section that buys expensive goods. Here it is the collar of Irish crochet or the one that is trimmed with this lace that is selling. Here, also, stocks of hand-embroidered trimmed with Irish crochet and Cluny laces are coming into vogue.

Jabots are good at present and promise to continue their vogue over the next season. A pleasing feature is the strong demand for the better grade of goods. High and medium-priced collars and jabots sell better than the cheaper lines. This is a feature which the merchant should do all in his power to encourage, as it is to his interest. It costs just as much to sell a 25-cent collar as one at 50c or 75c, and the latter brings up the profits better.

It can hardly be said that the expected drop has taken place in frillings, for, contrary to expectations frillings have done good business all summer, and orders are coming in for Fall. The course of the frilling business is most interesting and unusual. They started in with small, fine ruches and pleatings and developed into heavy ruches. These have now had their run and for the Fall season the narrow ruches are again in vogue, thus coming back to the point where they started. Bias folds are the most promising development at present and often one of the

folds will be of gold cloth. Narrow pleatings in net and tinsel and in many new effects are shown.



Dutch Collar and Jabot made of Black Spotted Muslin, Trimmed with Lace and Insertion—Made by Archer Mfg. Co., Toronto.

Taken altogether the Fall outlook for all kinds of ruchings is very bright. What is to be worn for Fall is a matter for eager discussion at the present time in the



Net Insertion, Embroidered in Soutache Effect—Shown by Konig & Stuffmann, Montreal.

neckwear section, where manufacturers are busy with their early Fall lines of samples. That there is a splendid season before the trade is the opinion of all, but ideas are in a somewhat unformed condition.

Indications, however, all point to the fact that a good season in fancy neckwear is ahead—much along the same line of materials used three or four years ago in the palmy days of the trade.

The stock collar, not in the extreme Gibson shape, but rounded out to fit the contour of the neck and chin and higher at the back seems to be the accepted shape. These collars are made and trimmed with chiffon; silks and ribbons, Irish crochet, Cluny, and other heavy laces,



Paris Gown, showing the use of the New Bead and Bugle Trimming; also Soft Silk Embroideries, outlined with Aluminum Threads.

and much glitter and spangle are to be seen in their decoration. This will take the form of gold, silver, jet, crystal and pearl. There is truly a good outlook both for the manufacturer and the retail trade.

Separate jabots will be a feature also and will be developed in net and lace, net and jet etc. Some are of silk lace trimmed and will be shown in black and colors as well as ivory and cream. It seems pretty certain that some sort of Dutch effects, most probably in silk, will sell, and also stiff embroidered turndowns. But the wearing of jabots will not be dependent upon these articles being in vogue. They will be pinned onto the front of the yoke

Department "E" *Fall 1909*

Ribbons Ribbons Ribbons

The continued large increase in our Ribbon business is particularly gratifying.

For the Fall trade we have a stock that will certainly please.

Early favorable contracts ensure good values, and we have the wanted lines in Duchess Satin and Taffeta Ribbons. *Try us for both placing and sorting orders.*

LACES IN FAVOR

Guipure Insertions and Bands are the features we have prepared for in Fall Trimmings, and the big demand fully warrants our selection of these goods.

FASHION CALLS FOR LACES FOR FALL

Our stock comprises the latest ideas in Cluny Laces, Imitation Irish Laces, Insertions, Allovers.

We always offer the advantage of a choice from our well assorted stock and great variety of lines carried.

GREENSHIELDS Limited - MONTREAL

BELDING'S

Ribbon Suggestions for the Fall Season

A new fashion and use of ribbons will be Hair Decorations, using Soft Satin Ribbons.

Directoire Satins, Wide Widths for Bows, Sashes, Rosettes, etc.

Taffetas for Hair Bows, etc.

Duchess and Countess Soft Satin Ribbons for Dress and Waist Trimmings.

We will have a large range of Baby and Holly Ribbons for Fall and Christmas trade.

BEST VALUES IN THE MARKET

LARGE STOCK **QUICK DELIVERIES**

ALL THE NEW AND FASHIONABLE SHADES

It Will Pay You to Look at Our Samples, Before Ordering Elsewhere

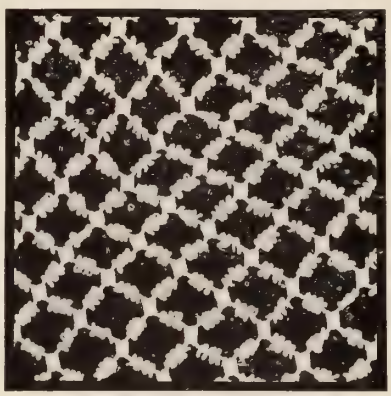
BELDING, PAUL & COMPANY, Limited

The Largest Ribbon Manufacturers in Canada

MONTREAL TORONTO WINNIPEG VANCOUVER



B847. Net Waist
in white and ecru.
$3.50 each



Sample of Net in
above waist
B847.



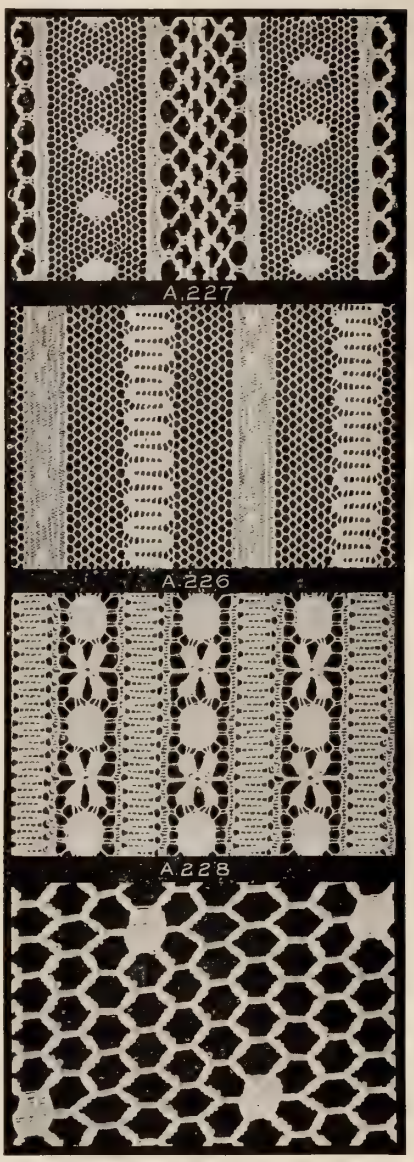
8082. "Dutch" Collar.
$2.25 dozen

A227.
Alloverlace, baby
Irish and spot.
55c. per yd.
6 yd. ends.

A226.
Vermicelli effect
and heavy stripe.
50c. per yd.
6 yd. ends.

A228.
Vermicelli and
Cluny effect.
55c. per yd.
6 yd. ends.

A215.
Heavy Hexagon
mesh with spot.
65c. per yd.
Cream.
75c. per yd.
Colors — Reseda,
Black, Navy,
Rose.
6 yd. ends.



A215



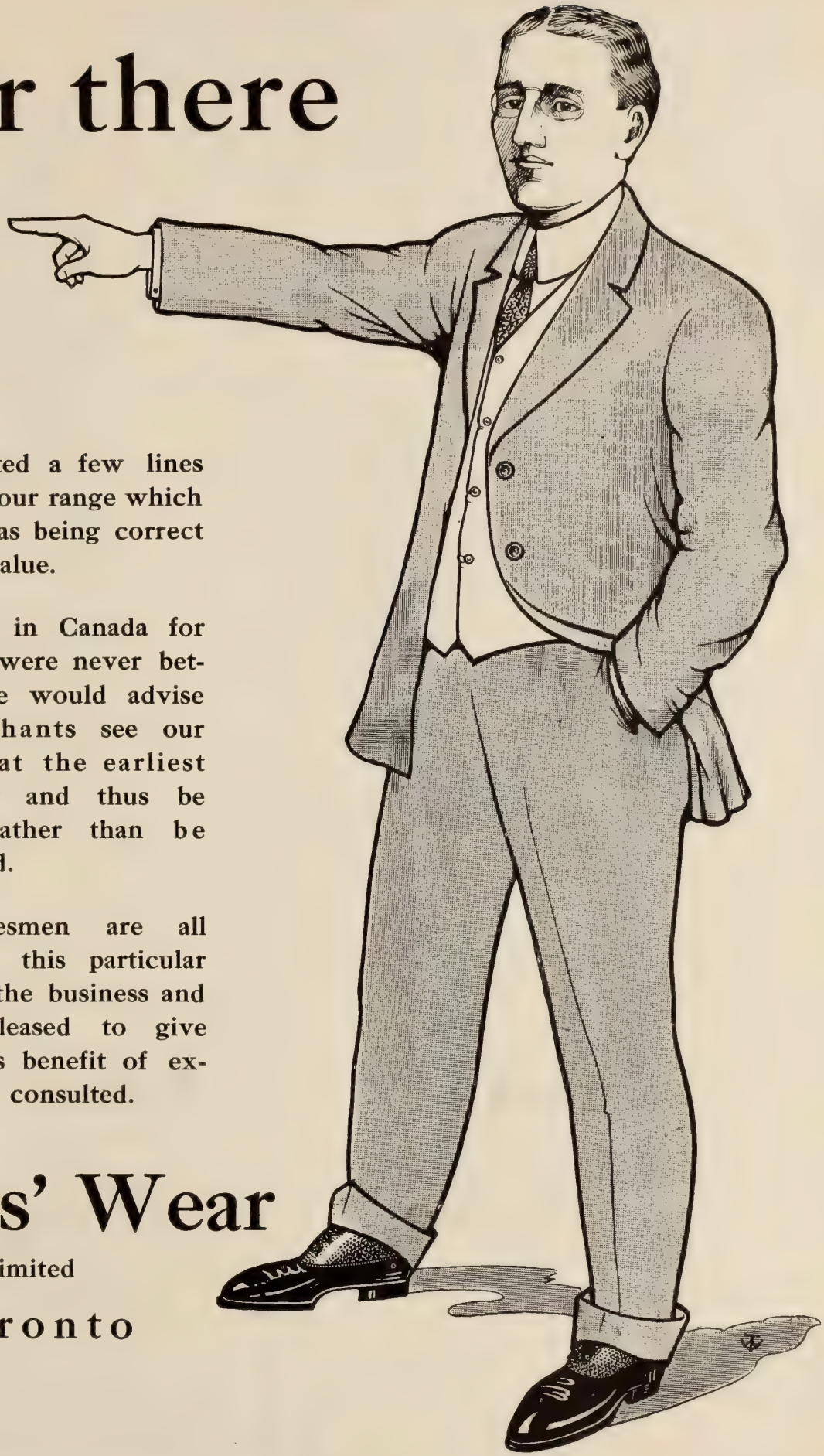
9290. **$4.50 per doz.**
Jet effect. Elastic Belt.



4070. **$4.50 per doz.**
Black Elastic. Jet Cabichon Buckle.

LADIES' WEAR, Limited, TORONTO

Over there



are illustrated a few lines taken from our range which we submit as being correct and good value.

Prospects in Canada for Fall trade were never better and we would advise that merchants see our salesmen at the earliest opportunity and thus be prepared rather than be disappointed.

Our salesmen are all experts in this particular branch of the business and will be pleased to give departments benefit of experience if consulted.

Ladies' Wear

Limited

Toronto

A Big Leader in Dutch Collars



DUTCH COLLAR AND JABOT
No. 982—$2.25 Dozen Sets

THIS collar in your neckwear department will make quick sales. The style shown here will be the most popular of all mid-summer neckwear lines.

This house has demonstrated its ability to lead in seasonable neckwear novelties. We can help you to make more profit from that department. Order a supply of the leader shown here. They will move out quickly.

Our range of Frillings, Veilings, etc., for Fall will embrace the very newest goods. Be sure to see samples our travelers show.

Sandersons Limited
66-68 WELLINGTON ST. WEST
TORONTO

of the gown or waist to fill up the V left by the coat. This is the fashion adopted by the smart women of Paris and Vienna to-day.



Paris Walking Suit, trimmed with Tress: Braid and Pattes formed of Soutache.

Parasols and Umbrellas.

If the weather has not favored parasols, it has been just the opposite with umbrellas and the manufacturers have been and are exceedingly busy. Moreover, travelers out for Fall are sending in large orders from some sections that are said to be away above what have been expected.

The straight Directoire handle is much in evidence, 12-in. and 14-in. being the popular selling lengths, though

Ahead of the Times

SEE OUR LINE OF
Dutch Collars

SUMMER NECKWEAR
FRILLINGS and RUCHINGS

The Archer Manufacturing Co.
313-315 COLLEGE STREET, TORONTO

PROMPT SHIPMENT OUR SPECIALTY

PEWNY'S Kid Gloves

Our Stocks of Kid Gloves for Fall

Are now arriving and we will be able to supply your Fall sorting wants promptly. ¶ Our buyer is now abroad placing advantageous contracts for Spring. ¶ Our travelers will show you the Spring line in good time.

Greenshields Limited, Montreal

THE ONTARIO BUTTON CO.

BERLIN, ONT.

Exclusive wholesale button merchants and manufacturers of all kinds of covered buttons.

Our lines embrace Satin, Black and Colored Grosgrain, Basket Weave and Taffeta Silks, Velvets and wool materials, Silk Braid and Mohair Twills and Silk and Mohair Soutache.



Our Triplicate Box

We cover buttons to order for merchants and dressmakers in any size from 14 to 50 lignes.

All Letter Orders Promptly Filled.

It is a

Fownes

That is all you require to know about a glove.

Fownes Bros. & Co.

Coristine Building,

MONTREAL

KONIG and

Manufacturers

VICTORIA SQUARE,

CALAIS
LYONS

Ready for Fall

WE are spendidly equipped for the Fall season, and cordially invite retailers to make an inspection of our various lines—

¶ All foreign markets have been searched to make our stocks the most complete in the trade—

¶ Careful buying of the right things is more than ever necessary for the coming season.

¶ Our assortments in the various departments will help lighten the responsibility, as they embody the newest and best ideas.

¶ A cordial invitation is extended to you to visit us when you are in the city.



Insertion, embroidered with fibre silk and tinsel on net, with glass beads in the centre of the flowers.

Look carefully over our salesmen's samples from these departments

Laces, Embroideries, Trimmings, Neckwear, Handkerchiefs, Veilings, Hosiery, Corsets. : :

BRUSSELS
NOTTINGHAM

Please mention The Review to Advertisers and Their Travelers

STUFFMANN

and Importers

MONTREAL

Laces and Trimmings Widely Used

PLAUEN
ST. GALL

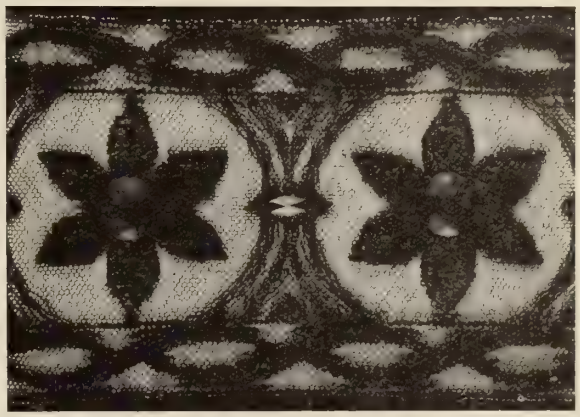
¶ Fashion dictates the wide use of laces and trimmings for the Fall season.

¶ Laces, showing combinations of jet and glass beads, gold, silver and steel effects, etc., represent the latest style note.

¶ Among the new Fall trimmings, we recommend jet beads, buttons, ornaments and many sequin effects.

¶ These latest novelties are stocked by us in a large assortment.

¶ Buying them from us minimizes your risk of unsalable stock, and creates a reputation for you of having the newest goods.



Insertion, Silk Embroidered on net with jet ornaments.

Fall Neckwear

¶ You will appreciate our distinctive range of Ladies' Fall Neckwear. Prominent among the novelties shown are the Gibson Collar effects with the points farther at the back. They come in Guipure, Venice, etc., and many are trimmed with beads, colored silk, etc. Cuffs are shown to match.

¶ We are also showing a beautiful range of Coat Collars and Cuffs to match in many new effects.

¶ The new range of Laces and Trimmings exemplifies our unique buying facilities, and our determination to give you the latest novelties at the earliest possible moment.

We maintain at all times a large and varied stock for your convenien ce.

PARIS
LONDON
NEW YORK

NOVELTIES IN WAISTS, DRESSES AND SKIRTS.



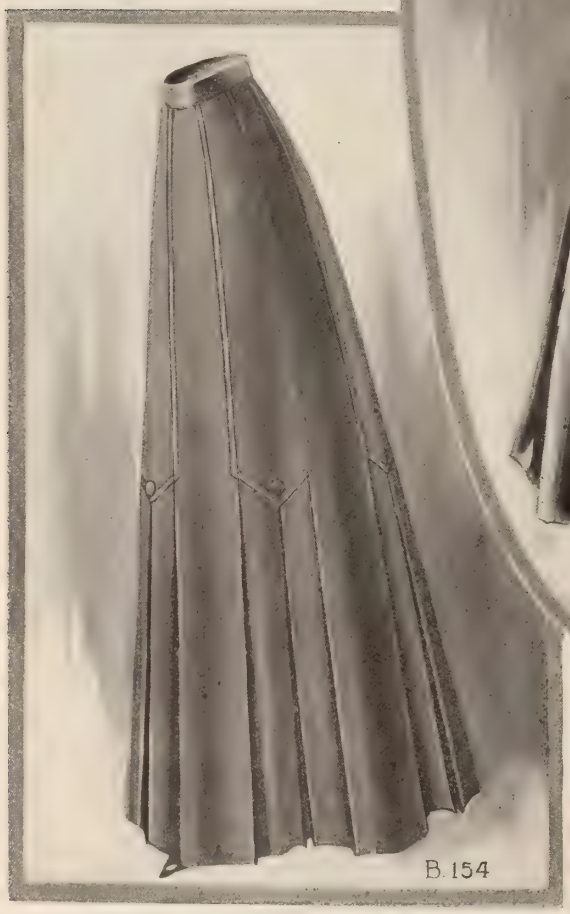
Advance



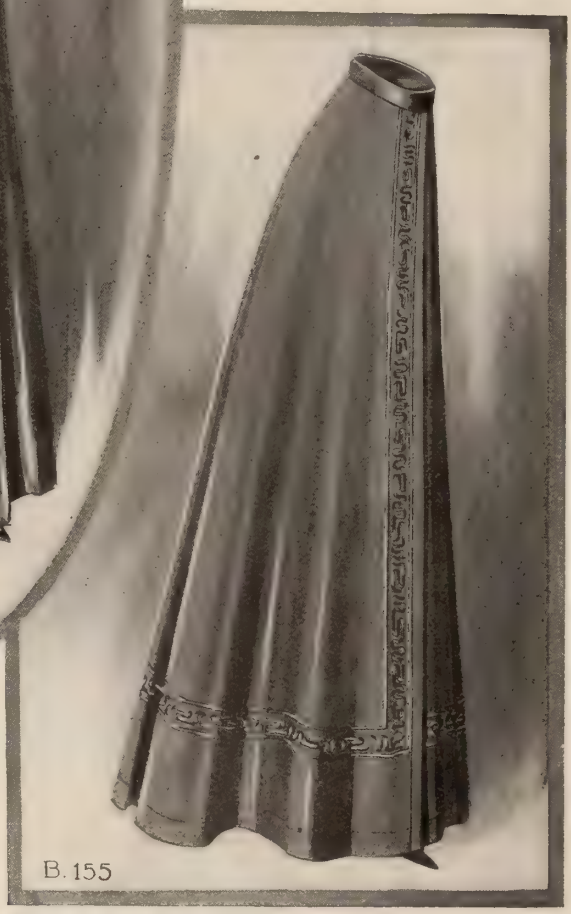
Styles



for

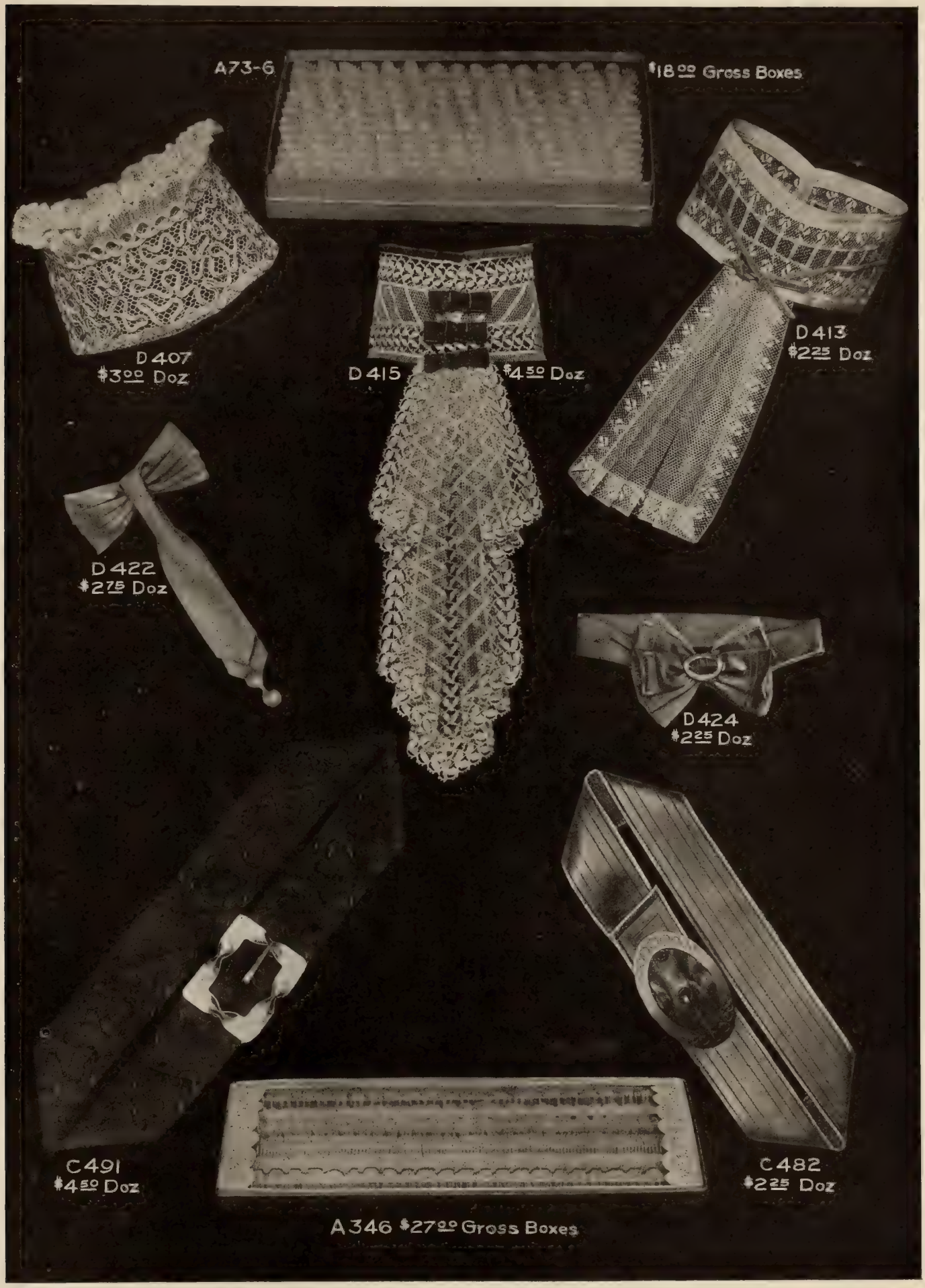


Fall.



R. D. FAIRBAIRN CO. LIMITED - 107 Simcoe St., Toronto.

A FEW OF OUR ADVANCE STYLES AT SPECIAL PRICES



R. D. FAIRBAIRN CO. LIMITED - 107 Simcoe Street, Toronto

they are shown up to 18-in. in length. That is the extent of the length in domestic lines, but, in the United States, longer handles are shown. The handles are especially attractive with the straight, plain green ebony handle as the one best liked on classy goods. This wood is shown



Long Silk Glove showing Tucked Mousquetaire Effect
— Shown by the Paris Kid Glove Store, Montreal.

variously mounted and is particularly attractive when combined with the new engraved or etched silver. Directoire handles in engraved silver are shown and various combinations of silver and colored pearl. Colored pearls are a happy combination with rolled gold plate. Boxwood, snakewood and partridgewood handles, both plain and mounted, are shown.

Ribbons.

Ribbon deliveries are still unsatisfactory as a whole. Importers who placed orders early are not experiencing much difficulty in this respect, but buyers who delayed orders find that they cannot get the goods as soon as they want them. Manufacturers of ribbons, particularly of the better class goods are asking for four and five months delivery instead of the usual two and three. Prices are about 10 per cent. higher than a year ago, but are steady at present. If any change takes place it will be upwards. Orders for Fall were good, buyers evidently realizing the value of early orders.

For the high class trade, satin ribbons will have the preference. Moires are coming to the front, on account of the vogue for moire silk. Country trade is taking more of the taffeta than moire or satin. There is not a great deal of fancy ribbons in demand.

There has been an astonishing demand for velvet ribbons, and though this has abated somewhat, it is expected that it will again be strongly to the fore for Spring trade, 1910.

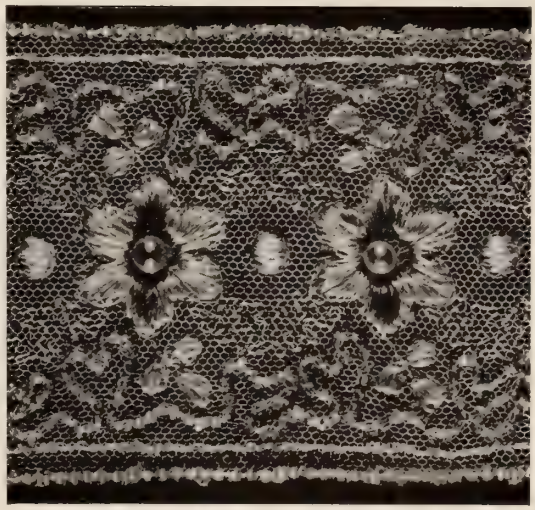
Colors will run on the prominent shades in dress goods and silks. Old rose, wistaria, serpent green, myrtle, taupe, etc., will figure among the fashionable shades for Fall trade, while of course, there is the usual demand for staple colors.

The Glove Situation.

Glove importers have had more than their share of worry regarding cancelled and returned long fabric and kid gloves. In many cases retailers have acted in a very high-handed way, simply returning the gloves without any explanation except a memo of the quantities and requesting a credit note. This has caused a good deal of friction and suggests to wholesale importers the advisability of co-operation. It is evidently very hard to know when an order is an order. In the face of cancellations of the general trade, store like Eaton and Simpson, of Toronto, Eaton in Winnipeg and David Spencer, Vancouver, have been buying big quantities of long gloves. In this connection one of the novelties, which has been introduced to retain the popularity of long gloves is a 20-button length silk glove, tucked and closed with buttons to represent a tucked mousquetaire sleeve. This glove may be worn either with short sleeves, or pulled over a long close fitting sleeve, as it is made loose enough for that purpose. These gloves come in the neutral shades, white, black, champagne, pongee, mode, and pearl grey.

Fall orders for kid gloves are chiefly for the wrist lengths, with of course, the usual call for the very long gloves for evening wear. Staple shades are chiefly in demand. White gloves have sold remarkably well for the Fall season, and there has been a good demand for champagnes and modes. Tans are the big sellers. Glaces are in the majority, but there is a marked increase in the demand for suedes, more of these being taken than for several seasons past.

Chamois gloves for outing wear have been doing exceptionally well, and there is a cape glove, with a strap and buckle at the wrist which has met with favor.



Net Insertion, Embroidered with two Sizes of Beads
— Shown by Konig & Stuffmann, Montreal.

Importers state that orders for Fall were exceptionally good, and that repeats are already coming in in good quantities. The only difficulty seems to be a scarcity of goods. Prices are back to normal, but recent advices from Grenoble state that there has been a slight increase, and that further advances may be looked for. This is prob-

ably due to the fact that stocks were low, and merchants have been scrambling for short goods. Another condition which has likely had something to do with it, is the difficulty in getting sewers. There is no difficulty in getting cutters, but sewers are hard to secure. The increase in prices will not likely affect retail selling before Spring. The American market, in view of tariff changes, has been taking all the available supply of gloves for Fall. Wholesale importers are becoming anxious regarding their Fall stocks.

Trimmings, Braids and Buttons.

(Staff Correspondence.)

New York, July 2.—The vogue for jet is perhaps the most dominant feature of the season in trimmings and buttons. While to some extent much use has already been made of jet, it has not become general, owing to the shortage in the supply.

Fall and Winter are better seasons for jet trimmings and this season they will be more extensively employed than they have been heretofore. Jet will be seen in millinery decorations, hair ornaments, buttons and trimmings of all kinds. Importers are bringing over many jet buttons and combinations of jet and metal effects in their new Fall lines. The demand exceeds the supply in jet, but those who have been successful in securing the goods are



Lace Stock Trimmed with Guipure Medallions and Gilt Braid—Shown by R. D. Fairbairn Co., Ltd.

advancing the prices extensively. While there will be a big demand for jet buttons, there are many new novelties that are also being brought out in other style buttons, such as the polished wood buttons which are very new. These come in all shapes and sizes and are very pretty. The colorings are beautiful in the wood buttons.

Moire trimmings and buttons will also come in for their share of popularity especially on cheaper gowns and suits. Satin trimmings are expected to have some recognition for pipings and buttons.

Braided nets will be good for yokes and sleeves of costumes. Soutache rat-tail braid or cord are used for such purposes in both silk and cotton effects. The gold and silver nets form the foundations of some of these effects.

READY-TO-WEAR GARMENTS.

(Concluded from page 162).

Underskirts.

Underskirt manufacturers are exceedingly busy and there is a fear in some quarters that they have oversold their product. One reason for this is that they are finding deliveries of desirable fabrics slow.

Taffetas are back in their usual place in underskirt lines, and the taffeta petticoat is first favorite. Manufacturers this season are showing models in both a soft-finished and a rustling taffeta and the buyer may make his choice. Moires are selling well and there are indications that shot taffetas are to command attention later. Some of the large buyers are sampling shots, and express themselves as having faith in their future development. There is this in favor of shots—they will match or tone in with more gowns than the plain fabric.

Moirettes are selling well, and sateen, as usual, has a big call in low-priced goods. To English taffetas is accorded each season more favor. This fabric has the feel and rustle of silk at a material reduction in price. It gives extremely good wear, and forms in every way an extremely good petticoat fabric.

The comfort, smartness and convenience of the knit-top petticoat is well known in the United States, and the price consideration has been what has always stood in the way of a big development in Canada. Knit-top petticoats are now made here, and the firm handling them are doing a rapidly increasing business. The knitted tops are so made that they cannot sag, and come in cotton, cotton and wool, and silk knitted fabric, while taffeta, moire and English taffeta are used for the flounce part.

There is a Canadian skirt on the market for which a number of good points are claimed, the chief of which is that it does not have to be stocked in different waist sizes. The skirt fastens at the side and when first put on by means of a clever arrangement of eyelet holes and a patent hook, an inverted boxpleat is formed at the back that regulates the size of the waist. Once adjusted, there is no further trouble, nor is there any fulness nor bunchiness at any point. This device is, of course, patented.

Juvenile Garments.

By having the garments in stock, and by judicious advertising and pushing, a large business in the children's wear section ought to result during August. At that time, if properly shown and handled, children's garments ought to sell well, for, after a month or six weeks of strenuous holidaying, the mother is beginning to think of the needed preparations for the opening of school. Early August is the time for the window trimmer to get busy and put in a few windows featuring the line, and if he develops some feature in connection that points clearly to the passing of the holidays and the return to school, so much the better.

Banking Accommodaion.

It is a paradox that the good suffer with the bad many times. This is particularly true in regard to the banking accommodations extended manufacturers and wholesalers in many centres of Canada, but particularly in Montreal. In recent years Montreal has had several bad failures, and a few weeks ago a particularly bad one. This is doubtless the reason for banks going the limit on the question of security. Several manufacturers find that they are handicapped by the banks insisting upon a percentage of collateral that ties up capital. It is a common thing for manufacturers who use customers' paper to put up 25 per cent. or more than the amount which is put down, even upon paper which is considered good.

The criticism is made that drastic treatment of manufacturers by the banks has forced many firms into liquidation as the only solution of their trouble. It is contended that if these firms had been given more reasonable banking accommodation they would soon have reached the point where they would not have required it

"EXCELDA"

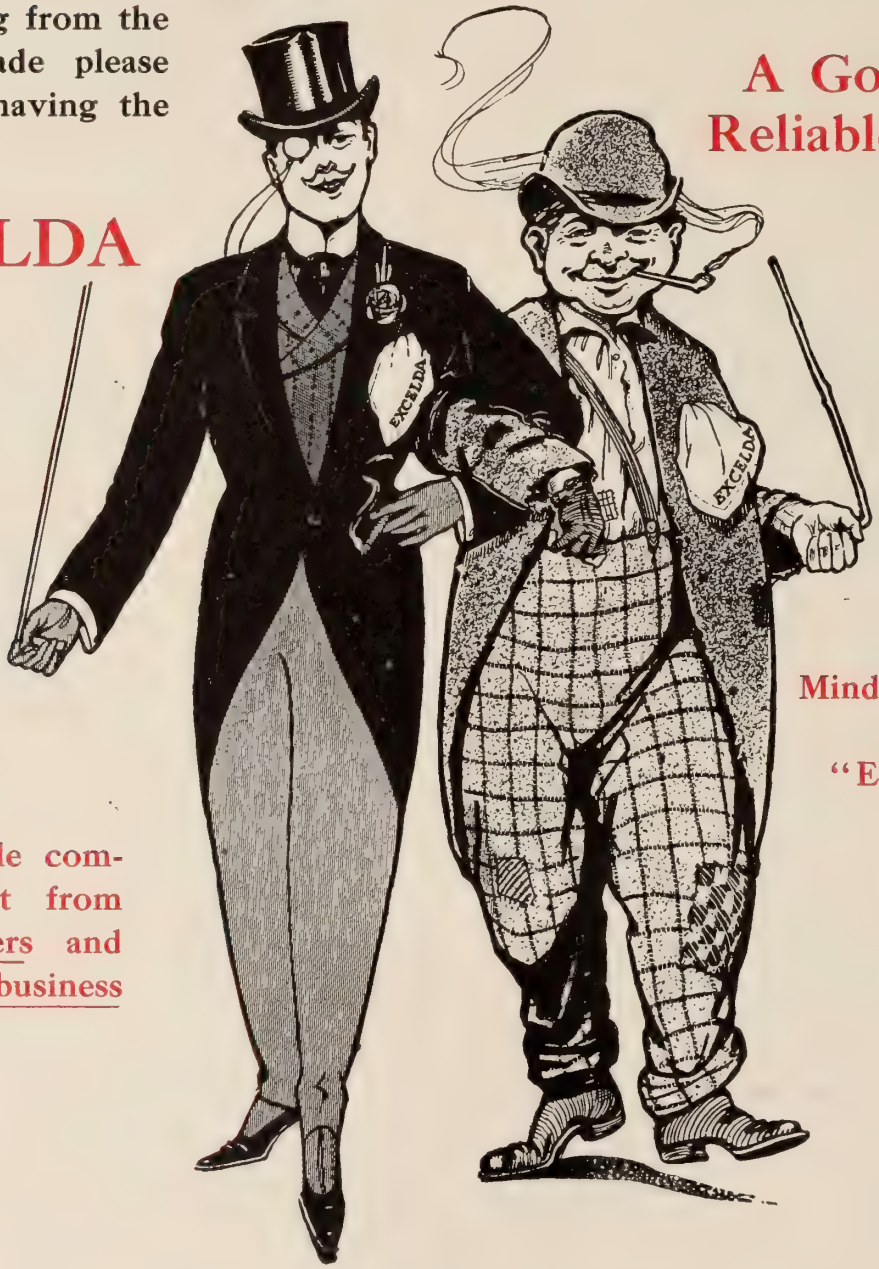
Handkerchiefs

Made from a new Fabric of superior quality.

When buying from the wholesale trade please insist upon having the genuine

EXCELDA

A Good and Reliable Article



Mind you get the Genuine "EXCELDA"

A good article commands respect from your customers and increases your business

Happy and Contented, We use Excelda Handkerchiefs.

Two Gold Medals Already Awarded for Excelda Handkerchiefs.



Interior of Blumenthal's New Branch Store, Montreal.

Men's Clothing and Furnishings News

Greys Promise to be Prominent Feature in Spring Lines of Men's Woolens — Mills are Busy on Fancy Worsted and Late Orders will Undoubtedly Meet with Poor Delivery—The Situation in Chemnitz.

WHOLESALE woolen men have had a record season. The letter-order business has been exceptionally good, and this indicates that a good many merchants are merely buying as they want stock. The wholesaler, therefore, has had to carry heavier assortments than usual, but it is evident that for Fall, placing will be conducted on a more liberal plan. One thing is also certain, that the people who have not bought well for Fall requirements are going to find it difficult getting deliveries. The manufacturers of fancy worsteds are very busy, and in more than one house, it is found that repeat orders cannot be filled in less than two months from the time actually required.

A glance at Fall sample books shows that the greater run has been on greens and browns.

Gray for Spring.

For Spring, the indications are that greys will have an unusual emphasis. A number of very fine samples were seen in a bluish or slatish cast of a two-tone self effect with faint lines of color. Light colors are, at any rate, the chief feature of Spring lines already shown. The opinion is expressed by some, that the time is not far distant when tweeds will come to their own in a greater degree than is evident at present. One reason for such a prophecy is the present high price of fancy worsteds. In the Old Country, this tendency is said to have become noticeable, and Spring lines are featuring Bannackburn tweeds.

In worsted lines, while checks have some prominence, they are almost invariably over-striped. Pick-and-pick mixtures have a good showing. These are varied somewhat by a divergence of weave, forming a stripe. Greenish grey is also considered a good tone in these patterns.

Spring Clothing Lines.

Among clothing manufacturers, greys are also being well considered for Spring lines. Fall business has, judging from first-hand reports, been very satisfactory. Manufacturers are not giving publicity to Spring designs as yet, but it is promised that the novelty which has marked the past two seasons is not going to be relinquished. It would seem that the limit had been reached, and in fact, there are those who declare that the time has come for a relapse of what they refer to as "saner things." Smartness, it is pointed out, is the great essential in the young man's clothes at the present time, and in retaining this the Canadian manufacturers cannot be accused of overstepping the mark set by propriety. As the head of one house put it. "Our novelty goods have taken well, but you may say that for next Spring, as for any season, every taste and temperament is being considered to the fullest extent possible."

THE BEST WATERPROOF COLLAR

for you to sell is the collar your customers **want** to buy. There is just one collar which meets this description. It is the Challenge Brand—The Arlington. We create a demand for you for this collar, and this demand is constantly growing because the man who once wears one always wants the same collar. The reason for this is that they are more like linen than any collar ever made; same dull finish and the same linen texture. No linen collar has more correct style than the Arlington.

You cannot afford to risk your reputation as a merchant by selling inferior goods. Every collar you sell which disappoints your customer hurts **you.** This is one of the strongest reasons why you should sell the Arlington collar. Your jobber can fill your orders for our goods.

We also manufacture Arlington Collar Supporters, Dressing Combs, Fine Combs, Martingale Rings and Harness Loops, and all in the Arlington quality—the best.

SPECIAL NOTICE.

A handsome outside Collar Case, made of the finest British Plate Glass and the choicest quarter cut oak, given away absolutely free to dealers using Arlington Challenge Rubber or Pyralin Collars and Cuffs. Write our agents re conditions, which are most reasonable.

The Arlington Company of Canada, Limited

54-56 Fraser Ave. - - Toronto

Representatives

Western
J. A. Chantler & Co.
Toronto

Eastern
Duncan Bell
Montreal

The New Hosiery.

Wholesalers of men's furnishings who have returned from Europe, where they have been purchasing Spring stocks, state that a somewhat interesting study is presentered by the Chemnitz hosiery makers. Canadian buyers have bought heavily, but representatives of large United States houses had done little placing, preferring rather to wait until the tariff situation at home had assumed more definite shape. It is predicted that, should there be an addition of 20 per cent., ad. valorem, it will practically wipe out the United States import trade on $2.25 lines, owing to the advantage thus placed in the hands of home manufacturers. For immediate use, however, large shipments have been made and rushed in order to take advantage of present conditions. The Germans naturally view the proposed tariff changes very seriously and declare that, since the line referred represents their best effort in that grade, they cannot be expected to bear any share of the burden. There is considerable talk of favored nation relationship with Canada, and one buyer stated that he heard, from a somewhat authoritative quarter, that some such arrangement as that was expected before the new year. The German manufacturer looks upon Canada as a market of great promise, and tariff concessions are therefore greatly to be desired.

Referring to the agitation which is now going on in the United States by way of protest against the monopolistic tendencies of the Payne Tariff Bill, a manufacturer of Canadian hosiery stated that while he and his wife were going through a large Chicago store, recently, they were each given an oportunity to sign one of the petitions of protest. It appears to make no difference whether the signatures are those of people residing in the United States or not, or whether they be at all interested in the points of dispute. Petition after petition has been rushed to Washington from every part of the country, and if the Bill, as originally framed, passes, it would appear to be against the unmistakably-expressed wishes of the free and united people of the great republic.

Plain Colors.

To ask a returned buyer what the outstanding feature of next Spring's hosiery lines are, is to receive the almost-invariable answer, "Plain colors." Thus far, it would appear to be a repetition of last season, but, in higher grades, at least, splashy embroideries will be eliminated. The plain ground and neat clocks will, it is pointed out, form a reasonably striking combination in lisle and cotton footwear. Breaking away from the plain effects, vertical stripes will be good style. Jacquards are also favored.

While prices on the Chemnitz market are said to be quite satisfactory at the present time, it is stated by some that there is a likelihood of an early advance. The mills have their business fairly well in hand and deliveries are expected to be good. In the cashmere market, prices are said to be somewhat firm, owing chiefly to the same condition in the wool market. English mills, it is stated, have by no means experienced a recovery to normal things. Enquiry among the wholesale and retail trade, however, shows some recent improvement, and this was generally regarded as an indication of better things.

Men's Spring Gloves.

Men's fabric gloves for next Spring still indicate a preference for greys and chamois. Buyers interested in

(Continued on page 188.)

Rock Island, Que., a Progressive Manufacturing Centre

Eight Pretentious Factories Manufacturing for the General Dry Goods Trade — Natural Advantages Available for Industrial Development.

BOOT manufacturing gave Rock Island its reputation, and manufacturing for the general dry goods trade is sustaining and increasing the renown of this energetic Quebec Province village. Every general dry goods merchant in Canada knows of one or more Rock Island manufacturers.

There are in Rock Island eight pretentious factories, manufacturing for the general dry goods trade, four of these making overalls, one, shirts; one ready-to-wear garments; one, suspenders; and one, horse clothing, besides the Lay Whip Co., (the largest whip manufacturers in Canada) and Butterfield & Co., (exporters to all parts of the world of taps and dies). This is quite a formidable list, and hard to approach in Canada for a community anywhere near equal size.

Rock Island is thirty-two miles from Sherbrooke on the Boston & Maine Railroad, and 104 miles from Montreal. In the accompanying illustration, the post, the line between the two door-ways marks the boundary between Canada and the United States, and between Rock Island, Que., and Derby Line, Vt., and also divides the American and Canadian Express Companies. Adjoining Rock Island on the other side is Stanstead, Quebec. Rock Island has a population of 1,500, and Stanstead and Derby Line have 1,000 each.

An Unusual Development.

The causes leading up to such an unusal development of manufacturing in so small a centre of population rest in the character of the men who are to-day managing the several factories and the fact that the Boston & Maine railroad's freight arrangement with the Canadian Pacific, Grand Trunk and Quebec Central roads is such that this point is not handicapped by a differential that would remove Rock Island from the field as a competitor. Another very important factor in the present status of these factories, is that they had very humble beginnigs, and are the result of slow, conservative growth, and to this one idea is largely due the present strength and reputation of these enterprises.

The present managers, even the foreman of departments have grown up with each business. One concern lost a traveler by death recently, that had been selling Rock Island productions for more than 40 years. The secret of the success of Rock Island products rests after all in the one idea that has been the shibboleth of every maker, and that is quality.

The natural beauty of Rock Island is hard to equal. It is built high upon a plateau, practically surrounded by forks and waterfalls of the Tomifobia River—thus its name—Rock Island. The county, Stanstead, is known as the flower garden of the Eastern Townships, and thus Rock Island supports several good general stores, that have been famous in at least three cases before the civil war in the United States.

The existence of the village dates back well over 100 years. It was settled by Yankees, when the location was on the stage route between Sherbrooke and Boston. It is one of the few Quebec villages that have retained their English preponderance in population.

It is not difficult to understand the attraction of Rock Island for manufacturing purposes. The Council has always been liberal (exemption from taxation) abundant water power is available at infinitesimal cost, and labor enjoys light and airy factories in exceptionally healthy surroundings. This has attracted a progressive lot of manufacureres of the self-made man type.

First Boot Factory.

Rock Island has always been a manufacturing village. Sixty years ago a Rock Island boot manufacturer sent travelers to call upon the retail trade. This was the first boot factory in Canada to do so. Soon several boot factories started in Rock Island, and the village attained a reputation as a boot manufacturing centre. They all made the famous long boot, which came to be known as the Rock Island boot. Factories like those of Chas. Pierce, A. T. Foster & Co., James Brodie & Kelsie (afterwards sold and moved to Montreal, what is now the Ames, Holden Co., Ltd.), Jondro & Goodhue, Hall & Jondro, and Wm. Jondro, did a splendid business. Gradually as the demand for this class of boot lessened, they withdrew from business.

Other industries that Rock Island has boasted are a book bindery, foundry, plow factory, cigar factory, felt



Post marks boundry between Rock Island, Quebec, and Derby Line, Vt.

hat factory, comb factory, tannery, etc., etc. All of these did well. In fact failures are unknown in Rock Island.

The present factories had a beginning over 26 years ago, and in the order of their standing are briefly reviewed.

The Standard Mfg. Co.

William M. Pike, the present owner of the Standard Mfg. Co., is the pioneer overall manufacturer in Rock Island, having started to manufacture overalls over twenty years ago.

The story is told of how Wm. M. Pike, and his brother and Mr. Whitcher (who sold his business to the Peerless Overall Co., last year), dicussed the advisability of manufacturing in Rock Island. After a lengthy discussion, it was decided that overalls offered a fruitful field in Canada. Straigthway they procured samples of American lines, made patterns and sent out samples locally. The result encouraged Wm. Pike and his brother, who were running a general store, to commence overall manufacturing. The Standard Manufacturing Co.'s business has always been healthy and flourishing. They manufacture a general line of overalls, coats, pants, shirts, etc., and the



GLOBE SUSPENDERS

FILL EVERY SUSPENDER WANT

For all purposes and all seasons there are the Globe Suspenders for your customers.

From $1.00 to $12.00 Doz. Best $2.00, $2.25, $4.00 and $4.50 shown in Canada.

Globe Suspenders are priced right, look right and are right.

HERE'S THE PROTECTION
we give you and your customers:

Manufacturers' Guarantee
THIS SUSPENDER IS WARRANTED TO WEAR TO THE SATISFACTION OF THE PURCHASER, IF FOR ANY REASON IT FAILS TO DO SO, MAIL IT TO US. WRITING YOUR NAME AND ADDRESS PLAINLY UPON THE PACKAGE, AND IT WILL BE RETURNED TO YOU IN GOOD CONDITION, FREE OF COST.
The Globe Suspender Co.
ROCK ISLAND, P.Q



THREE SPECIAL LINES

WIZARD

POLICE

HUB
SPECIAL STRONG BRACES
Double piece at back, $4.50 Doz.

Our salesmen cover all Canada. Look at their samples, or let us know your wants.

GLOBE SUSPENDER CO. --- Rock Island, Que.

Manufacturers of Globe Suspenders and Wholesalers of Up-to-date Men's Furnishings

Eagle Brand Shirts



Eagle Brand Shirts

The range for Spring, 1909, will be shown early in September. Wait for our traveller.

Eagle Brand Shirts sell at popular prices. The range of negligees from $6.50 to $12.00 deserves your attention.

Eagle Brand Shirts are noted for their exclusive patterns. They are accurately cut, and the workmanship is always accurate.

Eagle Brand Shirts will build your shirt business, and make you satisfactory, permanent profits. The samples are convincing. Will you get on our visiting list?

MONARCH SHIRT COMPANY, - Rock Island, Que.



Progressive Merchants

from Halifax to Vancouver will be interested in Mocris Taffeta.

Interested because we control this stock absolutely.

Interested because you may control it absolutely in your respective locality.

Interested because it is made into Duchess Brand Petticoats.



Mocris Taffeta
TRADE MARK.

Mocris Taffeta
TRADE MARK.

Quality wins because the world demands it.

With "Mocris" Taffeta made into Duchess Petticoats you have Quality and Perfection.

Quality has been our aim in securing the newest as well as specially woven fabrics for our petticoat trade.

Perfection in design to meet the demands of the most exacting; thus these two features are united in making the Duchess Brand Petticoats the most substantial line for any retailer to tie to.

Our special fabrics are "Mocris Taffeta," Heatherbloom Taffeta, as well as a number of imitations that are worthy a place in the list, sateen, moreen, silk taffeta, and others.

Our proof that we have produced the goods that were wanted is the fact that 1909 sales exceed 1908 to date over 40 %. This increase includes our Petticoat and Wash Suit business.

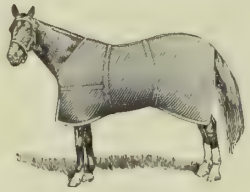
And, speaking of Wash Suits, just wish to say that we intend making our new spring line the strongest line in Canada.

We intend to prove our claim to your trade in the special lines we manufacture. Send for samples any time; we are always producing something new.

Telford & O'Rourke Garment Co.,

Rock Island, Quebec.

P.S.--It is'nt "Mocris" unless it has the label on the band.



STAY-ON
Registered Trade Mark

The Telford & Chapman Mfg. Co.

MANUFACTURERS OF

Horse Blankets of every style and kind

Sweat Pads

Sheep Skin Lined Coats

If you stock these lines you have the most satisfactory goods of the kind in Canada

ROCK ISLAND, - QUEBEC

PEERLESS OVERALLS

Known all over Canada for their make, fit, appearance and full sizes.

American Denims and Drills are used. The cloth is finely woven and gives unequalled wear.

500 Blue
600 Black **$12.00** 400 Railroad
321 Black **$9.50**

Samples upon request

Peerless Overall Co.

Rock Island - - Quebec

The Standard
MANUFACTURING COMPANY

Established - - - - - 26 years

The FIRST Overall Factory in Rock Island

Our lines of

Overalls, Working Shirts, Coats and Pants are STANDARD in every respect.

In every line there is a standard

In overalls that standard is Standard Overalls

If you get samples or look at the line in the hands of our travelers, you'll know the reason.

ROCK ISLAND
QUEBEC

Canadian trade is indebted to the firm for the first serious attempt to improve upon the class of overalls manufactured in Canada. Wm. Pike, since the death of his brother a few years ago, is the sole proprietor. He is also proprietor of a feed mill and supplies electricity where required.

Rock Island Overall Co.

As might be expected, S. T. Fregeau, who was working in Mr. Pike's store, soon decided that there was room for another overall factory in Canada. Over twenty years ago he started with Mr. Gilmore (now of the Globe Suspender Co.), the Rock Island Overall Co. This business has developed to a point where a big six storey factory, 100 x 40 feet, is required and their travelers cover all Canada. They manufacture the better lines of overalls, coats, pants, shirts, etc. etc. Quality has been the watchword of this firm in building their business. S. T. Fregeau is still at the head of the firm.

Globe Suspender Co.

James A. Gilmore sold out his interest in the Rock Island Overall Co., and with B. P. Ball, seventeen years ago, started the Globe Suspender Co. The two partners have succeeded in building up a suspender business that covers all Canada. Their present facilities include two large suspender factories, a box factory and storehouses. They are also wholesalers of men's furnishings specialties.

Telford & Chapman Mfg. Co.

Over twelve years ago Mr. Telford and Mr. Chapman joined forces as the Dominion Specialties Co., wholesaling novelty lines. They were always on the lookout for



"DEBENHAM'S"
for
NOVELTIES

Novelties
in
Dress Goods
Silks
Ribbons
Velvets
Velveteens

And in Montreal only
Millinery
and
Millinery Material

Attention is directed to our facilities in Paris and London which enable us to follow closely every movement of fashion.

That means we have the very latest styles and colorings always in stock.

Send in your Mail and Sorting Orders.

Debenham's
(Canada)
Limited

MONTREAL
18 St. Helen Street

TORONTO
Bay and Wellington Streets

DEBENHAM & CO. || LONDON (West), PARIS, NEW YORK, MELBOURNE, CAPE TOWN
LONDON (City), BRUSSELS, BOSTON, SYDNEY, JOHANNESBERG

TRUE FIT
TRADE MARK REGISTERED

THEORY PLUS FACT

WE THOUGHT

CANADA NEEDED A

Specialty Men's Topwear House

RAINCOATS - WATERPROOFS - OVERCOATS

WE NOW KNOW

OUR JUDGMENT WAS CORRECT

We now occupy a much larger factory at

304 Notre Dame St. West., Corner St. Henri St.

Our line of

OVERCOATS

includes the latest styles and materials

See our special

RAINCOATS

"GABARDINE" and "BURBERETTE"

The biggest range in the trade of

MEN'S WATERPROOF COATS

Write for Mobile Catalogue. Cut shown in this issue.

SAMUEL WENER & CO.

Manufacturers of True-Fit Brand

304 NOTRE DAME ST. WEST, - MONTREAL

lines that could be successfully manufactured in Rock Island. Nine years ago they hit it, and hit it right. Having wholesaled horse blankets successfully, they decided the line offered a good chance for manufacturing. They at once started the manufacture of horse blankets, and have built up the largest business in Canada. They were the first to manufacture the "Stay-on" horse blanket, their registered trade-mark. This blanket is shaped and has surcingles on the blanket. They now make all kinds of horse blankets, sweat-pads, and sheepskin-lined clothing. They sell all over Canada, and their buildings comprise the main factory, 90 x 44, five floors, a store house 30 x 50, three floors, besides sheds, extra store houses, etc.

Telford & O'Rourke Garment Co.

Five years ago Mr. Telford and Mr. O'Rourke, the present proprietors, started the only ladies' garment factory in Rock Island. Turning out specialties, coupled with accurate fitting garments, has built up a lucrative business, covering Canada. They manufacture specialties in underskirts, two-piece suits, shirtwaist suits, and separate skirts. They first introduced the Heatherbloom under-



General View of Rock Island.

skirts, and now make leaders of Morris taffeta underskirts, also specializing upon wash goods lines in skirts, shirtwaist suits and two-piece suits. Their travelers cover all Canada. Their head designer is now in New York, where he has been for a few months, at the designing school of the John J. Mitchell Co., and will return primed with the newest ideas, in time for their new Spring line, for which they are making special preparations.

Monarch Shirt Co.

Six years ago the Monarch Shirt Co. was started by F. W. D. Melloon and W. H. Hovey, the present proprietors. Mr. Melloon as he does to-day, conducted a general retail store. The Monarch Shirt Co. has built up a satisfactory business, and now occupies a four-storey factory, 40 x 30 feet. They manufacture a big line of negligee shirts and working shirts under the Eagle Brand.

Peerless Overall Co.

Mr. C. R. Jenkins and Mr. A. J. Bissonnet, proprietors of the Peerless Overall Co., are two of the younger Rock Island business men, who have rapidly assumed a leading position in the Canadian Overall manufacturing industry. They took over the overall business of Mr. Whitcher on March 1, 1908 and in less than one and one-half years have trebled their capacity. They manufacture the better lines of overalls, coats, grocers' coats, etc., and lay stress upon full sizes, and careful workmanship.

Won't You Do One Thing?

Investigate the possibilities of a Campbell Special Order Clothing Department.

Many retailers have learned that

Campbell Special Order Clothing is the profitable way of selling clothing. No bad stock. No capital tied up.

Campbell Clothing is known for its style, fit, finish and materials. Campbell Special Order Clothing is splendid co-operation, but hard competition.

Our enlarged facilities provide for the opening of additional accounts. Will **you** decide to have the Campbell franchise in your town?

The Campbell Mfg. Co. Limited

New Factory:

Elmire, Cadieux Sts. and Colonial Ave.

MONTREAL

XYLONITE (Pronounced Zy-lo-nite) LINEN
Collars & Cuffs

These Are The Reasons

why you can sell more Xylonite Linen Collars and Cuffs than of any other goods of a similar nature :—

1. They *look* just like the best class of linen—it takes an expert eye to tell the difference.

2. They are *stylish*—made up in the latest approved shapes.

3. They *fit*—being cut with scientific accuracy.

4. They *wear* much better than ordinary goods—being made of superior materials and doubly thick at the button holes.

5. They are absolutely *Perspiration Proof*—won't wilt in the hottest weather.

But This is the Main Point

They yield you a greater percentage of profit than any other make on the market. Now just sit down and write us for samples and prices; we can put money into your pocket.

GEO. RIDOUT & CO.
TORONTO
Canadian Selling Agents

Large Stocks available in the following Cities:
77 York Street, Phone Main 3003, TORONTO
56 Albert Street, Phone Main 3864, WINNIPEG
123 Coristine Building, Phone Main 3921, MONTREAL

BIG SALES ⟷ BIG PROFIT

MEN'S CLOTHING AND FURNISHINGS.

(Continued from page 180).

leather lines state that there is an indication of stiffening prices in certain grades, owing to an advancing tendency of raw materials and disadvantageous conditions in the labor market. So far as the Fall season is concerned orders have developed satisfactory volume. Suedes bid fair to rival capes in popularity.

The Rounded Wing Collar.

It would appear that the possibilities of any marked variation in the styles of turned down collars have been pretty well used up. Buyers state that in the Austrian market there is nothing that may be considered decidedly new in this section of collar assortments, but that some prominence has been attained by the small, rounded-wing effects. The flare in some of these is hardly two inches from tip to tip. American patterns also show that this collar has taken hold and is being featured strongly for Spring.

Black and White Vogue.

In shirts as in neckwear, black and white combinations are being made much of in England. Entire window displays are arranged with these colors as the basic principle, and it is predicted that while they always have been staples of more or less individual strength, their judicious use in combinations will be a feature of Spring lines in the high-class trade. The general color card sugests little confinement of range. Stripes will still be a pronounced feature both in shirts and ties.

Advance Hat Styles.

Buyers have already seen Spring ranges of hats. In derbies, it is noted that crowns, particularly the English blocks, are squarer than those of last year, with brims, having a more pronounced curl. It is pointed out that greens in soft shapes will not occupy the place they did formerly and that one of the newest shades is a delicate tone of wine. Greys will still be strong in the tourist and Alpine class. The shaped telescope is also said to be passing, and taking its place in the smaller shapes are the full-crowned hats, which leave the denting process to the wearer's discretion.

The past month has seen a most satisfactory development in straw business. The heated spell has done the trick and the movement has been exceptionally strong both in plain braids and sennits. The cloth cap and hat trade also report a good season, and placing in this department also points to an encouraging winter record. Spring lines are now being prepared.

Clothing Prices Soar.

A despatch from New York states that, in anticipation of the effect of the present provisions of the Aldrich tariff bill, the prices of men's clothing were sent sky high within a week, during the latter part of June. Clothing dealers report that suits that could be bought a week ago for $20 are now being marked $35.

Staple worsteds and woolens took a 35 per cent. rise within a few days. Coupled with the expected tariff ef-

NIAGARA NECKWEAR Co. LIMITED
NIAGARA FALLS
MAKERS OF
AMERICAN STYLES
OF NECKWEAR

DOMINION SUSPENDER CO.
NIAGARA FALLS
MAKERS OF
Trade D Mark
SUSPENDERS
GUARANTEED

Niagara
Niagara Shirt Co. Limited
Niagara Falls
Canada
Makers of
Niagara Shirts

feet is the increased cost of scoured wool, which a year ago cost 16 cents a pound and which now is quoted at 75 cents.

Clothing sellers look upon the situation with much satisfaction, their position being much stronger than it has been in many years.

Blumenthal's New Store.

(Staff Correspondence.)

Montreal, June 30.—The new East End branch store of J. H. Blumenthal's Sons' Lt., 483-485 St. Catherine Street East, Montreal; main establishment corner Craig and Bleury Streets, which was opened to the public recently is unusually attractive both as regards construction and equipment. It is also admirably suited in location for the particular French trade to which it caters.

The new building, which is semi-fireproof, consists of three stories and basement, and is of brick construction. It has a frontage of 32 feet by a depth of 130 feet.

The windows are large and roomy and allow plenty of display space. While there are but two, these are sufficient according to the layout of the building. They are situated, one on each side of a mosaic-finished main entrance. The base of the windows is completely surrounded by very handsome brass signs on which the wording, such as "All of our goods are hand tailored" conveys to the passer-by, in a certain manner, what is going on in an up-to-date clothing establishment.

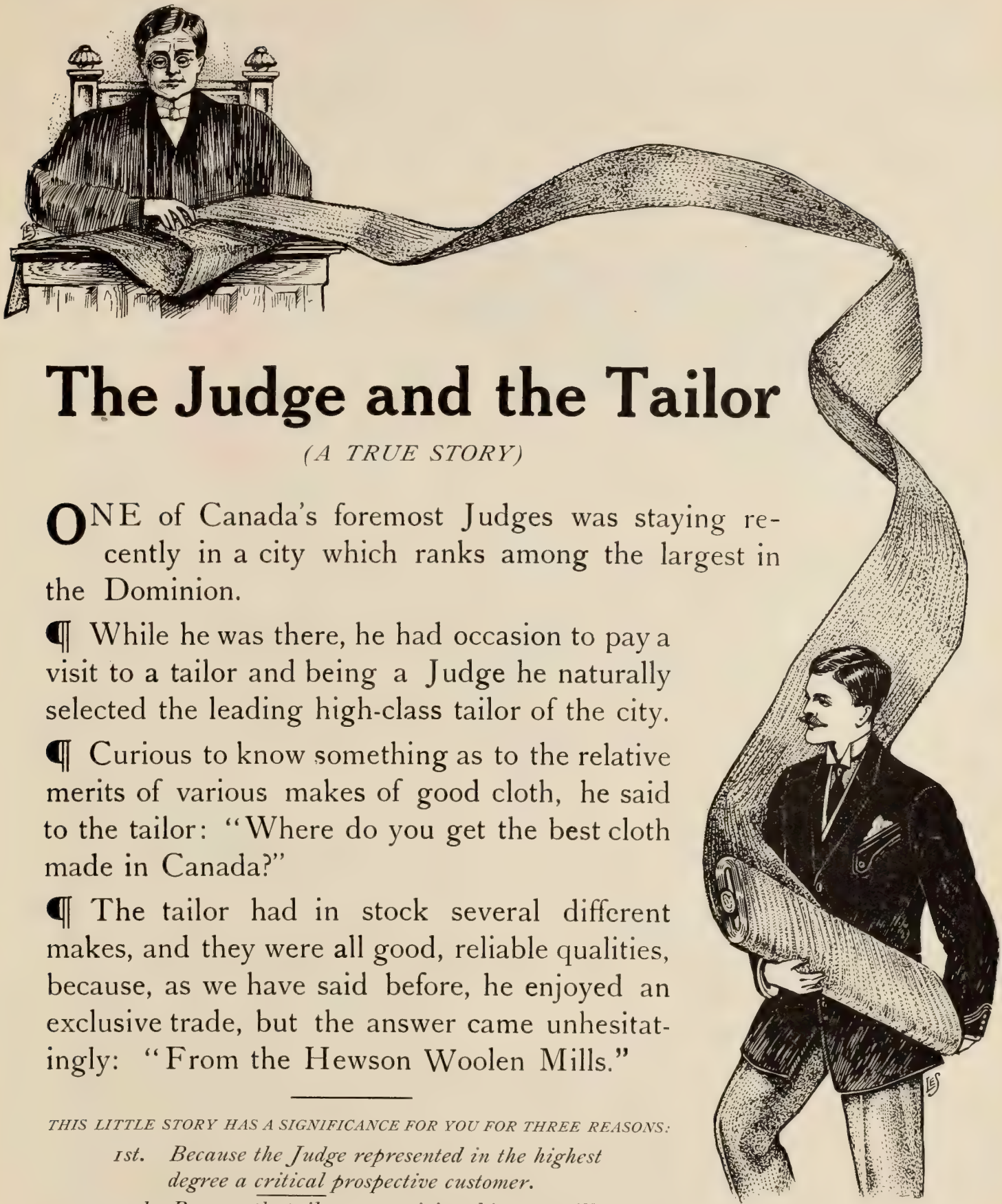
A noticeable feature of the main floor is that it contains no tables of any description. All the stock is carried in the finest of hardwood wardrobes constructed for that purpose and finished off with a very handsome railing. Mirrors also are distributed throughout many parts of this floor, not only for decorative purposes but also for the conveniences of their customers. The front part of the floor is set off by very handsome hardwood cases used for displaying vests and odd pairs of trousers. The centre of the room contains stands, running from the front to the rear, on which are displayed everything that is fashionable. Near the entrance are attractively-finished glass show cases. These cases help to complete an effective ensemble of the floor.

The second floor is used partly for the display of boys' and children's clothing. A large reserve stock is also to be found on this floor. Large handsome glass cases which line both sides of the room, as on the ground floor, give a very pleasing effect to the department.

The top floor is used exclusively for repair purposes; a skilled workman being employed to make the little changes that are found necessary in all garments from time to time. The basement is given over to storage purposes.



The Triple Front Auto Coat — Shown by Samuel Wener & Co., Montreal.



The Judge and the Tailor

(A TRUE STORY)

ONE of Canada's foremost Judges was staying recently in a city which ranks among the largest in the Dominion.

¶ While he was there, he had occasion to pay a visit to a tailor and being a Judge he naturally selected the leading high-class tailor of the city.

¶ Curious to know something as to the relative merits of various makes of good cloth, he said to the tailor: "Where do you get the best cloth made in Canada?"

¶ The tailor had in stock several different makes, and they were all good, reliable qualities, because, as we have said before, he enjoyed an exclusive trade, but the answer came unhesitatingly: "From the Hewson Woolen Mills."

THIS LITTLE STORY HAS A SIGNIFICANCE FOR YOU FOR THREE REASONS:

1st. Because the Judge represented in the highest degree a critical prospective customer.

2nd. Because the tailor, recognizing this, was willing to put his valuable reputation for reliability behind Hewson Cloth.

3rd. Because this story is a true history of an actual occurrence.

On the TIP of the TOP

IN FRONT OF THE FRONT RANK



Where "ENN-ESS" Clothing is made. Factory floor space covering over four acres.

that's where "ENN-ESS Garments are this season. Have you seen them?

THE NEW

"Enn-Ess"

fabrics in exclusive patterns combine top-notch style with A1 value.

These fabrics include such trade winners as the new novelties in greens and browns in choice shadow stripes, etc., etc., in a very extensive range.

The new "ENN-ESS" styles include the latest and most desirable features in construction, and finish and detail of shoulders, fronts and sleeves, etc. This particularly applies to our medium and higher price grades.

CLAYTON & SONS, Halifax, Can.

Our Hosiery Range for Spring 1910

is the largest and most varied in the trade

EXCLUSIVE DESIGNS

Our range of Men's Lisle Hosiery, to retail at popular prices, contains many patterns you cannot get elsewhere. The Jacquard effects are particularly smart. Values will please you.

EXCEPTIONAL VALUES

LADIES' HOSIERY

All that you would expect to find in the largest line in the trade is represented. Exclusive patterns and big values abound. See the range of Silk Lisle.

LARGE RANGE OF COLORS, BEAUTIFUL EMBROIDERIES, JACQUARDS, ETC.

Our buyer spent many weeks in the Chemnitz market, and his arrangements with the best manufacturers mean big values, exclusive designs, prompt delivery. Wait for our representative.

PERRIN FRERES & CIE.

Mark Fisher Building **MONTREAL**

LOOK FOR IT!

ON

OVERALLS
SHIRTS
SMOCKS
WORK TROUSERS
FINE TROUSERS

TRADE THE WHITE CO BRAND MARK

Our Goods are
RAPID TRADE BUILDERS

WHITE Limited 226 ALBERT STREET — OTTAWA —

"Faultless" Clothing

The Proven Best Line for Merchants Catering to the Medium Trade.

We make a general line of popular priced clothing, suits and overcoats in all the latest styles.

Our factory facilities assure painstaking tailoring and economical production. Our large output means a big variety of materials, at close prices.

Our brand was not chosen without careful thought, and we endeavor to live up to the "Faultless" standard in all our dealings.

A card will bring you samples of our new Protect Collar and Combination Overcoat

IT'S A WINNER

Your Fall Sorting Orders Requested
Wait For Our Spring Line

WENER BROS. & HART

Manufacturers of the
"Faultless" Clothing
MONTREAL

CANADA
TRADE MARK.

Glove Education

The Maple Leaf Line
is of absorbing interest to every discriminating glove buyer.

A full range of Ladies' and Men's Wool and Fur-lined Gloves.

The Robert Ryan Co.
THREE RIVERS, QUE.

THE ALLIANCE MANUFACTURING COMPANY LIMITED, MONTREAL.

MANUFACTURERS OF

WHITE SHIRTS, NIGHT SHIRTS

AND

FINE NEGLIGEES

New Range for Spring 1910

WILL BE READY JULY 15th.

THE WHOLESALE TRADE ONLY SUPPLIED

THE ALLIANCE MANUFACTURING COMPANY LIMITED

15-19 Clark Street, - MONTREAL

Wreyford & Co.

TORONTO

WHOLESALE MEN'S FURNISHERS

Sole Agents in Dominion for:—

Young & Rochester's

Shirts, Collars, Neckwear, Fancy Vests, Dressing Gowns. Best selection Flannel Shirts in Canada.
THE NEW VESTS have military edging.
FACTORIES: London and Londonderry

T. H. Downing & Co., Leicester

Underwear, Hosiery, Cardigans, Club Jerseys, etc.

July is "AERTEX" Month

Be Clothed in Air

Now in stock all sizes

Cellular "AERTEX" Underwear

Short Drawers Union Suits

SPECIAL KNITTED NECKWEAR

Two-tone, Bars and New Bias design, $3.00 doz.

Our CARDIGAN SWEATER COAT

is best value and style shown this season.
See it before placing Fall order.

TRESS & CO.'S noted Hats and Caps

THE "CRAVENETTE" CO., LTD., affix their stamp only to such goods as are suitable in quality for Showerproof purposes.

REG° TRADE MARK "Cravenette" PROOFED BY THE "Cravenette" C° LTD

Fac-simile of Stamp.

THEREFORE, this stamp is a guarantee not only of Showerproof properties but also of the quality of the material.

Buyers of Showerproofs should ask for those proofed by



BDA (Copyright)

DUST-PROOF

as well as

Showerproof

The 'Cravenette' Co., Limited

Proofers to the Trade, BRADFORD, YKS.



American Boy STOCKING

Trade Mark Registered in Canada

Every pair Guaranteed

WANTED! Selling Agent for Canada

We want to get in touch with a live, energetic, practical Hosiery man to sell the "American Boy" and "American Girl" Stockings in Canada.

We will make liberal arrangements with the right man who can satisfy us as to his ability and energy, and will back him up by strong advertising and co-operate with him in every way.

Splendid opportunity for the right man.

American Stocking Co.

498 BROOME STREET NEW YORK

Oxford Quality Tweeds

There are some tweeds that possess an air of fashion, which the manufacturers cry up to the fullest extent—but these goods lack quality, and in the long run quality counts. Now, Oxford Tweeds possess the very highest quality, being made by experts from pure wool. At the same time, our patterns represent the height of fashion and elegance. Always the very latest. We anticipate the public desire in Tweeds and give you the benefit. Oxford Tweeds sell themselves, especially after first sale. No wonder up-to-date dry goods merchants insist upon Oxford Tweeds. They are what discerning people want.

OXFORD MANUFACTURING CO., LIMITED

Sole makers famous Oxford Tweeds, Homespuns and Yarns

OXFORD : : : : : : NOVA SCOTIA

250 Kinds of Deacon Shirts—

EVERY ONE OF THEM OF EXCEPTIONAL VALUE

We want to send you samples of the Deacon line, comprising Working and Negligee Shirts, because, if we can get you to examine the samples, we are pretty sure of your order. They are made of the best domestic cottons and woolens, and their unstinted success with other dealers gives us confidence that YOU will find them to be real money-makers. Examine the samples, anyway—we shall be pleased to send you a set on request. *Write us for them to-day.*

The Deacon Shirt Co., Belleville, Ontario

REID & PORTER
Manufacturer's Agents
230 McGill St. : Montreal
HEADQUARTERS FOR WOOD DISPLAY FIXTURES
CATALOGUE UPON REQUEST

AGENTS FOR
Ostheimer Brothers
O·B SUSPENDERS
BRETELLES INSÉPARABLES
PARIS NEW YORK PHILADELPHIA

PIM BROS. & CO.
DUBLIN
Irish Poplin Silks and Neckwear

STANFIELD'S
UNSHRINKABLE
UNDERWEAR



We take the shrink out of the wool BEFORE the garments are woven. This insures every garment being absolutely unshrinkable. You can guarantee Stanfield's Underwear to your customers, because we guarantee it to you.

Write for Samples and Prices

Stanfields, Ltd. - Truro, N.S.

C. BESSETTE
Wholesale Manufacturing Furrier

Inspection invited when in the city this summer, as our FURS FOR FALL this season have a fit and finish which we think will be hard to excel.

223 Notre Dame St. West, MONTREAL



Price 50c.

The Berlin Suspender and Button Co., BERLIN, ONT

A Practical Millinery Paper

Commencing with August publication of the Canadian Millinery Review will be resumed. Send for a copy and give it to the head of your millinery department.

THE CANADIAN MILLINERY REVIEW
10 Front St. East Toronto

A Real Trade Impetus

This is what

Imperial Gloves

have always proved to be with the merchant who handles them. The chief desire you should have in selling gloves and mitts is to give quality and value. This is what every pair turned out by us represents. They stand for strength and style, fit and flexibility, wear and worth. They are made of the best material, represent the most skilled workmanship and every pair is guaranteed. We have a reputation to maintain and cannot afford to jeopardize it by any inferior article. Don't risk yours.

LET US SEND YOU QUOTATIONS

Imperial Glove Co., Ltd.
DUNDAS, ONTARIO

Manufacturers of specially good Gloves and Mittens for Farmers Railroadmen, Drivers, Hunters and Automobilists.

When writing advertisers kindly mention Dry Goods Review.

PHILLIPS & WRINCH

SMALLWARES and NOVELTIES

Limited

FALL 1909



Our Fall samples, replete with every selling Novelty in the Smallware line are now in the hands of our eight representatives. If they do not reach you, write us direct and we will send you an approbation parcel express paid.

Hair Ornaments in Jet, Bronze and all the staple colors to retail from 10c. to $12.00 each.

Hair Nets, Hair Rolls in all the selling styles.

Full line of latest styles in Hat Pins, Including Jet, Metallized Wheat, etc.

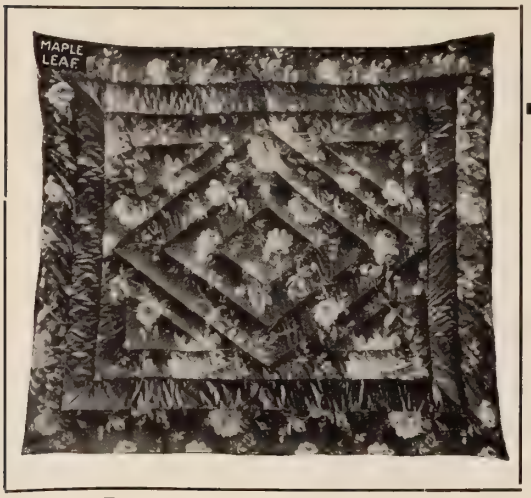
A complete range of Ladies' and Men's Jewelry, including Ladies' Cuff Links and Waist Sets.

Send us your orders for WOODEN BUTTON MOULDS

Phillips & Wrinch, Limited

Quebec, 137 St. Joseph St. **80 BAY ST., TORONTO**

Sole Agents for "Capsheaf" Coilless Safety Pins and Woodfield's Meteor Sharps — "the best needle"



The Harvey Quilting Company, Limited

TORONTO, ONT.

The Maple Leaf Brand

Don't buy Down or Cotton Comforters until you have seen The Maple Leaf Brand.

We manufacture all our own Cotton and Wool Fillings so can guarantee them pure, free from odor and dust.

An assortment of Down and Cotton Comforters with Pillows and Cushions makes an attractive window.

We have bought the Comforter and Cushion Plant of The Alaska Feather and Down Company, Montreal, and have moved it to Toronto where it is in operation with our already extensive plant.

We are making weekly one hundred and forty dozen Cotton Comforters, so we can assure you prompt deliveries.

If our Travellers have not yet shown you samples of our Lines drop us a card saying you wish to look them over.

We are making some Special Lines in Bed Pillows and Cushions which we guarantee well filled and free from odors.

We will have on the market shortly Down Comforters with Goffered Borders and Frills which give the Comforter a beautiful effect, and we hope to have our Samples of same on the road in a few weeks.

We also make a large Range of Muff Beds.

MAPLE LEAF BRAND
FEATHERS DOWNS COMFORTERS

33 to 37 Pearl Street, - Toronto, Ont.





Carpet Department of Geddes Bros'. Store, Sarnia.

Furnishings and Decorations for the Home

Greens and Browns will be the Leading Colors in Next Season's Carpet Lines—Retailer Predicts Pronounced Recovery of Piece Goods —Wall Paper Lines for 1910 Show Strong Influence of Artistic Motive.

WITH the majority of wholesale buyers in the Old Country selecting their Spring lines of carpets and other import lines of house-furnishings, heads of these departments have not a great deal to talk about at the present time. The present season's business has reflected the general improvement in the country's condition. Enquiry at several of the large retail stores shows that it is a difficult matter to say which grade or make of carpet has had the best record during the past seasons. Replies seem to confirm the statements of wholesalers and manufacturers that all lines have done well. Of the colors preferred, green stands out prominently and will again be a feature of the new lines. Soft browns are likely to rival them in favor. It seems to be pretty well agreed that these two basic colors form most effective grounds for home interiors of the present day. Blue is a likable tone, but is very often unsatisfactory because of the fading tendency.

Asked whether he had noticed any improvement in the demand for piece goods, the head of a large retail carpet department prophesied that, within the next year, there would be a pronounced activity in favor of piece goods.

Instances which led him to express this opinion were supplied by some of the best people of the city who had tired of the attention required by hardwood floors and had had them covered with piece goods in neat designs. It was his belief that the hardwood floor craze was passing and that allover coverings would benefit thereby.

Good Demand for Mattings.

Linoleums and oilcloths have done fairly well during the past month. Mattings, in particular, have been in large demand for verandah and summer-cottage purposes. Among the newest lines, is a carpet-like weave, in printed patterns of which the body is a long tough gress of exceptional wearing qualities. These have sold well during the season, although prices run somewhat higher than the ordinary mattings.

In the drapery department, scrim and Madras fabrics have been active, but in spite of the popularity of these lines, lace curtains are still holding their own.

Wall Paper for 1910.

Lines of wall paper for Spring and Fall of 1910 show all through a decided influence of the highly artistic motive. At the same time it must be said that the manufacturer has not overlooked the fact that the great majority of people buy what happens to please them and that the dealer wants that class of designs—he must have goods that will move rapidly. It making a success of his industry, it stands to reason that the manufacturers must keep in touch with the trade and not lead the procession by too great an advance. It must not be forgotten that in Canada there is a large section of the trade which is not looking for highly artistic effects. This section must be catered to—as well as the more decorative section.

The new lines, it appears, have kept these facts well in view. Among the higher grades there are some very notable specialties along lines which, according to the producers, have never before been attempted. In many of the new patterns illustrating this idea, effective use has been made of the deeper tones. For the dining and living rooms, browns and greens are favorites, while for parlors and bedrooms soft greys have been largely chosen.

Fabric or weave effects are going to be repeated. Fabric backgrounds for neat designs form a pleasing combination and new lines have given them prominent place. One manufacturer introduced a chambray weave last season, which had an exceptional run and he has made preparations to repeat a somewhat similar line next season.

For ceiling treatment, moire effects are still popular.

The new lines, however, show simple but effective designs in somewhat different treatment and in light colorings.

One of the new lines contains a good assortment of oatmeal ingrains. These have already met with a large sale and are taking the place of plain ingrains to a large extent. In the same line is a range of "engravures" printed from copper rollers and in oil colors. Effects are thus obtained which are impossible with the ordinary wall paper printing press.

The past season has been marked by some exceptional records in the wall paper trade. One house states that their business increased about 200 per cent.



"Brightling" Cut-out Border No. 2026, matching a very attractive Rose-Stripe Hanging, in the new line of the Watson, Foster Co., Ltd.

Special Prices for Borders.

Apart from the marked improvements in designs of Canadian wall paper, as described in part, the outstanding feature of the 1910 range is the new scale of prices, adopted by Canadian manufacturers. Samples now being shown by travelers are priced separately for borders and side walls. This was foreshadowed in the June Review and the various reasons for the change were given. It is well known that it costs more to manufacture borders, and the prices of borders for 1910 delivery are based upon this fact. For the last three years, since flat prices have been in force for borders and side wall, results have been unsatisfactory to manufacturer and retailer alike. Canadian manufacturers have wisely decided that their prices must be based upon the standard of four years ago.

A glance through the lines of Canadian manufacturers is evidence, however, that the prices for the season of 1910 are not on the same scale as four years ago. Roughly speaking, the total advance does not exceed 10 per cent. over the cost of border and side wall of a similar line a year ago and this is not as high as formerly before the change to flat prices.

It is not expected that retailers will find it difficult to obtain from their customers the new scale of prices. Many lines of merchandise have advanced in recent years, and the public is well educated to expect higher prices. Further it means additional profit for the retailer.

Canadian wall peper manufacturers have taken retailers into their confidence, and have issued a very neat booklet on the border price question. This booklet states their position fairly and effectively and makes clear that the interests of manufacturer and retailer are mutual. To those who have not received a copy, any Canadian wall paper factory will be glad to supply one.

In connection with the change in border prices, The Review will welcome opinions favorable or otherwise from retailers. Manufacturers interviewed in the matter stated that they had already received from many retailers assurances of their endorsation of the proposed changes. It is stated that very little difficulty is anticipated in introducing the new prices. In buying border by the yard, the public, it is pointed out, will not be confronted with the necessity of buying a full roll where less will suffice.

Looks Like Prophecy.

The article reproduced below, from Bookseller and Stationer of July, 1903, is reprinted because it reads like a prophecy. At that time it was pointed out that the change to a flat price would be detrimental to the interests of all concerned in the wall paper trade, especially the retailer, and in view of the restoration of the border price to an ordinary paying basis as far as the manufacturer is concerned, this article seems to be worthy of reproduction.

"Two years ago, when the Continental Wall Paper Co., of the United States ceased to exist, the American manufacturers began to sell at what are known as flat prices, that is, side wall, ceiling and border all at equal price. S. S. Boxer, vice-president and managing director of the Watson, Foster Co., Montreal, saw at once that this would seriously harm, if not ruin, the retail wall paper trade, not only of the United States, but of Canada also. Many retail dealers in Canada, without going into the matter, came to the conclusion that, if they bought their borders at the same price as side walls from American factories, they would be buying their goods cheaper than if they bought from Canadian factories, paying the usual advance price for borders. Mr. Boxer knew that this was not the case, but that the retailer, in reality paid from 15 to 25 per cent. more for his American goods on a flat price than he would pay for Canadian goods with a border price and he issued a most comprehensive comparative statement to the wall paper trade of Canada which clearly showed that American wall papers, at a flat price, cost, as before stated, considerably more than Canadian. This comparative statement was so thoroughly correct that it was at once appreciated by the Canadian wall paper trade, and Mr. Boxer received letters from buyers from all parts of Canada thanking him for putting the case clearly before them.

Had the Canadian manufacturers followed the idea of flat prices inaugurated in the United States, the retail wall paper dealers of Canada would to-day be selling their borders at the same price as side walls, and their business would have become as unprofitable as it has in the United States, as every dealer knows that the bulk of his profit lies in the borders."

CANADIAN-MADE

Linoleums

Floor Oil Cloths

Table Oil Cloths

DESIGNS
QUALITY
PRICES
} ARE RIGHT

This season we are showing a large range of excellent patterns in a great variety of colorings ; a pattern suitable for every need, and all combined to make a line of ready sellers.

MADE IN CANADA
MADE BY CANADIANS
MADE FOR CANADIANS

HANDLED BY ALL THE WHOLESALE DRY GOODS TRADE

Prepared Decorative Burlaps

THE MODERN WALL COVERING

Write for Sample Book and Prices of this Line

MANUFACTURED BY

The Dominion Oil Cloth Co., Limited
Montreal

From Leaves and Rushes to Carpets of Richest Weave

History of Floor Coverings Shows Wonderful Development in Artistic Skill — Flanders the First Country to Weave on Distinctly European Patterns — Origin of Brussels, Axminsters and Wiltons.

Written for The Dry Goods Review by Alex. Smith of the Carpet Department of Thos. C. Watkins, Hamilton.

CARPETS play an important part in the development of the "home beautiful." They are really the foundation for all home furnishings. It is from the floor coverings that the different decorative schemes are carried out.

In the earliest times, the only attempt at carpeting a room consisted in strewing leaves of trees or grass over the ground. The next advance was the use of animal skins. Later, with the progress of civilization and the growth of wealth and luxury, came floors of various colored woods and marble tiles. In ancient Greece and Rome mosaics of marble and artificial stone were used in the temples and in the houses of the rich. Textile carpets were first made in Asia, and were in use there at a time when Europe was inhabited only by savages. The ancient Egyptians made carpets of wool, and the woollen carpets of Babylon were well known in Rome during the second century. The Oriental looms of antiquity were in all essential respects, the same as those upon which Oriental rugs and carpets are woven at the present time by hand labor, and, as is well known, these goods have never been excelled as far as durability and beauty are concerned.

Carpets were introduced into Spain at the time of the Moorish conquest of that country, and the Crusaders brought Turkish carpets with them when they returned from the Holy Land. Italy received most of these goods and they were dealt in by the enterprising Italian merchant long before they were introduced into any other part of Europe.

Mosaic floor coverings were introduced into Britian by the Romans. In the British Isles the earthen floors seen in the best houses of those times were strewn with rushes, hay or leaves. The weaving of these rushes to form a matting was a step forward, suggested perhaps by importations of Chinese matting. The weaving of straw matting was an art common in China, thousand of years before. (First factory in Europe.)

Long before textile carpets were known in Europe the noble ladies of England and Flanders spent much of their time in making tapestry or needle work hangings and occasionally these fabrics were used as floor coverings. The first carpet factory in Europe, was started in Arras in Flanders and the manufacture soon spread to France and other parts of Europe.

The mediaeval church in Europe used Oriental rugs and carpets, before altars, in the choirs of cathedrals and at the feet of images. They were used at large banquets and laid before thrones. The ladies used them for a table cover or hanging. In the old dictionary a carpet was defined as a table cover.

In 1664, Louis XIV started a carpet factory at Louvre and he engaged the best painters of his time to supply designs for the weavers; there are still some relics of these goods. Their designs represented figures and landscapes. A large proportion of the workmen employed in the French factories were of Flemish birth and Protestant. The revocation of the Edict in 1685 resulted in the flight of many of these workmen to countries where they were not prosecuted on account of their religious faith. Flanders, Holland and England received many of these people.

The Flemish Looms.

Flanders was the first country to engage in the weaving of carpets on a distinctly European pattern, as compared with the primitive apparatus used by the Oriental weavers. Brussels carpet was a prominent product of the Flemish looms.

In 1685 Louis XIV. became so intolerant that a great many of these weavers fled to England. Before 1745, most English carpets were a mere interlacing of warp and weft of different colors. In 1735 the manufacture of Kidderminster carpets had become a large industry in the town of that name. This is the carpet that is now commonly called an ingrain or wool carpet; it derives its name from first being manufactured in the town of Kidderminster.

In 1745, a carpet factory was established at Wilton, England, under the patronage of the Earl of Pembroke, who, while traveling in France had noted the superiority of the French weavers and he accordingly imported a number of the weavers and secured a patent giving him exclusive right to manufacture the French carpets in England. They were made square or oblong and had a cut pile, like the Oriental rugs.

Savonnie Carpets.

In 1750 a capuchin friar began the manufacture of Savonnie carpets at Fulham, England. The enterprise was unsuccessful, but at London, in the same year two workmen who had been employed in the Savonnie factory opened a workshop with the assistance of a Mr. Moore. A disagreement between the three men resulted in the starting of another factory by the two Frenchmen under the patronage of the Duke of Cumberland. Moore's factory continued in operation, and in 1757 he obtained a premium from the Society of Arts for the production of the best imitation of a Turkey carpet.

The manufacture of what is known as Brussels carpets probably originated in Flanders. The city of Brussels was noted for these goods and gave its name to them. Their manufacture was introduced in England by John Broom, a Kidderminister weaver, who went to Brussels and afterwards to Tournai, to study the weaving of these goods.

At Tournai, Broom found a man who understood the making of the Brussels loom and the two men embarked for England, where in 1749, they built and set in operation the first Brussels loom known in that country. Broom and his assistant were anxious to keep to themselves the secret of the Flemish loom and no other man was allowed to enter their shop, but they ran the loom by night as well as day, and finally a weaver in the employ of another carpet weaver, climbed a ladder and watched the men at work when they thought they were unobserved. It was not long before there were a number of these looms in operation in Kidderminister, and in a short time



No. 2065, one of the new self-colored "BRIGHTLING"

CUT-OUT FRIEZES

in the

"WATSON-FOSTER" LINE

for 1910

CONFIDENCE

that

WE HAVE THE GOODS

and that you will think so, is the key-note of our enthusiasm this season. It will be yours when you see

THE COMPLETE LINE
THE WATSON-FOSTER LINE

Full of things good to look at, practical novelties, cut-out borders, original colorings and priced so you can fix your own profits.

"Brightling Studies" a continued and successful specialty

You do not have to buy our LINE when you see it, but we ask you to buy no other till you do.

The Watson-Foster Co., Ltd.

MONTREAL

We Are Showing

In Our New Samples

THE FINEST

CHAMBRAYS
BURLAPS
SILKS

Two Tones — Silk Stripes

Duplex Ingrains — Fabric Effects

AND A GREAT BIG LINE OF

Well Colored New Designs

IN EVERY-DAY SELLERS OF WALL PAPERS

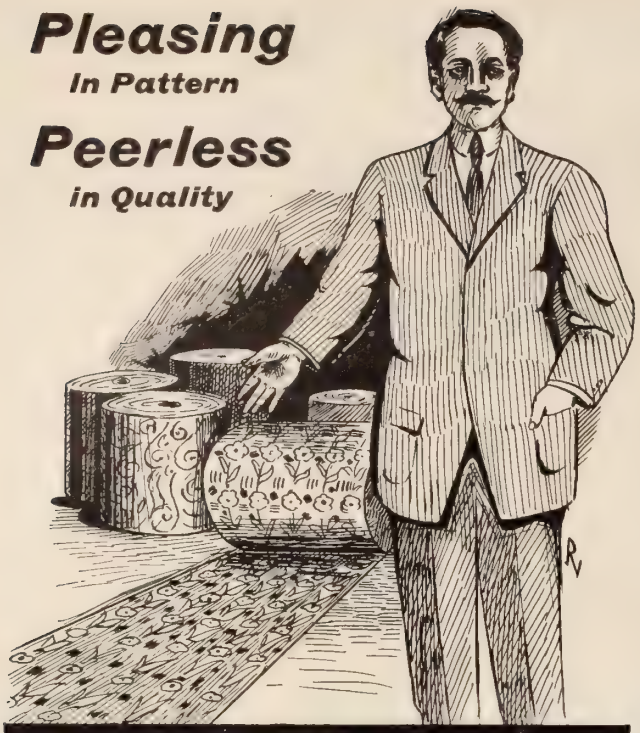
THE FINEST THAT HAVE EVER BEEN PRODUCED IN CANADA

OUR TRAVELLERS ARE ON THE ROAD—WATCH FOR THEM

Colin McArthur & Co.

Wall Paper Manufacturers - MONTREAL

Pleasing
In Pattern
Peerless
in Quality



BRINTON · CARPETS

According to the Trade (who really ought to know) Brinton's Canada-Made Carpets are wonderfully good value.

That comes of not only knowing how to make carpets, but of knowing how to make carpets that the **Canadian people want.**

Our knowledge of the market tells us to make carpets that are artistic and decorative in pattern and color, and which have the quality to stand hard wear.

Just make a point of seeing our samples—you are a good judge.

The Brinton Carpet Co.
OF CANADA, LIMITED
PETERBORO, : : ONTARIO
Sales Agent: **W. E. WHITEHEAD**
28 WELLINGTON STREET WEST, : : TORONTO
Also Kildare Irish Hand Tufted Carpets

Our Claim

The Assorting House of the Maritime Provinces

WELL ASSORTED STOCK
ORDERS CAREFULLY FILLED
PROMPT DELIVERIES
PRICES RIGHT

WE CAN PROVE IT

You can rely on the accurate filling of mail orders by our

Special Mail Order Dept.

J. & M. MURPHY
LIMITED

Wholesale Drygoods

HALIFAX, N.S.

WE celebrated our first anniversary on July 5th by presenting to the trade through our representatives, a line of *Wall Papers* truly *Canadian* in every respect, a line which shows to what perfection new blood has brought this Canadian industry, and every true Canadian will be interested in this line.

"And now to business
We want your order"

The Reg. N. Boxer Co., Ltd.

Manufacturers of

PAPER HANGINGS

Address Correspondence to Toronto

Works at NEW TORONTO

KING'S
Established 1776

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Sole Selling Agent:
SYDNEY MOSS,
Empire Bldg., 58 Wellington St. W.
TORONTO

LAMSON



Lamson Cable Cash Carrier System in Store of Acme Co., Edmonton.

LAMSON CARRIERS

Stop The Leaks due to unequal distribution of labor in Stores, Offices and Workrooms. They fetch and carry Cash, Messages or Merchandise in over eighty per cent. of the representative retail stores of America and Great Britain.

Ask any user!

Systems Leased or Sold
Send for Bulletin M.

LAMSON CONSOLIDATED STORE SERVICE COMPANY
126 Wellington St. W., Toronto, Ont.

SERVICE

the town became the chief seat of the carpet manufacturing business.

Important Invention.

In the year 1831 an invention of the highest importance to the carpet trade was accomplished by Richard Whytock, of Edinburgh Scotland. Mr. Whytock was the head of the firm of Richard Whytock & Co. His experience as a retail dealer as well as a manufacturer had convinced him that a carpet different from an ingrain but cheaper than Brussels would be in demand among the large proportion that could not afford to buy Brussels. Thinking over this idea it occurred to him that a one-frame Brussels would be just the carpet desired, because it would save all the waste material that went into the back of the fabric where it is almost useless. With this idea in view, he began experimenting in 1834. In his employ at that time was William Sloane who afterwards came to New York and founded there the great carpet business now conducted under the style of W. & J. Sloane. Mr. Sloane procured for Mr. Whytock his first jars of coloring used in the dyeing of yarn. Being now convinced that the idea was practicable he kept working on the invention and, not having a patent for the loom and desiring to keep it private they set up the first loom in a stable at the rear of Richard Whytock & Co. This is the carpet now known as tapestry or tapestry Brussels. The first entire piece of velvet carpet was made on this loom by William Sloane in 1831.

Soon afterwards, Mr. Whytock secured a patent for his invention and he made arrangements with a large carpet manufacturer to make these goods on a large scale, but after repeated trials they abandoned the idea; two or three other firms tried it, with the same result. However, a few of these looms were kept running, but it was not until 1843 when they were introduced into the U.S. that the demand for them assumed large proportions. Soon afterwards the English carpet manufacturing firm of John Crossley & Son became the owners of the patent and by making a number of improvements in the style of coloring, designs and quality of the fabric it soon secured widespread popularity in the United States

Patent Axminsters.

The manufacture of Axminster carpets was started in Axminster from which place it derives its name. The real Axminster was made entirely of wool for both front and back, the wool being knotted in tufts upon the warp threads by the hand of the workman and held together by an invisable ground work of linen threads. A desire to produce a cheaper fabric and yet retain its rich effect, prompted experiments by James Templeton, of Glasgow, and William Quigley, of Paisley, which resulted, in 1839, in what is called patent Axminster. Several improvements were devised in this fabric. The patent goods are cheaper partly on account of steam power but mainly because they require only about one half of the wool used in the real Axminster.

J. H. B. Webster, formerly with the Right House, Hamilton, and long connected with the trade in England has taken a position as specialist in interior decoration and housefurnishing with the W. A. Murray Co., Toronto.

Lucien J. Lahaie, lately of the Bank of Montreal staff, and Delphice Grenier, lately of the 2 Macs Co., Ottawa, have entered in partnership as general merchants and merchant tailors, and will within a couple of weeks open a large store at Rapide de L'Orignal, on the Lievre river.

Most Jobbers Handle

FIFE LINOLEUM

Ask Yours!

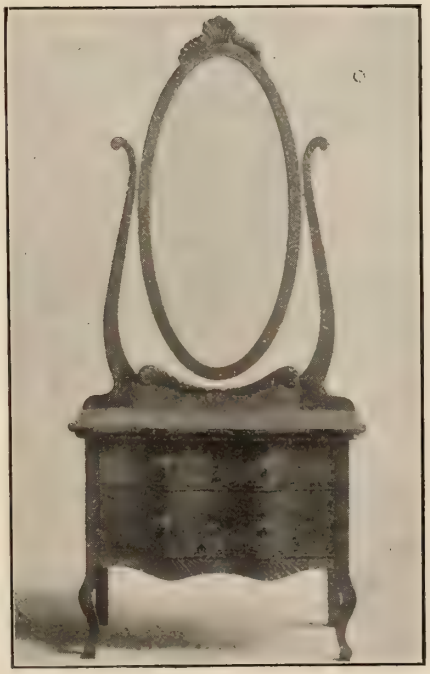
If he cannot supply you, write us direct. In Fife Linoleum we can show you something distinctly superior. Our range of patterns, for instance, contains something to suit every taste; while in wearing quality, positively no other line on the market is equal to Fife Linoleums.

James B. Jamieson

Canadian Manager of the

Fife Linoleum Co., Limited

64 Wellington Street West, Toronto, Ont.



"Why not open a Furniture Department ?"

Increase your **Business** with same **Expense!**

"Ask 1909 Catalogue and Prices."

The Victoriaville Furniture Co., Victoriaville, P. Q.

Demonstration Aids Sales in Furniture Department

Co-operation with Housefurnishings Section Important—Simplicity a Marked Feature in Present Day Furniture Designs—Good Summer Trade in Rattan, Reed and Willow Furniture — Western Demand Good.

SO VARIED are the styles of house furniture now manufactured to meet the great divergencies of taste, that it is sometimes a difficult matter for that section of a general or departmental store to measure up to representative standards. Given the requisite space, however, and the selling equipment, it is one department which should add very considerably to the attractiveness of the store.

Where there is a good housefurnishing department, a furniture section has a distinct advantage. For one thing, the customer figuring on a complete equipment for a room or house, finds it possible to study combined effects more satisfactorily than in a store carrying furniture exclusively. Salesmen in the large departmental stores of the cities state that it very often facilitates the purchase of carpets or rugs to demonstrate effects by the adaptation of different pieces of furniture in favorable relation thereto. While this does not require the purchase of the furniture, since a well-stocked department may easily produce pieces to match thos e already in the home, it has often led to sales in the furniture section which might not otherwise have been recorded. In short, the rule works both ways. It is this ability to suggest furnishing schemes that is proving one of the important essentials of salesmanship in the furniture department. Arrangement of stock may also be carried out with this idea in view. The furnished room or similarly suggestive display may be made a very interesting and profitable feature where properly advertised.

Characteristic Arrangement.

The same idea may, in fact, be said to mark the arrangement in wholesale warehouses or showrooms at the present time. One of the largest and mose progressive concerns in Canada has, for example, a complete area of 2,000 square feet reserved exclusively for early English designs, and the subdued and characteristic lighting and the general arrangement is exceedingly appropriate.

Early English is a class of furniture which has had a wonderful development of recent years, and the very complete lines carried by wholesale houses are illustrative of the research and specialization in that regard. Large retailers are giving consideration to it also, for the den and the living room have become distinctive features of the modern home, and what so reposeful for these loungeful realms of relaxation than the quaint and not inartistic effects in plain or quarter-cut oak in dull or polished early English or mission oaks? It is stated by some retailers that not a few of the leading homes in their cities were eliminating the large, elaborate, formal drawing rooms or parlors and, while still retaining a reception room, were emphasizing their liking for this class of furniture by substitution.

Period Adaptation.

All of this suggests the question: Is there a growing favor in Canada for period effects? This question was asked of a large manufacturer recently. He replied that, while Canadian wealth had not reached such a stage as to warrant or afford any great development, generally, in that direction, there were, in those quarters that could fully appreciate it, some evidences of its growth.

"It is sometimes stated," said he, "that Canadian manufacturers cannot produce the lines essential to any marked advance in the direction of period development. In reply to this, all I have to say is that, while the furniture business is confronted by a demand almost as exacting and eccentric as that which millinery men have to cater to, it is possible to find in up-to-date manufacturers' showrooms, goods that will encourage a period tendency to any extent the trade is prepared to go, and perhaps a little further.

"The up-to-date retail stock will also be found to contain a good representation of period adaptation, some of them very rich in carving and other elaboration, quaint colonial effects, and similar dainty, but distinctive patterns. All of these have their admirers. It cannot be said that any one class is meeting with more exclusive patronage than another. Early English is very popular for certain rooms, but taste is turning strongly in the direction of effects that are rich in finish, but simple in general construction. The different kinds of walnut and mahogany lend themselves particularly well to the more expensive grades of this furniture. There has to be some similar tendency reflected in the cheaper lines, and veneered and imitation woods, oaks and maples have been very effectively employed in the production of a range adapted to every purse and taste."

Simplicity of Treatment.

Prevailing styles in bedroom furniture illustrate this tendency toward simplicity of effect. Circassian and English walnut, mahogany, oak and maple all figure in these productions. Many of the examples, in their simplicity, suggest a colonial atmosphere in somewhat striking contrast to bold elaborations of the so-called period type. The post and curl-top bedsteads are features, and in large departments there are specimen reproductions of the old-time curtained beds. Brass and enamel lines carry out the same ideas of simplicity to a certain extent, although there are many fanciful designs, both in the round and square metal and in combinations.

For the dining-room, golden, fumed and early English oaks are popular woods, and there are many rich sets in mahogany. The latter wood, solid and veneered, and the walnuts, are the leaders in drawing-room or parlor furniture, and for upholstering, the deeper tones and colorings are in decided favor. Where living-room effects have been developed, leather is very extensively used.

Demand for Summer Goods.

For verandah or Summer cottage, a very fine range of light reed, rattan and willow creations is shown. These have met with a very strong demand.

Western Canada is proving a very strong furniture market. While, as yet, it cannot be said that the general demand is for the higher grades, it is felt that, with development, this will come. One manufacturer stated that no line illustrated more strongly than furniture the force of the prediction that the time was approaching when the West would become the great market for the output of the East.

DALY & MORIN

For Upholstery Goods and Specialties



Our Upholstery Goods Department represents wanted lines at the right prices, and Daly & Morin treatment of customers. You owe it to yourselves to inspect our line of Portieres, Table Covers and Couch Covers.

Send for our supplement to Catalogue No. 3.

This catalogue contains illustrations and descriptions of practically every specialty wanted in the House Furnishings line. It will make special sales for you, and your profit on these sales is good.

Window Shades and
Shade Cloths.
Curtain Poles.
Trimmings.

TRADE MARK
QUALITY, SATISFACTION

The lines of Daly & Morin appeal to the buyer of House Furnishings because they combine beauty, durability and satisfaction.

They come in styles and prices to suit everyone.

The Special Order Department will look after orders for special size or color.

The Complete Illustrated Catalogue will explain the line in detail.

DALY & MORIN, - MONTREAL

Directory to the New
STAUNTON
Line of Wall Papers

SEASON 1909-10

White Blanks

A selection of the best patterns we have ever had the opportunity of choosing for you.
Superbly colored in collaboration with the two American factories
with which STAUNTONS LIMITED is affiliated.
"OUR BEST EFFORT"

Gilts and Varnished Gold Papers

An interesting and very strong showing, including numerous examples in new treatments of drawing room and parlor wall coverings.

Jaspe and Jupes Grounds
in delicate treatments.

Chambrays and Linens
in Blanks, Gilts and Specials.

Embossed Papers **Silks** **Velours**

Rich Tapestries **Ingrains**

Plain, Printed and Stained Oatmeals
One of the best of the moderate priced new things.

Engravures
On velour, parchment and special stock.
In stripes, crowns, plain effects and floral friezes.

Varnished Tiles **Leathers, Plain and Pressed** **Sanitas**

Independent Specials in Flats, Silks and Velours

Woodkrusta Paneling
(Sole Agency for Canada)
A perfect substitute for wood wainscoting, hung like paper.
Can be stained and finished like quarter oak.

IMPERIAL AND PREFERENTIAL DYED BURLAPS, DIAMOND OIL COATED AND PLAIN

Wall Paper Bulletin

Season 1909-1910 **STAUNTONS** LIMITED TORONTO No. 1, June, 1909

THE new Wall Paper Season for Nineteen Hundred and Nine and Ten

Opens July 5th, 1909

Simultaneously in all parts of Canada.

The Staunton Salesman

will be on the ground as early as the first—very much on the ground at that.

EVERY factory in the Dominion is probably "warning" you to hold your order until its traveller reaches you. This is entirely praiseworthy and a song which we would valiantly chorus had it not grown a bit threadbare through overmuch enthusiastic repetition. So we are not going to presume to tell you what you should or should not do. We're in rather an interested position, you know, and it's difficult enough at any time to give good advice. We're going to let you do the deciding, without any additions to factory-made advice. You can't hold your order for all of us. So we say "Let the Best Win."

THE Nineteen Nine-Ten Line surpasses all our previous showings in both range and value. White Blanks, the demand for which forms the backbone of the general trade, are represented by some of the most charming designs we have ever seen, colored right up to the top notch of the new modes and the whole line from "selfs to specials" is consistent, well balanced, artistic and saleable.

Stauntons Limited

Manufacturers of Fine Wall Papers

TORONTO

Practical Monthly Talks on Modern Retail Advertising

An Effective Men's Wear Ad—The John Murphy Co's. Store News Bulletin—A Timely Announcement by a Sydney, C.B., Merchant.

Good Men's Wear Ad.

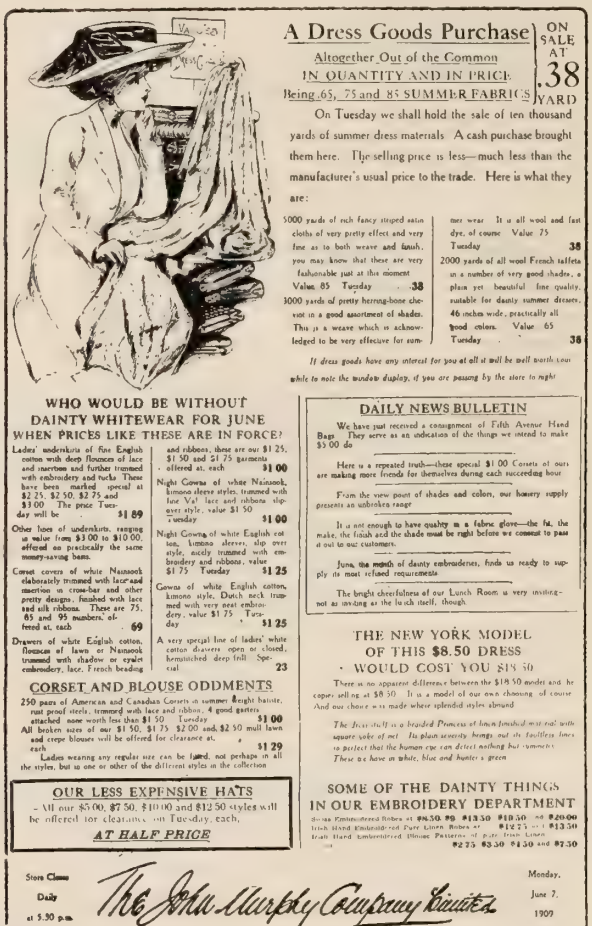
One of the muost atractive and practical advertisements The Review has been asked to criticise in a long time is that of Moore & McLeod, reproduced here. It occupied a space, 3 cols. by 14 inches, and it's just about as good a talk on men's things as one will find. Enough rule is used to make the ad. attractive, and good judgment has been used in the use of display type, the different headings being set in the same series in appropriate sizes. The one illustration used is timely and will be sure to attract the attention of men who read that paper. The writer of the ad. has anticipated the objection which the average man has to going into a store crowded with women and hunting around for the counter at which he may buy the tie or pair of socks he wants. This ad. tells just where the department devoted to men's wear is located. There is another point brought out by a study of this ad., which merchants generally might note with profit. Moore & McLeod realize the value of selling and pushing Aertex Cellular trade-marked goods. This ad. mentions underwear, Excelda handkerchiefs and President suspenders, all well advertised goods and goods which customers of the Moore & McLeod store are likely to have formed a favorable impression of, by reason of this fact. Merchants are gradually coming to realize that it pays to stock—and advertise themselves—goods which the manufacturers have faith enough in to spend money to create a demand for. This ad. gives evidence of an appreciation of the modern idea in merchandizing.



A Splendid Men's Wear Department Ad. by Moore & McLeod.

A Store News Bulletin.

The John Murphy Co., Ltd., Montreal, according to many careful readers of Canadian advertising, are doing the best advertising for the better class of trade catered to, of any Canadian firm. Their advertisements are always artistic in appearance, the type scheme uniform,



A Sample of the Advertising of The John Murphy Co., Ltd., Montreal, introducing a news bulletin feature.

and the reading matter, for its style, news and wording, is in a class by itself. They have lately started a regular feature of their advertising, known as the Daily News Bulletin, which mentions briefly the new arrivals in various departments, and contains spicy fashion news. One of their "ads." selected at random, containing this feature, is illustrated. Many smaller stores could well follow out the same idea in the form of a weekly News Bulletin.

✣

Black Type Overworked,

A four page circular, each page measuring about 10 by 14 inches, issued by Thomas Mulcahy, Ltd., Orillia, has been received for criticism, and the first page of this circular is here reproduced. In this department in previous issues we have depreciated the practice of dry goods merchants who send out bills as big as newspaper page—in many cases bigger—and printed on one side only. So far

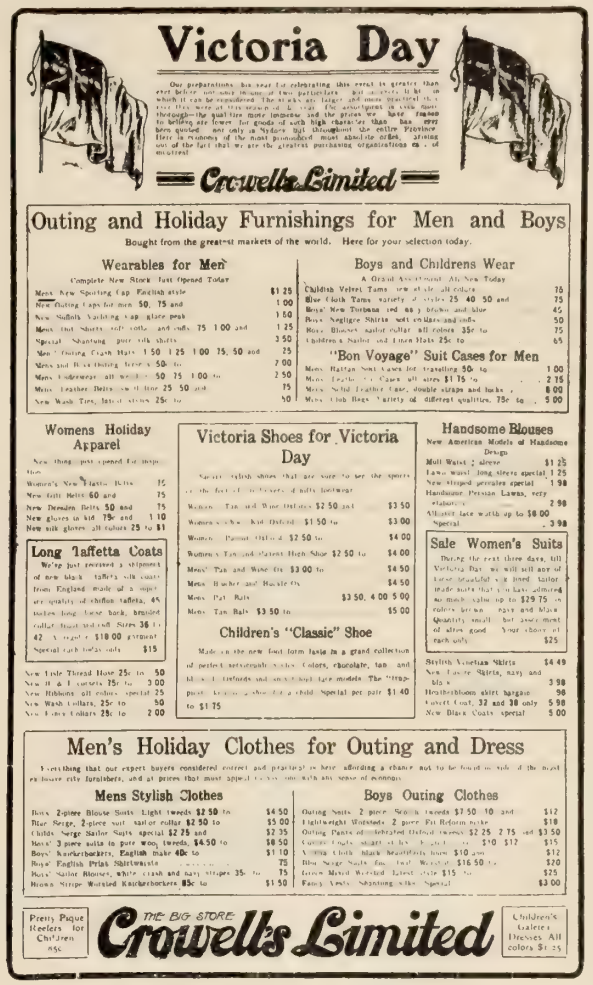


First page of Circular in which too frequent use of heavy type is made.

as the size and style of the circular is concerned, Thomas Mulcahy has gotton out one which conforms to our idea of the most practical because the most likely to be preserved—and read. The chief fault with the circulars in question—in our opinion—is that it shouts too much. Black type in an ad. corresponds to loud talking in conversation. One shout, like one line of black type, attracts attention, but continual shouting and continual use of big black loud-talking type should not be indulged in. In the circular here the one fact the advertiser wanted to emphasize was that a "May Sale" was to be held. Can you not imagine how much stronger that line would have been if the rest of the page had been printed in small, modest type. There is one fact which few advertisers realize, too. A line or sentence printed in capital letters is not as easily read or as prominent as it is if upper and lower case type is used. The one fault in this circular is the too frequent use of heavy faced type.

A Timely Appeal.

This Victoria Day ad. for Crowells, Limited, Sydney, C.B., appeared on May 20, and should have resulted in heavier sales of goods suitable for holday wear, during the



A suggestive Ad. for a holiday season.

Saturday preceding. In such an ad. discriptions, except they are brief, are not advisable. Its principal function is to suggest things, which the reader may be induced to buy, and in this respect the ad. reproduced performs



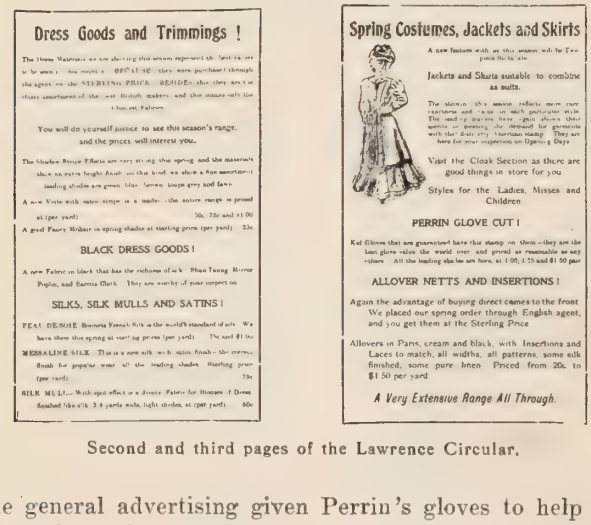
First and fourth pages of a neat Circular sent out by G. Lawrence & Co., Creemore, Ont.

its function well. The lay-out is good, and its whole appearance is pleasing and neat. The proof-reading has not been very thorough, for the lines "Men's stylish clothes,"

and "Boys' Outing Clothes," have been transposed, the former being over the items referring to boys' wear, and vice versa. There are a few other slips which seem to indicate a lack of care on the part of the compositor and proof-reader, such as the failure to capitalize "Montreal" in the the last line of the introduction. These things may seem small in themselves, but they spoil the good impression which an ad. would otherwise create, and the fault really lies with the advertiser. He should insist on having his copy properly set. He pays good prices for newspaper space, and should see that the matter printed there represents his store in a pleasing and attractive way.

A Good Opening Circular.

Evidently the advice given more than once in this department, to send out small, neat, easily handled circulars, instead of the big spreads, is being adopted, since in this issue two such circulars sent for criticism are reproduced. That of G. Lawrence & Co., sent out to announce a Spring millinery opening, is a pretty creditable circular. It would seem, however, that in an announcement of a millinery opening, a little more should have been said about millinery. The only reference to it is in the title page, and we believe that more space could have been very profitably devoted to a talk about women's headwear, which was to be the feature of that opening. In this circular, too, the printer seems to have made a disastrous error. On page three there is this line, "Perrin's Glove Cut," in display type, followed by this sentence, "Kid gloves that are guaranteed have this stamp in them." The very evident intention of the writer of the circular was to use a cut of the well known Perrin Glove trade mark, hence the line, "Perrin's Glove cut," meant an instructions to the printer to use the cut there. The insertion of this line in the circular and the omission of the cut destroys the sense of the whole paragraph—makes it utterly devoid of meaning, and defeats the purpose which the writer of the circular had in mind—taking advantage of



Dress Goods and Trimmings !

You will do yourself justice to see this season's range, and the prices will interest you.

BLACK DRESS GOODS !

SILKS, SILK MULLS AND SATINS !

Spring Costumes, Jackets and Skirts

Jackets and Skirts suitable to combine as suits.

Visit the Cloak Section as there are good things in store for you

Styles for the Ladies, Misses and Children

PERRIN GLOVE CUT !

ALLOVER NETTS AND INSERTIONS !

A Very Extensive Range All Through.

Second and third pages of the Lawrence Circular.

the general advertising given Perrin's gloves to help his own sale of these goods.

Death of W. C. McIntyre.

Montreal, July 2.—On Wednesday morning, June 30th, the entire Montreal business community was greatly shocked to learn of the death of Wm. C. McIntyre, president of McIntyre, Son & Co., Ltd., wholesale dry goods, Victoria Square, Montreal, as the result of an automobile accident at Dixie, (near Montreal) at 10 o'clock the previous evening.

Mr. McIntyre's car skidded, and crashed into a telegraph pole; apparently he was killed at the first crash. The other occupants of the car were injured.

Wm. C. McIntyre was only 48 years of age, but for



WILLIAM C. McINTYRE

President of McIntyre, Son & Co., wholesale dry goods, Montreal, who was killed in an auto accident at Dixie on Tuesday, June 29.

fifteen years had been the moving spirit in the McIntyre Co. He was a worthy successor to his father, Duncan McIntyre, and was instrumental in the remarkable development of this business.

He was also actively associated with many outside interests, being president of the newly formed Mount Royal Spinning Co., Ltd., president of the Canadian Transfer Co., vice-president of the Dominion Bridge Co., president of the Windsor Hotel Co., director of the Molsons Bank, and Structural Steel Co., and other industrial concerns.

He was unmarried, and is survived by his mother and three brothers, of whom Duncan is in the McIntyre dry goods business.

Thos. J. Hall takes Dress Goods Agency.

Thos. J. Hall has resigned his position with the W. R. Brock Co., Toronto, to take the agency for Perkens, Van Bergen & Co.'s dress fabrics for Canada. Mr. Hall is well fitted for the post he has undertaken, as he has an intimate knowledge of both the retail and wholesale dress goods trade. He gained the former in the dress and silk department of the T. Eaton Co. and his wholesale experience with the W. R. Brock Co. in their dress department in Toronto.

The Review is sure that the many friends Mr. Hall has in the trade will heartily join in wishing him the best of success in his new undertaking.

The Spiesz Furniture Co., of Hanover, were recently incorporated with $60,000 capital. The provisional directors are Henry Spiesz, J. J. Spiesz, Geo. Boettger, Henry Ruppenthal, B. F. Ahrens, P. Becker and W. Rebertson.



This Catalog

is a practical text-book on the Art of Display that

Costs You Nothing

The basis of a good display consists of convenient and attractive display fixtures. Our catalog illustrates a complete line of every kind of display fixture that is likely to assist the trade in displaying their stocks to the best advantage.

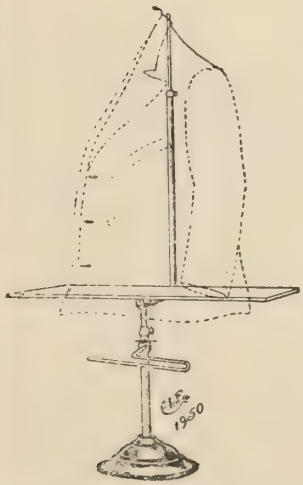
In beauty of design and finish and in excellence of workmanship and durability we know that our fixtures will meet the requirements of progressive merchants. A few examples of our extensive line are shown here.



No. 43—Glass Cap Stand



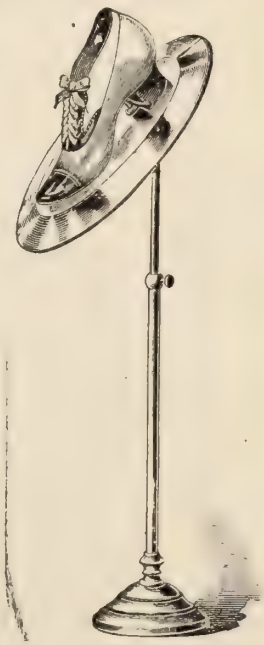
No. 359 Shoe Stand



No. 190—Clothing Stand



No. 33—Tie Stand



No. 360—Shoe Stand

WRITE TO-DAY FOR OUR CATALOG

The Toronto Brass Manufacturing Co.

17-21 Temperance St., Toronto, Ont.

The "Hello People" Sailor



Hello People! This is The Latest Sailor



"THE HIT OF THE SEASON"

From the Millinery Trade Review, June issue

From the Illusrated Milliner, June issue

The "Hello People" Sailor is the Hat worn in the "Hello People" Chorus in James T. Powers' latest musical comedy "Havana," now running at the "Casino," Broadway, New York, unanimously declared by all the New York daily papers to be the musical hit of the season. The "Hello People" Sailor has become the rage in New York—everybody is wearing one—and its popularity is going to be even greater than that of the "Merry Widow" in 1907. IT WILL HAVE A TREMENDOUS SALE ALL OVER AMERICA.

Get Ready to Supply the Demand in Your Town for This Summer

Here It Is!



Made in two sizes in different grades of straw, rough and fine, trimmed with Velvet, Silk and Glazed Leather Bands. Light in weight, and made in all colors. Also made in Pique, Duck and Linen.

SEND FOR SAMPLES

DO IT NOW!

THE MAKER:

JACOB WECHSLER

46-48 East Houston Street, New York

Watch for Announcement of Fall Line in August issues of Dry Goods Review and Millinery Review

The Millinery Trade Review

Hats for Outing Wear are the Profit-Bringers of the Present Season —The Lingerie Hat of the Moment is an Elaborate Affair — Parisian Millinery — Shapes Large, but Not Exaggerated — Recent Novelties.

The publication of the Canadian Millinery Review as an exclusive trade newspaper will be resumed next month.

THE close of the Summer season is well in sight now, and all efforts in the retail trade are being directed towards the closing out of any stock that may remain on hand. The season has been well prolonged and the business done has been a substantial advance over that of last year. Though the depression had by no means passed, the Spring season of 1908, was a large one. Indeed, it may be said that, in most houses, the season now passing has been a record-breaker.

The chief complaint made is that so many styles and materials were wanted that stock had to be heavy. The colors indicated have held their place fairly well to the end of the season. This has been particularly true of the the wistaria series and of the rose shades. As The Review predicted last month, in speaking of fashions at the Woodbine, black is, by far, the most-worn color. The all-black is the hat the well-dressed woman is chosing. It is generally of crin or chip and trimmed with ribbon velvet, ostrich and jets or jets and wings or quills.

The black hat, draped with white—often satin, but also net or silk mull and trimmed in addition with white wings and jets or cabochons—is also high style. Burnt and melon straws are often trimmed with black.

✝

Hats for Outing Wear.

There promises to be quite a good business done in hats for outing wear this year. The sailor is to the fore but, handled, as it has been, in a proper manner, it is going to be a profit-bringer, not a profit-killer. The mushroom sailor is the big seller with the popular trade, but large-sized straight-brimmed sailors, and sailors that show the edges turned up all round are also selling, while a new shape has the high turn at one side. Velvet bands in black and in all the popular shades, with a flat bow either at the side or in front, are the accepted trimming. The mushroom shapes are also trimmed with scarfs of India silk or figured muslin.

The fabric hat is a conspicuous item in the better class trade. Picturesque shady shapes, generally with the wide drooping brim, but sometimes lifted at the side in the prevailing style, are shown. Linen, broderie Anglaise, muslin, Shantung, batiste, net and canvas are all used to develop these outing hats. The majority have the velvet band in black or colors as the trimming, but the muslin scarf is also pressed into service.

In New York the sailor of patent leather is a novelty that is selling, the straw or linen outing hat also shows the band of patent leather.

✝

The Lingerie Hat.

Each season, when the time for wearing wash materials arrives, the lingerie hat makes its appearance. Nor is this to be wondered at when their suitability for wear with washing gowns is considered.

This year's lingerie hat has been an elaborate affair, quite in keeping with the handsome lingerie gowns worn this Summer. Many have had the bowl crown and drooping brim while others have been more on the Corday order. The majority are of lace, often with a shirred crown of mull; others have had the flower crown and the brim ruffled or fine pleated lace. Earlier in the season very fanciful lingerie hats were worn. Some were much-trimmed with ribbon and rose garniture, and often had ribbon ties. Now that the heated season has arrived the lingeries are of a more practical character, and are of frilling and kiltings of lace with a velvet or ribbon band and big bows.

✝

What Paris is Showing.

The millinery produced for wear at the early Summer race meetings in Paris and other fashion events of the same class always has a strong influence upon Fall styles.

Buyers from all parts of the world are now in Paris, and the trend of the mode, as now developing, largely guides their choice of Fall models and colors.

Attractiveness and picturesqueness seem to be the chief quality of the millinery now worn, and charming hats are seen, arranged in shapes that are copied from old pictures. They are high of crown and wide of brim, and throw one side of the face into shadow in a fashion that is decidely becoming. The other side of the brim turns up sharply off the hair. Rose wreaths are a favorite trimming, but decorative fruits and blossoms of various kinds are much used.

Though large shapes are worn they are not unduely exaggerated, and the huge hats, which not only extinguished the wearer, but left her with little showing of either features or coiffure and threw the whole figure out of proportion, have happily passed away. Though the hat is large, it is practical and also very becoming.

For the adornment of these new hats, ostrich and aigrettes are daily becoming more fashionable. The ostrich is used in a full panache of beautiful full plumes, and the aigrettes are large and expensive. Very little other trimming is used—just a band a few loops of velvet or satin, and a large rose or tight bunch of smaller blooms. Handsome cabochons and band ornaments of jet or metal are used.

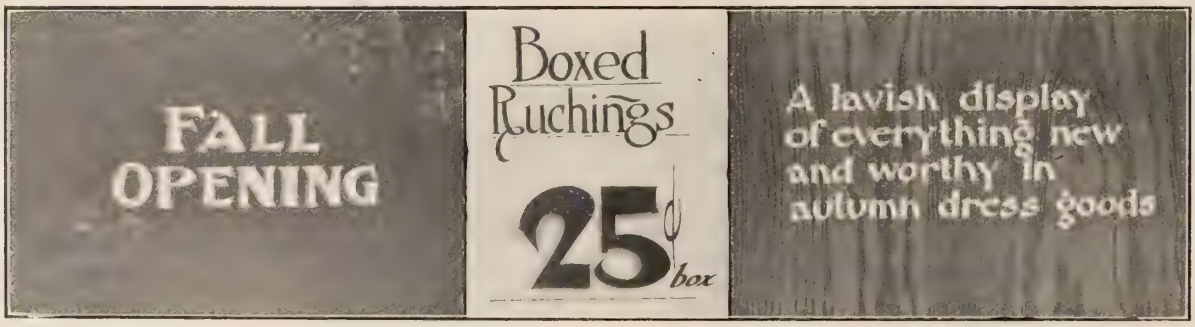
There is no attempt to match the hat and gown and, it must be confessed, that here comes a somewhat jarring note, as all kinds of odd colors are worn together indiscriminately. In some cases, the effect is more flaring than refined.

Among the new colors introduced there is a rich tortoise-shell brown and a russet that combine well with black, and there are also the honey shades ranging from a pale amber to a deep dark orange shade. These colors promise to come into favor for feathers, ribbons and other hat trimmings. A rich dark lapis lazuli shade is another new millinery color.

The Regular and Special Show Card.

Referring to a large assortment of his display cards with which he recently favored The Review, A. A. Arnold, of Stark & Sons, Vancouver, B.C., writes:

"These are cards that have been in actual use in the store at some time or other. The 14 in. x 22 in. cards are generally used in the windows or for some special occasion. The 11 in. x 14 in. cards are used in the store in oxidized frames.



Display Cards by A. A. Arnold, of James Stark & Sons, Vancouver, B.C.

I chiefly adopt black on white, but the colored cards, it will be seen, are employed chiefly for special events, such as openings, Christmas, anniversary sales, etc

Some of the dark cards, also a few of the white, show evidence of the air-brush. To my mind, the air-brush gives a card a very effective appearance when used sparingly and not too frequently.

The Roman alphabet is best for everyday use, as it gives a distinctive, neat appearance and is not flashy but strong and attractive. I use a pen in connection which, I think, makes a splendid combination. For black paint. I buy dry drop black and mix it myself with mucilage and water; white, the same way. Red and green, I buy in sealed jars and find it very satisfactory. I use red sable rigger brushes with square ends, sizes 10, 11, 12 and 14. but find it very hard to get good brushes.

Peak's Hat Business.

John W. Peck & Co., Montreal, Winnipeg and Vancouver have opened a warehouse at 12 St. Helen Street, Montreal, and will add a wholesale men's hat department for the benefit of the Eastern trade. This business will be conducted in conjunction with their western hat business, but the Montreal house will look after the entire trade from Port Arthur east. This warehouse will also be used to show samples of clothing, furs, shirts, etc., for the benefit of merchants visiting the city. The big factory at the north end of Montreal, has not been found as convenient as desired, by merchants who have little time in the city.

The manager of Peck's hat business is Geo. S. Page, one of the best known men in the Canadain hat trade, and formerly with the Paquet Co., Quebec. Peck's will also distribute Carter and Wilkinson hats, brands formerly sold by the Paquet Co., Ltd.

Tucker, Limited, Belleville, have been incorporated with $40,000 capital, to manufacture shirts collars, cuffs, drapery, haberdashery and wearing apparel of all kinds for men, women and children and to acquire the business heretofore carried on in Belleville by F. H. Johnson and F. A. Fish.



Display Cards by A. A. Arnold, of James Stark & Sons, Vancouver, B.C.

Known All Over Canada

THE Elite Garment

Now is your time to complete your Fall Assortments of Ladies' and Men's Coats

Our line of Ladies' Fall Coats consists of the most successful styles, in a wide range of materials. Values will please you.

Our line of Men's Overcoats consists of the snappiest styles and materials in the trade for early Fall wear. The range of Winter Overcoats covers every possible want.

Headquarters for **Ladies' Rubberized and Single and Double Texture Garments, Men's Raincoats and Waterproofs**

We show the largest range in the trade of **Pelraine** for Ladies and **Gaberdine** for Men. These materials shed rain, and come in the latest patterns.

Season after season the prestige of the Elite Garment has been growing. Will you arrange to try the line this season ?

Montreal Waterproof Clothing Co.

PAPINEAU AVENUE MONTREAL

How the Merchant May Brighten Midsummer Business

Store Should be Cool—Comforts that are Appreciated in Hot Weather -- Windows Attractive — Plenty of Material to Make July a Good Month — How to Handle the Farming Trade—Staples Well in Hand.

MERCHANTS who are making careful preparations for increasing business during the heated months should see to it that their stores are as cool as circumstances will permit, and, above all, that they are well ventilated. Ledge-trims and store decorations should be of a light nature and not too crowded. If the store has no rest room a place should be made for a comfortable seat or two, and nearby a water cooler with ice water. A soda-water fountain may be found profitable.

These comforts will be much appreciated and will oil the wheels of business. The comfortable seat and the cool refreshing drink after a hot dusty ride or drive will put the customer into a pleasant mood and make it much easier for the selling staff.

Besides, good ventilation and a cool store will do wonders in keeping the help alert and in good form during the heated term.

The windows must be kept bright and attractive, and the fact that it is the season for light summer goods should make this easy. Of course, the time when novelty and fashion was the sole inducement to buy is gone. Sale displays rule now, but, because of that fact, attractiveness need not be sacrificed. An effort should be made to have trims look as cool and as fresh as possible, and this fact and the price concessions should serve to sell goods.

Turn July Into Good Month.

There is plenty of material in most stores, if rightly employed, to turn July into a good month instead of a slow one. Most merchants take their half-yearly inventory during the latter part of the month. Rightly managed, June should have seen a commencement made on the process of weeding out slow-moving stocks. With the advent of July, more stringent methods should be employed and preparations should be made for a rousing pre-inventory sale.

Each department should deliver up its remnants and broken lines. Take the hosiery counter, for instance, the season's selling will have left lots of broken lots of summer goods on hand; they are in all weights, makes and styles, some are loose and others are housed in soiled and dilapidated boxes. When these are placed in one lot, the small bunches of saleable goods from stock may be thrown in as "sweetners."

Mark them all at the lowest price named in the lot. Go through the other departments in the same manner and get together the materials for an interesting pre-inventory sale.

The merchants pay for distributing the merchandise is what is left over after he has paid for the cost of handling the goods he has sold. This fact often makes the merchant keep goods longer on his shelves than he should, because he simply has not the nerve to cut deep enough to make them move. Now that the selling season is so far advanced it is absolutely necessary to get them out.

Something to Talk About.

If the advice given is followed there may be an actual money loss on the goods sold but on the other hand the merchant will have drawn good trade. He will have given his customers something to talk about and remember, and doubtless he will have made good on stock sold at regular prices to customers attracted to the store by the bargains he has been offering. He will have converted doubtful merchandise into useful cash, and will have cleared his stock and enhanced its value.

Just one caution,—the merchant should be sure that the approach of inventory time is not made an excuse for letting stocks of bread-and-butter goods—goods that are in every day demand—run out. This is frequently done in the effort to have stocks down as low as possible. Even the large departmental stores that pose as the pace setters for the rest of the trade, are not guiltless in this respect. With the general trade, this happens as a matter of course and so frequently that merchants take it as a matter of course. With many, it has always been so and they have given no thought to the wisdom of a change. But it is a wrong policy, and if the merchant sets out to correct it, he will probably find he has a perceptible lever over his competitor in the matter of reputation by having the goods when wanted.

If he is out of many staple articles because he wished to have stocks low for entry time, the sales he loses may not in actual money value aggregate a large amount, but he must consider that he is likely to run the risk of disappointing customers. Very few women know anything about his stock-taking and care less, but what they do know is that he could not supply them, when they asked for some simple household want.

The Farmers' Trade.

In many sections where the farmers' trade is the great standby, it is pretty difficult to make things hum at present. The farmer, the farmer's wife, and all the rest of the family are working at high pressure now, and, what is more important to the merchant, his horses are also, and can not be spared to drive into town. Here, however, in many sections, the telephone steps in. This does not take the place of a visit, as only the goods needed will be ordered, and there will be no chance for any shopping around as most customers do when they enter the store. Nevertheless, telephone orders count during the slack months of July and August.

If the merchant cannot attract customers to the store, he can go after them in their homes. If a newspaper service is not available, folders and circulars, telling of the bargains may be distributed each week. Advertising

Make the store Comfortable—See to ventilation—Provide seats and ice water—Do not let assortments of staple lines run out before inventory time—Get rid of stickers and broken sizes and lines at any cost—Use these items to hold a rousing pre-inventory sale—Take special care of telephone orders during the farmers' busy season—The use of a card index in handling farmers' trade—After inventory, drop the bargain sale cry—Buy special lines at clearing prices, and give inducements in the departments.

should be bright and vigorous, and give a truthful description of the reduced goods and stating plainly just why the merchant is able to reduce them. He must not bang the bargain drum too loudly, or shout great price reduction, but, rather, see to it that all the goods offered are really bargains.

The farming community and also other sections have had the bargain inducement that was no great bargain offered too many times to be so very ready to bite now. It may be found possible to send out samples with your best lines and attach a swatch to circulars. This can be done especially well with Spring dress materials and wash fabrics and the fact that values are enticing will lend confidence to the rest of the story.

The Card Index Method.

In handling the farmers' trade, the card-index method of getting after business is worth considering. No elaborate filing cabinet is needed—just an ordinary cardboard box will do to file the cards. Each card should contain not just the farmers' name and address, but particulars of his family and their names and also approximately their ages. Then when the merchant has a bargain in any department he knows by looking over the index where to find the class of trade interested in the goods and send his circular addressed to that individual. Thus, if he is featuring girls' dresses, or boys' boots, he will send to the children that are of the age to wear them, and there is little doubt but that they will bring the goods to their parents' notice.

This card list should be valuable also when new goods arrive, and members of the family ought to be informed when lines personally interesting, are put into stock. This individualized advertising, if tactfully and cleverly done, ought to be productive of results.

When to Drop Sale Cry.

When the taking of inventory is over the sale cry should drop. Goods not sold should be reduced further and advertise, but not as a special feature. It is time now to help others to clear stock. If possible, that is if the buying centre is anywhere near enough to make a buying trip or trips, go right into the market. Manufacturers and jobbers also have broken lines and oddments to clear.

Special items in the departments may thus be obtained. The money that is obtained by selling out the stickers will buy these goods and they produce a profit, and this profit will help to recoup for the losses on the articles sold at or below cost. If the merchant cannot get into market, he should write to the firms he does business with and state his needs. They will all have goods to get rid of and will only be too glad to respond.

The trading policy outlined, if carefully followed, should result in a fairly busy and profitable six or eight weeks. It should also help the store's reputation for selling cheap and reliable goods. It should make the community it draws business from feel that it pays to trade there.

Fire Escape Contest for Travelers.

Commercial Travelers' Day at the National Exhibition, Toronto, will be celebrated Saturday, Sept 4. The fire-escape contest, arranged by the Exhibition Committee on July 2 will be the principal feature. It promises to be of particular interest to knights of the grip, because of the activity they have always shown—and quite properly so -- in matters relating to the proper equipment of hotels. A prize of $100 will be awarded jointly by the Commercial Travelers' Association and the License Department of the Ontario Government, for the fire escape which is considered best adopted for private rooms or apartments in hotels. Several designs, it is anticipated, will be exhibited, as the contest is open to all members of the association. All entries must be sent into Jas. Sargent, 51 Yonge Street, Toronto.

Travelers' Day will also include a five-mile Marathon race for prizes valued at $125, open to amateur members of the association holding certificates for 1908 or 1909. A baseball game between the Toronto and Hamilton sections will be another feature. The winners will be the year's holders of Ex-President M. C. Ellis' silver trophy, now held by the Toronto association.

During the afternoon a number of the leading public men of the day will address a meeting of the travelers.

The programme is a particularly good one and the committee in charge are working with the object of making the day better than the best on record.

New Whitewear Firm.

W. G. Reilly, who for the last eight years has been identified with The Minerva Mfg. Co., and has filled the office of vice-president of the company has severed his connection with that concern and will go into the manufacture of waists under the firm name of The Reilly Mfg. Co. Mr. Reilly during the years that he has been calling on the Canadian dry goods trade which he knows from coast to coast has made a great many friends who will be interested in the announcement that he is entering business for himself, and, starting with the prestige which this connection gives him, and with his thorough knowledge of the business there is little doubt of the success of the enterprise. The new firm will show samples of goods for Spring in ample time for that season. Mr. Reilly was one of the four commercial travelers from Canada who took the trip around the world last year.



W. G. REILLY

Head of the New Waist Manufacturing Firm of The Reilly Mfg. Co.

Some Seasonable Hints to Buyers

From information supplied by sellers, but for whlch the editors of The Review do not necessarily hold themselves responsible.

DALY & MORIN.

Daly & Morin, Montreal, manufacturers of window shades, etc., have issued a useful and attractive catalogue known as supplement to catalogue No. 3. This catalogue describes their upholstery department, and illustrates tapestry curtains, couch covers, lace curtains, etc. This department of their business is progressing favorably. Another section of their catalogue is devoted to specialties in house furnishings, such as screens, curtain stretchers, etc., etc. The illustrations throughout are good, and the descriptions practical. The catalogue will be particularly useful as an aid in making special sales and giving retailers a source of supply for many lines that are called for at odd times. A copy will be gladly sent upon request.

Delfosse & Co., 7 Hermine Street, Montreal, is showing a modern and up-to-date stock of brush brass



square tubing fixtures suitable for a display of silks, laces, lace collars, haberdashery, hosiery, etc.

E. H. Code, the wholesale smallwares man, Ottawa, has removed from 19½ Elgin Street to fine new, and much larger, premises at 223-225 Queen Street. The new quarters, ground floor location, are 75 x 33½ feet, and were taken to accommodate the firm's growing business. Mr. Code was a popular traveler for many years up to the time he ventured into the smallwares and fancy goods field for himself.

Sparks Bros., Ottawa, have just removed to new quarters at 221 Queen Street, where they have considerably more space at their disposal than they have ever had in the past. The new premises give them 5,000 square feet, the building they occupy being a fine, new brick structure. The firm will be enabled now to turn out a larger quantity of goods in less time than in the old place on Sparks Street.

THE NEW STAUNTON LINES.

In the Staunton line of wall paper for 1910, while due consideration is given to the fact that a large section of the trade requires goods that will suit the popular taste and sell rapidly, it has been borne in mind that highly artistic effects have been steadily growing in favor. In the development of this tendency it must be stated that Stauntons have done a great deal. Many patterns in Art Nouveau styles are shown, the deeper tones and colorings being employed. Weave and fabric effects are well represented, and there is a good showing of Jaspe grounds in medium and high grades. An assortment of oatmeal ingrains is another feature. These have already met with a very large sale. A unique and what promises to be, a very acceptable introduction is a line of "Engravures," printed from copper rollers in oil colors. By this means effects impossible with the ordinary printing presses are obtained.

Through their connection with the Imperial Wall Paper Co., of Glens Falls, N.Y., and the Wm. Campbell Co., of Hackensack, N.J., Stauntons are enabled to give an unprecedented variety of designs and colorings. While they manufacture in Toronto all of those grades which can economically be printed here for the Canadian trade, those lines which can more advantageously be produced in the States are manufactured in the plants referred to. Stauntons are the sole representatives in Canada for the Campbell and Imperial people, and goods selected from these two "Import" lines will be shipped to customers on regular wall paper terms. They will continue to handle the Sanitas waterproof cloth wall coverings, and with a rich assortment of tiles and burlaps are in a particularly strong position to serve every need of the Canadian trade.

SAMUEL WENER & CO.

Samuel Wener & Co., a specialty men's top-wear house, now occupy a large factory at 301 Notre Dame St. West, corner of St. Henri St., Montreal. The factory comprises four floors, 44 x 130 feet, the main floor is fitted up for offices and show rooms, and affords unique facilities for house trade. This firm is making a specialty of men's overcoats, raincoats, and waterproofs, and has rapidly built up a large business.

Kleinert's "Nu Method" hose supporter is proving a big seller wherever it has been introduced. Women instantly appreciate its great advantages and the volume of repeat orders received from merchants who have placed in stock a sample order is evidence that the practical features of this supporter are such that they command ready sale. All jobbers have stocked the "Nu Method" supporter and are in a position to fill orders promptly. In order to help



retailers to sell these goods and to call their merits to the attention of customers, the Kleinert Rubber Co., will be glad to supply free of charge electros like that shown here. These electros used in your advertisement with a talk about the superior advantages possessed by the "Nu Method" supporter will produce increased sales.

R. C. WILKINS.

R. C. Wilkins, Montreal, Rooster Brand Overall specialties, has had a big season, and has been unable to cope with the demand, notwithstanding increased facilities. Travelers are booking future orders and they trust to soon catch up with the demand.

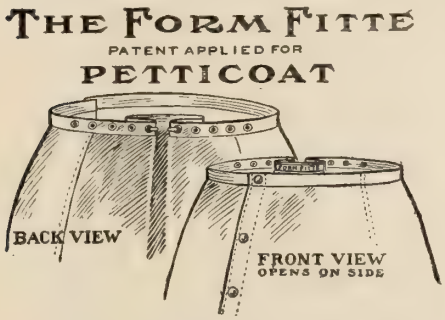
DEMAND FOR REAL HAIR GOODS

There is a very strong demand for real hair goods in toilet departments and these necessary aids to attractiveness are so cunningly and beautifully made that it is impossible when once these articles are fixed on the wearer's head, to determine where nature terminates and art steps in. Burnet & Temple are the pioneers of this now extensive trade and their creations are to be seen in every dry goods establishment throughout the world. The Canadian trade generally is very favorable to this class of goods and large contracts have been recently placed.

Burnet & Temple are prepared to forward to any firm in Canada a sample range, value about $20, comprising all the latest and fashionable curls, switches, pincurls, waves, transformations, etc. This will enable every firm to have an opportunity of testing the likelihood of doing business in these lines at very small risk to themselves. These goods will be strictly non-returnable.

KNITTOP AND FORM-FITTE PETTICOATS.

In every store handling ready-made garments the alteration problem is a factor and any improvement in the



make of a garment that tends to minimize expense in this direction, not only makes business easier, but makes it a better paying one. Merchants therefore will do well to investigate the merits of the "Knittop and Form-Fitte" underskirts. The first mentioned skirt is made of Canadian-made knitted fabric specially fashioned so that no sagging is possible. It comes in mercerized silk, worsted and cotton fabric, finished with taffeta in both soft and rustling flounces, also flounces of English taffeta, both plain and embroidered. This skirt perfectly molds the figure and, being of jersey top, gives with every movement. The "Form-fitte" petticoat comes in all fabrics, taffetas, moires, English taffetas, etc., and its merit consists in the fact that because of a simple patented adjustment it will fit any sized waist. The skirt fastens with a placquet and fasteners at the front side seam. In the band at the back is placed a series of eyelet holes. There is a patented double hook by means of which an inverted box pleat can be formed that fits it to any waist. This is done in a simple and easy manner and with no possibility of either tearing or slipping.

These skirts are manufactured by McKay Bros., 1229-1231 Queen West, Toronto.

THE CANADA LEATHER GOODS CO.

In regard to their new samples for the Fall and Christmas trade, the Canada Leather Goods Co., of Montreal, state that they have surpassed all past efforts in their lines of ladies' bags, purses, etc., and that the new range will be superior to anything ever shown in Canada. Exclusive designs, the best of materials, and superior workmanship make their Fall showing a most attractive one, and buyers will do well to see these goods before placing Fall orders.

ASSORTING SAMPLES READY.

Merchants who are in search of especially good values—of the right goods at the right prices—will do well to examine the new dress fabric lines shown for the assorting season, by J. and N. Philips & Co., Manchester. The new color cards are now to hand, corrected from the experience gained during the placing season. These corrected ranges come in all the advanced fabrics that are popular now, and in those novelty weaves that are just making their appearance on the fashion horizon. Special mention may be made of the new smooth-finished worsteds, of the serge cheviots and diagonal weaves, and the rougher finishes now coming into favor with the high-class trade ; also the new satin cloths, broad cloths, sedans, etc. Among the novelty series, special mention may be made of a new serge. This material is a pure mohair cloth in the new soft finish. It comes in a beautiful selection of dark pastel shades, and can be retailed with good profit at 75c. This is only one of the many splendid values in this firm's line.

This house might be named with truth the house of values as they have long been most practical exponents of the doctrine of small profits and quick returns and they believe most emphatically in the trade building merits of good qualities and short datings.

From their high standing and great experience, as one of the great British firms, the retailer buying from Philips & Co., has every assurance that the goods they show are not only right in value, but up-to-the-minute in style, weave and color. This firm's methods of doing business make them a specially good house for the man to buy from who is in the habit of exacting quick turnovers from his enterprise.

WANT CANADIAN REPRESENTATIVES.

The American Stocking Company, New York, manufacturers of "The American Boy" and "The American Girl" stockings want a live-wire representative to handle their goods in Canada. The product of this firm is well known in the United States, where a big trade has been built up in them and there seems good reason to believe that the application of the



same progressive methods to the Canadian field will result in equally satisfactory results. This should be a good line for a man now covering the Canadian retail dry goods trade to connect with, and the American Stocking Co., will be glad to be communicated with by any traveler who is interested in a proposition which will add to his sales and commission. See the advertisement in another page in this issue.

THE WATSON-FOSTER LINE.

The Watson-Foster Line for 1910 has not been created by merely thinking of it, but by a well thought out plan based on a comprehensive sys-

tem of administrative experience and salemen's reports regarding three thousand buyers' requirements.

The Watson-Foster Company are not taking refuge by any means behind the restoration of the border price, which in point of fact is comparatively in the dealers' interest, but by making their line so exceedingly attractive in merit that even at close prices their expected increase in business, or longer "runs" of patterns, will justify their selling figures.

There is no "dead wood" in the Watson-Foster, every pattern has a purpose and the clever, original "Brightling" collection will make the paper-hanger happy, to say nothing of the people at large. The whole line is educatively interesting and will be a pleasure for the dealer to look upon early in July.

LAMBERT CHATELAINE BAG AND BELT.

One of those unique and up-tp-date novelties which emphasize practical value, while retaining the requisites of dressy appearance, has made its appearance in the Lambert Combination Chatelaine Bag and Belt. It has already met with a reception which pronounces it a decided feature of the season's leather or fancy goods departments. As will be noted by the illustration, the bag is cleverly fastened on one side of the belt and is fitted with a leather coin purse, although this is optional. The bag furnishes the necessary pocket for handkerchief, etc., and is adaptable and useful in all occasions—shopping, walking, traveling, outing. It is strikingly suggestive of its own convenience and for that reason will appeal to every woman who sees it. The bag is made in a great variety of leathers and colors required to match the shades of the gown where possible, or the shoes. The manufacturers are P. W. Lambert & Co., 64 and 66 Lispenard St., New York; Canadian representative S. Abrahams, 431 Mount Pleasant Ave., Montreal. Samples will be sent on approval.



Lambert Combination Chatelaine Bag and Belt.

A. E. RAE'S ILLUSTRATIONS.

Two beautiful evening wraps are shown in the advertisement of A. E. Rea & Co., on another page. No. 21 is a beautiful kimona cape model without sleeves. This particular wrap is developed in eau de Nile chiffon broadcloath, and is trimmed with bands of handsome passementerie, braid and embroidered buttons. The shaped collar is heavily embroidered in soutache effect with eau de Nile silk, and the garment is lined throughout with chiffon taffeta to match. This wrap can be had in all the leading shades to sell at $35.00

No. 22 is a smart opera cloak in circular cape shape and with armlets in front. The model shown is made from French grey chiffon broadcloth and trimmed with one of the new oxidized passermenterie bands. The fancy collar being inlet with a pattern of oxidized gauze. This coat is unlined and the garment sells at $18.

No. 23 shows a one-piece dress of black Venetian with the long tight sleeves and yoke of black fish-net, trimmed tucks and guipure insertion. The front of the waist, the waistband and skirt panel are heavily embroidered in silk to match. This dress can be had in all the leading colors and sells at $15.00.

No. 8110 shows a new waist model in net. The body and upper sleeve is of Irish crochet net and the yoke and under sleeve of fine tucked net trimmed with baby Irish insertion and motif. The waist is lined throughout with Japanese silk and the price is $4.50.



New Corset Model, Manufactured by the Parisian Corset Manufacturing Co., Limited, Quebec, Que.

OLD BLEACH TOWELS.

Owing to the very large demand for Old Bleach towels, R. H. Cosbie of the Irish Linen Agency, Toronto, is now carrying a stock of the most popular lines, and can supply orders direct. Merchants in need of immediate supplies will do well to note this departure.

HOME & WATTS IN NEW FACTORY.

Home & Watts, Ltd., Toronto, manufacturers of misses' and children's clothing have recently moved into their new factory in the Southam Press Building, at the corner of Duncan and Adelaide Sts. They will have there the additional factory space which the rapid growth of their business has demanded, and a feature which will be especially appreciated by customers of the firm visiting the city, will be the splendid large sample room. This will be fully stocked with samples of the very latest styles in these garments which have proved so popular with the trade since their introduction. The firm is located on the second

floor of the new building where they have 12,000 square feet of space, and their offices and sample rooms are easily reached by a passenger elevator. Merchants visiting Toronto will find it to their decided advantage to call upon this firm and investigate the opportunities which a line of children's clothing offers them for profitable turnover.

THE "HELLO PEOPLE" SAILOR.

Musical comedy is responsible for the launching of many hat fashions. It was musical comedy that introduced the "Merry Widow," and now it is the "Hello People" sailor.

The full tide of the tourist season will see a demand for this sailor shape develop in Canada, and to be able to supply the demand the retail trade should lose no time in getting in touch with the manufacturer, Jacob Wechsler, 46-48 Houston Street, New York.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St. Toronto — 465 Temple Bldg. Montreal

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal
MERCANTILE REPORTS AND COLLECTIONS
Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985

LEGAL CARDS.

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal; Chas. A. Duclos; Henry N. Chauvin.

Cable Address "MACKER," Winnipeg — Office 511 Ashdown Block

McRAE & WALKER
Manufacturers' Agents and Wholesale Jobbers. WINNIPEG.
Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

J. SPROUL SMITH
Manchester Building - TORONTO

Representing: Paris Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Ltd., Carpets, etc., Rochdale, Eng.; Wm. Clark & Sons, Canvas, Hollands, etc., Upperlands, Ireland; Albert Godde Bedin & Cie, Chiffons, Laces, etc., Paris, France; Perret Gros & Million, Malines, Veilings, etc., Lyon, France; Melrose Knitting Co., Socks, etc., Glenwilliams, Ont.

Dieckerhoff Raffloer & Co.
OF CANADA, LIMITED
DRY GOODS COMMISSION MERCHANTS AND MANUFACTURERS' AGENTS
Montreal—525 St. Paul St.; Winnipeg—400 Hammond Block; Toronto—154-160 Wellington Street West, cor. Simcoe Street—Head Office.
Importers of Buttons, Smallwares, Laces, Tailors' Trimmings, Linings, Velvets, Felts. Stock carried in Montreal and Toronto.

HOTEL DIRECTORY.

WINDSOR HOTEL
HAMILTON, BERMUDA
This house is pleasantly and conveniently located on the east side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNicol, Prop.

TOWER HOTEL
GEORGETOWN, DEMERARA
BRITISH GUIANA
This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious dining and ladies' rooms. Billiard room. Electric light throughout.

VICTORIA LODGE
HAMILTON, BERMUDA
Mrs. J. F. SMITH, - - Proprietress
Opposite Victoria Park and Cedar Ave.
Private Board $12 to $14 per week.
Open November — Closes in May

WINTER RESORT
QUEEN'S PARK HOTEL
Port-of-Spain, Trinidad, B.W.I.
JOHN McEWEN, - - - Manager
For rates, etc., apply
TRINIDAD SHIPPING & TRADING CO.
29 Broadway, New York.

THE GRAND UNION
The most popular hotel in OTTAWA, ONT.
JAMES K. PAISLEY, - - Proprietor

HALIFAX HOTEL
HALIFAX, N.S.

WHOLESALE HOUSES.

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
ORDERS OUR ESPECIAL HOBBY

Collecting Money
from tardy debtors may be no easy task to you. But we make a specialty of the business. Our work during the year we've been in business has been (and is now) entirely satisfactory to our clients.
Let us collect your overdue accounts. We can get your money for you.
The Beardwood Agency
313 New York Life Building - MONTREAL

Condensed Advertisements

AGENTS WANTED.

AGENTS WANTED—Calling upon the retail trade to handle the productions of a high-class lace and novelty house. An interesting line for any agent with good connection amongst high-class retailers. Address, Laces, care DRY GOODS REVIEW, 88 Fleet Street, E.C., London, England.

WANTED—INDUSTRIAL AGENT for thriving western town. Must be a capable organizer, able to inspire big commercial ventures and to write literature that will attract attention. A newspaper man would be preferred, but high class applications will be considered. Salary $2,500 to start, $3,000 second year, and there is practically no limit to the money provided the man can "make good." Answer in confidence, "G.H.," care the MacLean Publishing Co., Montreal, Que.

MISCELLANEOUS.

CUT DOWN YOUR PRINTING BILLS one half by installing a "Writerpress." Your office girl or boy can with it print your circulars, price lists, etc., at the rate of 1500 to 2000 copies per hour. Best machine ever made for printing facsimile typewritten letters. Prints from printers' type, half-tones, etc. Retail stores could greatly increase their business by using a Writerpress to run off circulars and letters, sending them out to their customers and probable customers announcing special sales, etc. Send for illustrated catalogue and samples. The Canadian Writerpress Company, 33 John St. South, Hamilton, Ont.

DICTATING to the Dictaphone saves 50 per cent. We will prove it to you if you will send us a post card for full particulars. Toronto Phonograph Co., Limited, Dictaphone Dept., 40 Melinda St., Toronto, Canada. (tf)

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513, No. 83 Craig St. W., Montreal, and 129 Bay Street, Toronto.

KEEP AN ACCURATE ACCOUNT of your employes' time. The Syracuse Dial Time Recorder is the most practical time recording machine for dry goods and millinery stores. Entirely automatic. Nothing to confuse employes. A turn of the pointer, a pressure in the hole opposite the employe's number, and the hour and minute is recorded. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 15 Alice Street, Toronto. (tf)

LIVE BUSINESS MEN insist that their business correspondence be typewritten. Keen, progressive merchants find personal typewritten letters bring the best advertising results. They are secret, individual, powerful business getters. The Light Touch MONARCH is especially attractive to the merchant. Write for interesting literature. The Monarch Typewriter Company Limited, 98 King St. West, Toronto, Ont. (tf)

MEN SELLING ON COMMISSION, or men whose time is not fully employed, should become our agents. The Canadian Grocer, Dry Goods Review, Hardware and Metal, Printer and Publisher, Bookseller and Stationer, Plumber and Steamfitter, Canadian Machinery and Power House are all well known and highly regarded trade papers, with a large circulation throughout Canada, United States and Great Britain. The circulation must be maintained and increased. We pay large commissions to men who push for new subscribers. If you can do anything in this way write the Circulation Department, giving references. THE MacLEAN PUBLISHING CO., Toronto. (tf)

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling and greatly facilitates the loading of cars, drays, etc., and for handling goods in and about the warehouse and factory reduces the cost of labor because far less warehouse help is required. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

THE WALES VISIBLE ADDING AND LISTING MACHINE is superior to any other machine for these reasons, among others:—Visible Printing, Flexible Keyboard, Columns Space Bar, Automatic Clear Signal, Adjustment for Carbon Copies, Eliminating Keys, enabling the operator by the mere pressure of a key to add without listing or list without adding. 30 days free trial to responsible people. Write us for free illustrated catalogue. Adder Machine Company, Wilkesbarre, Pa.

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Eclipse Umbrellas

Comprise Every Umbrella Want

For Ladies, Men and Children

The Variety of Handles, Fabrics, and Styles Will Please
the Most Exacting Taste

Values are Unsurpassed

IMMEDIATE DELIVERIES OF ALL LINES

The Eclipse Umbrella Co., Limited

454 St. James St., Montreal

Our Sales are Increasing Every Month in

CAMPBELL'S
Linen Threads

We would ask you to try them.
They are Strong, Smooth and Best Quality.
For Household or Manufacturing Purposes.

**All Large Wholesalers carry them in stock, or
can procure at once from us.**

AGENTS FOR CANADA

JOHN GORDON & SON

TORONTO MONTREAL WINNIPEG

QUEEN of DRESS GOODS

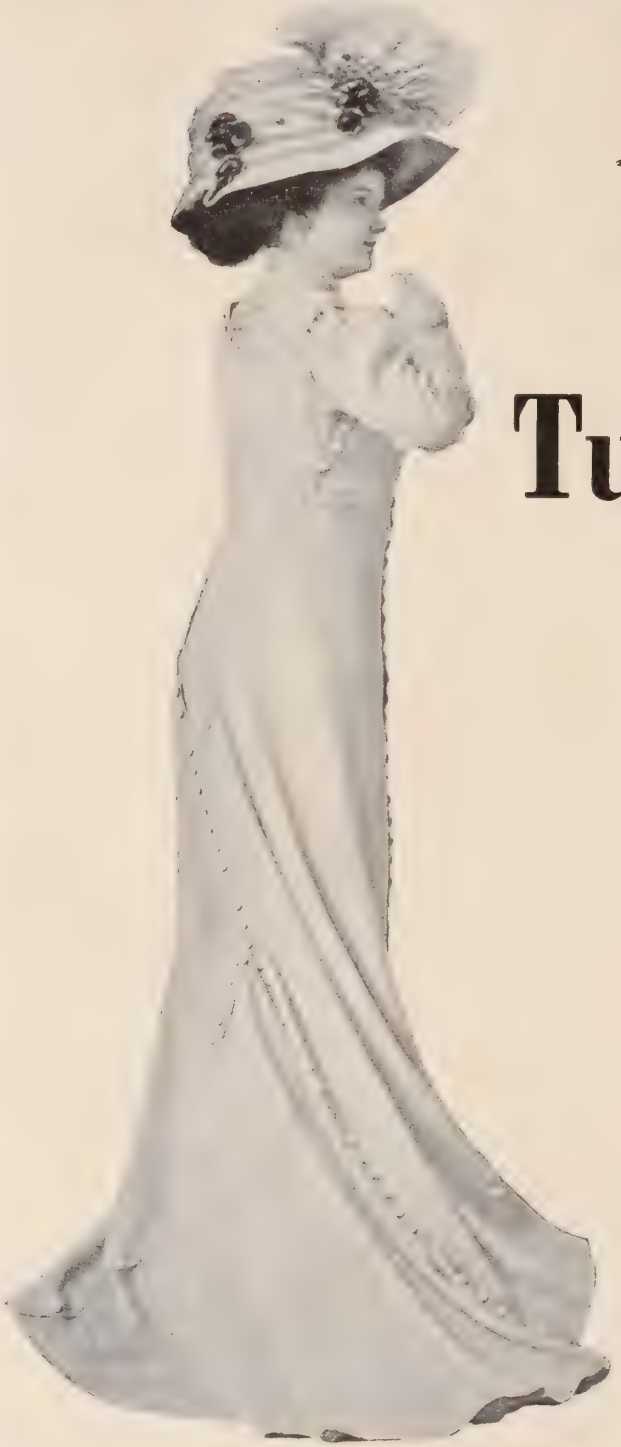
Priestley's'

Tussah Royal

In all the NEWEST SHADES

Austrian Satin
Belvoir Satin
Clarence Satin
Alexandra Satin
Wool Travers

All of these Cloths are shown in the leading Fall shades.



The Now Famous

500-BUTTON COSTUME

lately exhibited at the Dressmakers' Conventions in New York, Boston and Chicago. It was made from

Priestley's

ENGLISH TUSSAH ROYAL

These beautiful materials, accepted by the fashionables in London, Paris, and New York, will ensure the success of your Dress Goods Department. Make these cloths leaders in your Dress Goods Department this coming Fall.

Sole Agents for Canada,

Greenshields Limited

MONTREAL

Special Knit Goods Number

DRY GOODS REVIEW

August 1909

Vol. XX. No. 8



The illustration shows a classy and stylish garment, selected from the range manufactured by the Monarch Knitting Co., Ltd., of Dunnville, Ontario. It is made from the finest Australian stock; and being closely knitted produces a firm and lofty stitch, making a garment that will always retain its shape. The Monarch Knitting Co. will be glad to send you a sample of this Coat, which is bound to be a big seller. Ask for No. 905.

MacLean Publishing Company, Limited, Publication Office, Toronto, Canada

Montreal Winnipeg New York Chicago London, Eng.

Profits in Discarded Stock

This may sound like a paradox—but it is not.

Merchants who send their dead stock here may have the fabrics transformed into good saleable lines.

Nowhere else in Canada is there a Dyeing plant of nearly the size of that of this house—none so modernly equipped—none where more skilled work-people are employed.

For more than thirty years we have been re-dyeing and finishing the off-color and shop-worn stocks of leading dry goods merchants all over Canada—making them money.

We have attained close to perfection in the re-dyeing and curling of fine feathers and plumes.

R. PARKER & CO.,

Dyers and Finishers **TORONTO, CAN.**



"Rooster Brand"

WE MAKE TROUSERS AT ALL PRICES

We make some specials that are wonder workers with the trade

ENGLISH DRAB COTTON WHIPCORD
ENGLISH BEDFORD CORD,
Drab and Coffee, Extra Heavy
ENGLISH CORDEROY,
Drab and Brown, Extra Heavy

WOOLLEN WHIPCORDS,
Iron Grey and Butternut
WOOLLEN BANNOCKBURNS *and* IRON GREYS

Working Pan's, Dress Trousers, Riding Breeches : : Overalls, White Coats, Hunting Coats

SHIRTS FOR FALL, *in all the lines most in demand*

ROBERT C. WILKINS CO., Limited

MONTREAL

FALL BUSINESS

1909

¶ Each day sees an improvement in business prospects all over Canada.

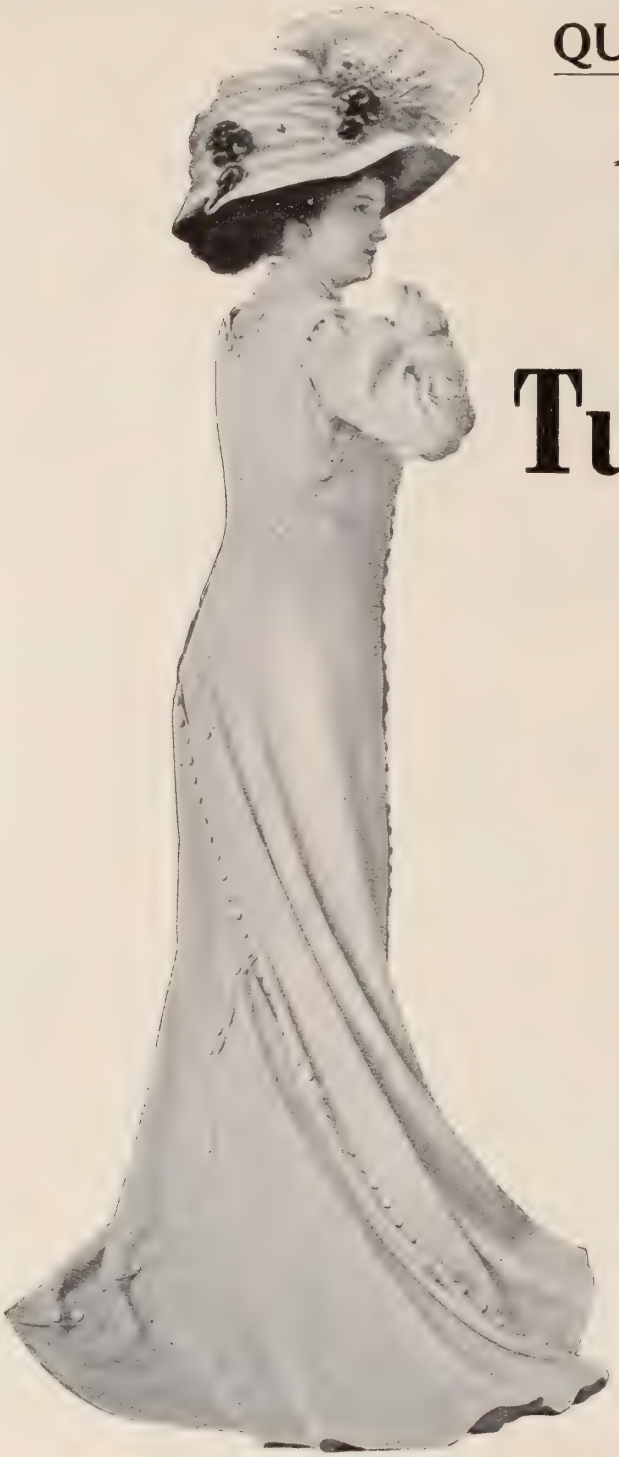
¶ Crop conditions are bright, manufacturers are running full time and everything points to a big Fall business.

¶ All our departments are well supplied for Fall trade.

¶ It pays you to take advantage of our stocks.

GREENSHIELDS LIMITED

MONTREAL



THE NOW FAMOUS

500-BUTTON COSTUME

lately exhibited at the Dressmakers' Conventions in New York, Boston and Chicago. It was made from

Priestley's

ENGLISH TUSSAH ROYAL

QUEEN OF DRESS GOODS

Priestley's'

Tussah Royal

IN ALL THE NEWEST SHADES

Austrian Satin

Belvoir Satin

Clarence Satin

Alexandra Satin

Wool Travers

All of these Cloths are shown in the leading Fall shades.

These beautiful materials, accepted by the fashionables in London, Paris, and New York, will ensure the success of your Dress Goods Department. Make these cloths leaders in your Dress Goods Department this coming Fall.

SOLE AGENTS FOR CANADA:

Greenshields Limited

MONTREAL



Important Announcement.



Children's, Misses' and Ladies'

Hosiery, Gloves and Underwear

FOR SPRING, 1910.

Having cut Men's Underwear out of this department we are "Specializing" on the above lines, and will show for the coming season a most comprehensive range in these goods.

Children's Hosiery. Cotton, Nos. 200 to 248.
Cashmere, Nos. 1400 to 1430.
" " M2 to M28.

All sizes in White, Black and Newest Shades and Combinations. Put up in the most suitable and convenient manner for the retailer. See Nos. 204, 214, 218, 220, 222, 224, 228, 244.

In Misses' and Ladies' Black Cotton Hose.

See "Specials," 1000, 2000, 3000, 4000, 5000 and 6000, at prices to interest large keen buyers.

Cotton, Lisle and Fancy Hosiery, Nos. 250 to 562. A range of choice selections that should command the attention of all buyers of Hosiery. Ask to see Nos. 276, 282, 286, 294, 362, 400, 410, 414, 504, 516, 526, 538, 550.

Cashmere Lines, 1450 to 1630.

See 1450, 1460, 1464; 1476 to 1490 very Special; 1600, 1606, 1626, 1630.

Fabric Gloves Range from 450 to 814.

One of, if not the most, unique and complete combination of Shadings and Values to meet present trade requirements. See Nos. 456, 470, 482, 494, 546, 568, 586, 592, 608, 611, 622, 638, 762, 770, 784.

Children's, Misses' and Ladies' Underwear.

Rubens, 600 to 615. Underwear, 200 to 470. The Cream "Selected" from all the best manufacturers.

"Cedo Nulli."

Our Trade Mark on all Goods stands for "Merit" in the fullest sense of that term.

There are some things worth remembering.

Brophy, Parsons & Rodden, Ltd.,

THE SPECIALTY HOUSE,

25 Victoria Square, - - MONTREAL.



Corticelli



Asserts nothing --- it can always present facts of crushing weight

All correct rules of business are simple, but not always easy to follow.

One of the fundamentals of Corticelli policy is to make *better* spool silk than any other. That's simple, but not easy.

It has been accomplished by Corticelli, however, for three-quarters of a century. Every year and every work day of that time the Corticelli mills have been producing the best spool silk in the world.

The effort, the capital, the experience required to do this, are reflected in the product. Corticelli is superier because we have made it so, faithfully and unfailingly. It is the best spool silk in the whole world for any dealer to sell, or any consumer to use. We prove this with Corticelli, and Corticelli proves it by an absolutely resistless progress in popularity and in sales. The eyes and ears of the dressmaking world are open to the tremendous benefits of **Corticelli European Fashion Service,** the biggest thing ever done by *any* manufacturer for the benefits of users of spool silk.

The eyes and ears of the dry goods trade are centered on the movement as they never have been on ANYTHING ever done in the spool silk fields.

Emerson said: "Hitch your wagon to a star." We say: "Hitch your store to Corticelli and its European Fashion Service."

CORTICELLI SILK COMPANY, Ltd.

Head Office: St. Johns, Que.

Address Nearest Office

Sales Rooms—22 St. Helen St., Montreal
24 and 26 Wellington St. West, Toronto
399 Cordova St., Vancouver
91a York St., Sydney, N.S.W.
56 Albert St., Winnipeg

DEBENHAMS
for
NOVELTIES

Fall 1909

PARIS PATTERN HATS

(Strictly Imported)

and

Latest Millinery Novelties

will be shown on

Monday, August 30th

and following days

Ready for Early Buyers August 16th

Trimming Room Opens August 9th

Debenhams (Canada) Limited

18 St. Helen Street

Quebec — *Montreal* — *Ottawa*

Established 1832 Cable Code: Law—Bradford

FALL 1909

"Laurus" Fabrics.
REGISTERED

Exclusive Designs

These goods are rolled on special boards
and stamped every **five yards** "Laurus"

SPECIALTIES

Mayfair and Blenheim Suitings

in our Combination finish

(PIRLE AND SUEDENA)

Showerproof Goods

in the latest styles

Mohair and Alpaca Linings

Buyers visiting England can see a full collection in Bradford and London.

Law, Russell & Co., Limited

Converters of Bradford Fabrics.

BRADFORD AND LONDON

ANNOUNCEMENT
to the Retail Trade of the DOMINION of CANADA

Revillon Freres Limited
Exporters and Importers of General Dry Goods
(Headquarters, PARIS)

Canadian Office, 134 McGill Street, Montreal

Beginning September 1st, 1909, ten experienced salesmen leave this warehouse equipped with the cream of the world's merchandise for your inspection. Placing orders are for delivery Spring, 1910.

OUR POLICY IS : "Lowest Possible Prices, Dependable Merchandise, Reliable Service."

DEPARTMENTS

Dress Goods
Broadcloths
Shell Cloths for Furriers
Beaver Cloths
Men's Suitings
Linings for Furriers and Tailors
Brocades and Damas
All kinds of Silks
C. J. Bonnet's, of Lyons, famous black Silks
All kinds of Wash Goods
Sateens and Prints
Plumes, Feathers, Feather Boas
Velvets, Velveteens
Blouse Cloths and Challies
All kinds of Ribbons
French Val. Laces, Nottingham Laces Plauen Goods
Representatives of the Austrian Government for Real Laces
English and Swiss Lace Curtains
Swiss Embroideries
Swiss Muslins
Ladies' and Men's Hosiery
Ladies' and Men's Kid Gloves
Fabric Gloves
Braids, Dress Trimmings
Men's Underwear

SUCCESS WHITE SHIRT

From Your Wholesaler



Ready for Shipment Aug. 15th.

$9.00 per doz.

NOTE THESE POINTS:

- Dependable materials
- Made 36-in. long back and front
- Reinforced linen-faced bosom
- Linen-faced cuffs
- Sleeve made with endless and top stay
- Sold with either cuffs or bands
- Attractively boxed in quarter dozens

SUCCESS WHITE SHIRT

is made to retail at a popular price, but with all the good selling features a shirt can have—good enough for a leader in any store. Your Wholesaler will be showing it very shortly. Look it over carefully.

Carried in stock and guaranteed by the makers,

The Canadian

Look for this Label

Which appears on all

SUCCESS OVERALLS



Covering a range

of 3 Garments	-	Overalls	- Bibs -	Smocks
in 3 Weights	-	6 Oz.	- 7 Oz. -	8 Oz.
and 3 Colors	-	Black	- Blue -	Gold Back

27 Garments in all

SUCCESS OVERALLS

are better value than any other overalls, because they are better made, and there is "more to them."

We aim to get and keep your trade by selling you goods that enable you to give your customers better value than they can get elsewhere.

A workman requires strength, durability, and generous size in his working clothes, and we are making **SUCCESS OVERALLS** to fill these requirements better than any other brand.

POSITIVELY GUARANTEED

SUCCESS OVERALLS are positively guaranteed by the manufacturers to be full size, and to give wear and satisfaction to your customers. Every dealer is authorized to return full purchase price of any garment returned through defect.

Supplied by the wholesale trade at these prices:

6 oz. **$8.25,** 7 oz. **$8.75,** 8 oz. **$9.50.**

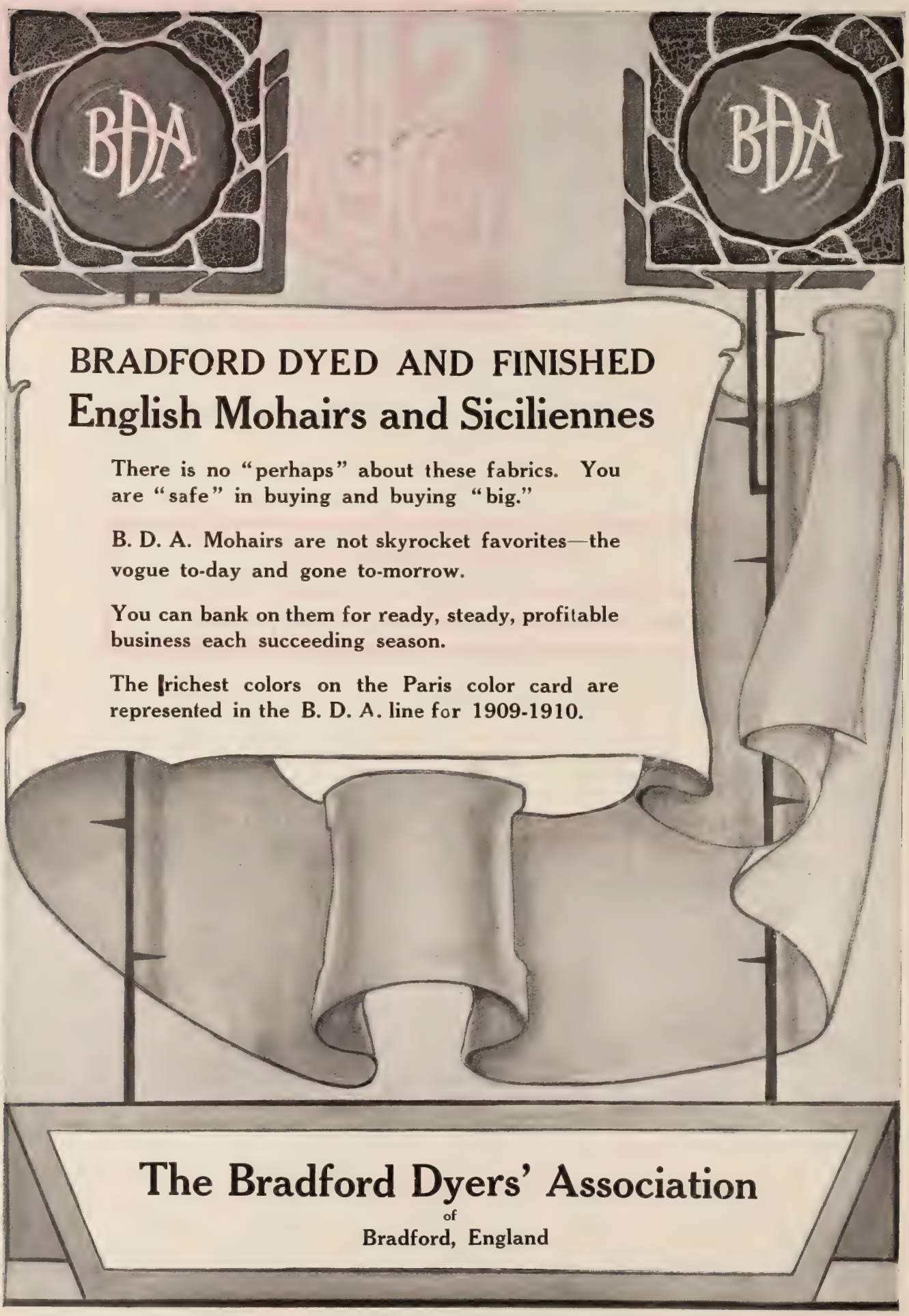
If your wholesaler is not carrying the line, write us.

IN STOCK AFTER OCTOBER 1st.

Converters' Co. Limited.

Montreal

Please mention The Review to Advertisers and Their Travelers



BRADFORD DYED AND FINISHED

English Mohairs and Siciliennes

There is no "perhaps" about these fabrics. You are "safe" in buying and buying "big."

B. D. A. Mohairs are not skyrocket favorites—the vogue to-day and gone to-morrow.

You can bank on them for ready, steady, profitable business each succeeding season.

The richest colors on the Paris color card are represented in the B. D. A. line for 1909-1910.

The Bradford Dyers' Association

of

Bradford, England

John M. Garland Son & Co.

Ottawa Ontario

Promptness and Thoroughness is Our Endeavor

We carry as complete and well sorted a stock of general dry goods, fancy goods and staples as is to be found in Canada. Try us with a mail order the next time you are in need of anything. One trial will assure you of our desire and ability to please. If you have not our mail order blanks let us send you some. We feel that upon the trial of one the balance will rapidly follow.



John M. Garland, Son & Co.

Ottawa Ontario

Please mention The Review to Advertisers and Their Travelers

FLANNELETTE

If purchasers of this useful material for underwear all the year round would buy the best English make they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

HORROCKSES'
Flannelettes

(made by the manufacturers of the celebrated Longcloths, Twills and Sheetings)

are the best

SEE "HORROCKSES" *stamped on selvedge every 5 yards.*

Horrockses, Crewdson & Co.
Limited

Cotton Spinners and Manufacturers

PRESTON **MANCHESTER** **LONDON, ENGLAND**

LOOK OUT FOR THIS SHIELD AND TRADE MARK.

THE RETAIL TRADE IS URGED TO ASK FOR THESE CLOTHS.



THE RETAIL TRADE IS URGED TO ASK FOR THESE CLOTHS.

Goods to be obtained from the high-class Novelty Dress Goods House, STOBART SONS & CO., Ltd., WINNIPEG

The Door of Opportunity is Always Open

to the man who is selling

"Old Bleach" Linens

It is the key to large business, a satisfied trade, a feeling of giving honest value and a sense of superiority that comes from selling goods of the highest quality.

Art Linen Towels
Art Table Damasks

Made by the famous "Old Bleach" process from the best flax that grows. They are bleached in the sun which gives them a durable whiteness while retaining the full strength of the fabric. "Old Bleach" fabrics are soft and smooth and do not become rough, and the patterns are very attractive.

SEND FOR OUR
CATALOGUE
AND PRICES

R. H. COSBIE
Irish Linen Agency

TORONTO - - - - - ONTARIO

To Ladies' Tailors and Costumiers -

The New Directoire Trimmings

with Cord and Applique Medallion. (Samples of these goods cannot be sent free). Set of same $1.20 and $2.40.

New Brocade Linings.

New Ivory Soft Satin Mousseline

Most of the French Models for the coming season are lined with this article, which will take the place of Satin Duchesse so long in vogue. Samples on application.

Other Departments

Skins, Vests, Embroidery on white-face-cloth.

BRAIDS, BUTTONS. (Our Specialties in Embroideries for Ladies' Tailors are all engaged patterns, and cannot be procured elsewhere. Samples, $2.40.)

The New Directoire Embroidery
on Shantung, 20 inches wide, 8 shades, $3.55. Also Vestings, 7 inches wide, 8 shades, $1.63. (With and without Tinsel. Pretty effect.)

Large Range **Victoria Twill Linings** (otherwise Polonaise) plain and with design. From 48 cents.

The New Sea Serge 56 inches wide in Black, Navy and Cream only. 66 cents.

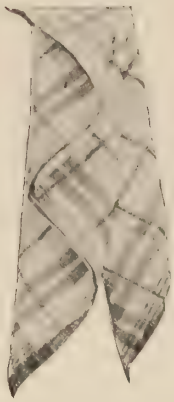
This is the House that supplies the Best Ladies' Tailors in England with most of the specialties in Braids, Embroideries for Collars, Vests, etc., and well-known for good value in Duchesse Satin, and other makes of 40-inch Linings.

All Orders executed same day.

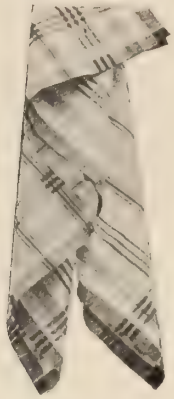
Open Indents carefully executed.

H. W. Wilson & Co., Manufacturers,
4 Kingly Street, Regent Street,
LONDON, W., England.

"PYRAMID" Handkerchiefs



PYRAMID
HANDKERCHIEFS
REGISTERED No 118990



The LATEST in HANDKERCHIEFS.
A PERFECT FABRIC.

Guaranteed.
Woven
FAST Colors.



Finish SOFT.
Quality Very DURABLE.

In BEAUTIFUL Styles.

REGISTERED DESIGNS.

PYRAMID
HANDKERCHIEFS

ONCE USED
Always
Asked For.

PYRAMID
HANDKERCHIEFS

Pyramid Handkerchiefs are carried by all the leading Wholesale Houses in Canada.

M. CRISCUOLO & CO., 19 Cross St. E.C., Hatton Garden, London, Eng.

Manufacturers of "THE PERFECTION"

HUMAN HAIR FRINGE NETS

Revised and greatly reduced prices

Size 28-30 Meshes, 20/- gr.
" 32-34 " 23/- "
" 40-40 " 28/- "

We guarantee correct number of Meshes.



Size 45-47 Meshes 35/- gr.
" 50-50 " 40/- "
" 60-60 " 50/- "

The very best net made

Special quotations to wholesalers and large buyers. Canadian orders promptly executed.
Acknowledged the cheapest house for value.

PLEASE NOTE.—We are Manufacturers, NOT Middlemen.



PATENTED 1909

One of these cuts furnished free for advertising this new supporter. Write for it to-day.

PATENTED 1909

LATEST SUPPORTER

EVERY JOBBER HAS IT

Kleinerts

"Nu-Method"

with

Shur-On CLASP

AND ADJUSTABLE HOOK

The merits of this new supporter appeal to ladies on sight; once used will have no other.

I. B. Kleinert Rubber Co.

TORONTO

Important Features of Canada's Largest Cotton Organization—The Dominion Textile Co., Limited, where Canadian Cottons are made

The Dominion Textile Co., Limited, was organized January 4th, 1905, and shortly afterwards took over the management of the Dominion Cotton Mills Co., The Merchants Cotton Co., Montmorency Cotton Mills Co., and the Colonial Bleaching and Printing Co. The Company controls seventeen different works, classified and located as follows:—

NINE COTTON MILLS

Merchants Mills, St. Henri, Que.
Montmorency Mills, Montmorency Falls, Que.
Hudon Mill, Hochelaga, Que.
St. Ann Mill, Hochelaga, Que.
Magog Cotton Mill, Magog, Que.
Halifax Mill, Halifax, N.S.
Kingston Mill, Kingston, Ont.
Moncton Mill, Moncton, N.B.
Windsor Mill, Windsor, N.S.

FOUR BLEACHERIES

Hudon Bleachery, Hochelaga, Que.
Merchants Bleachery, St. Henri, Que.
Magog Bleachery, Magog, Que.
Colonial Bleachery, St. Henri, Que.

TWO PRINT WORKS

Magog Print Works, Magog, Que.
Colonial Print Works, St. Henri, Que.

TWO SPINNING MILLS

Merchants Spinning Mills, St. Henri, Que.
Montmorency " " Montmorency, Que.

THE total number of looms is 8,070; aggregate number of spindles, 383,900, and the number of employees 6,000. The Company manufactures everything classed under the head of printed cotton goods, whites and greys, and yarns. During the first three years of its organization the company sold $25,000,000, and paid out in wages $5,500,000. The spindle capacity was increased by 8,000 spindles, and in order to keep the mills thoroughly up to date, $858,000 was spent in improvements to machinery and repairs.

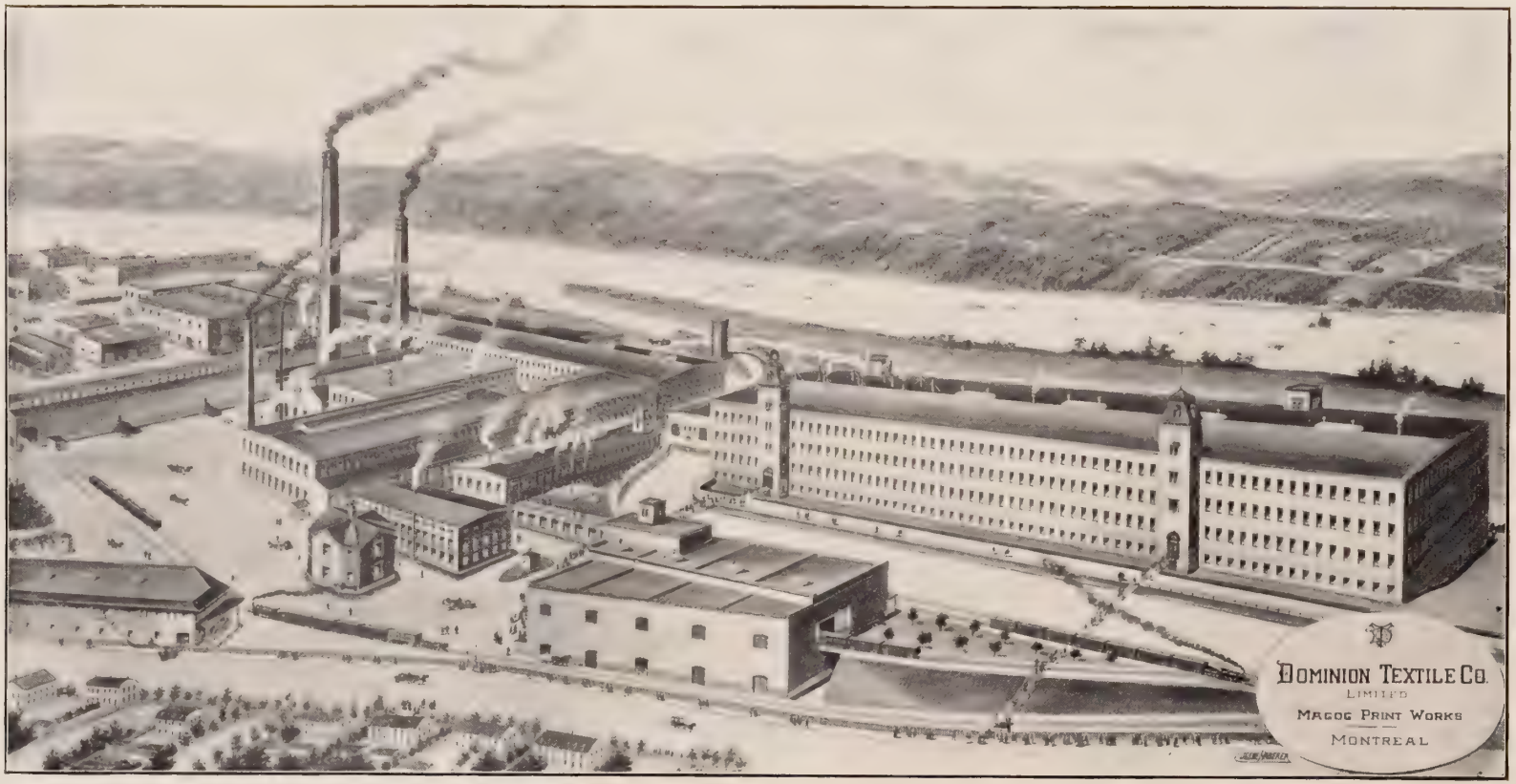
¶ *The chief advantages derived from this immense organization are economies in purchasing, manufacturing and selling. A central purchasing department at 112 St. James Street, Montreal, the Head Office, effects large savings. Specialization in manufacture is largely carried out, and economies in selling to wholesalers and manufacturers are made possible by the united selling departments. Every mill is thoroughly equipped with modern machinery, and all improvements known to cotton manufacturing are incorporated.*

¶ *The following pages contain some particulars about the different plants.*

Order Dominion Textile Co's Goods from your Wholesaler

SEE THE SPRING LINES

TEXTILE DOMINION CO·LTD·



Superintendent of Magog Print Works - J. H. Hindle

Superintendent of Magog Cotton Mill - George H. Wilson

MAGOG PRINT WORKS and COTTON MILL

MAGOG, QUE.

The Largest Canadian Print Works. Employs 900 hands. Operates 10 Printing Machines, 1,250 Looms, and 48,000 Spindles.

Some of the LEADING LINES manufactured at



ASK TO SEE OUR FULL RANGE OF
GUARANTEED INDIGO DRILLS.

MAGOG PRINT WORKS

No. 3 Print— In all lines of Prints.
H. P. Print— Patterns are the latest.
C. Print — Colorings absolutely fast.
D.C. Indigo— Values unsurpassed.



Complete line of

Light Ducks. Marathon
Duplex Suitings. Suitings.



A STANDARD WRAPPERETTE LINE.

Wrapperettes

EMPRESS SUITINGS
IMPERIAL SUITINGS
KIMONA CLOTH

Order the Above Lines from your Wholesaler.
There's more profit for you in Canadian Printed Goods.



Superintendent - John Taylor

HOCHELAGA MILLS

HOCHELAGA (MONTREAL) QUE.

1,000 hands, 1,600 looms, 37,000 warp and 35,000 weft spindles. Mills and Bleachery, total floor space, 329,619 square feet.

Some of the IMPORTANT LINES manufactured at

Hochelaga Mills

Bleached and Unbleached Sheetings 6/4 to 11/4.

Under same form of Ticket.



LIGHT CIRCULAR, HEAVY CIRCULAR

Special Lines Sheetings No. 10—No. 20.

Best Plain—
Best Twill.



IN THREE QUALITIES
A, B and D



ALL QUALITIES



L, N, H and CL



Quilts

O
XX
1. W
1. SF
2. SF
3. SF



FROM 6 TO 12 OZ.



FROM 6 TO 12 OZ.



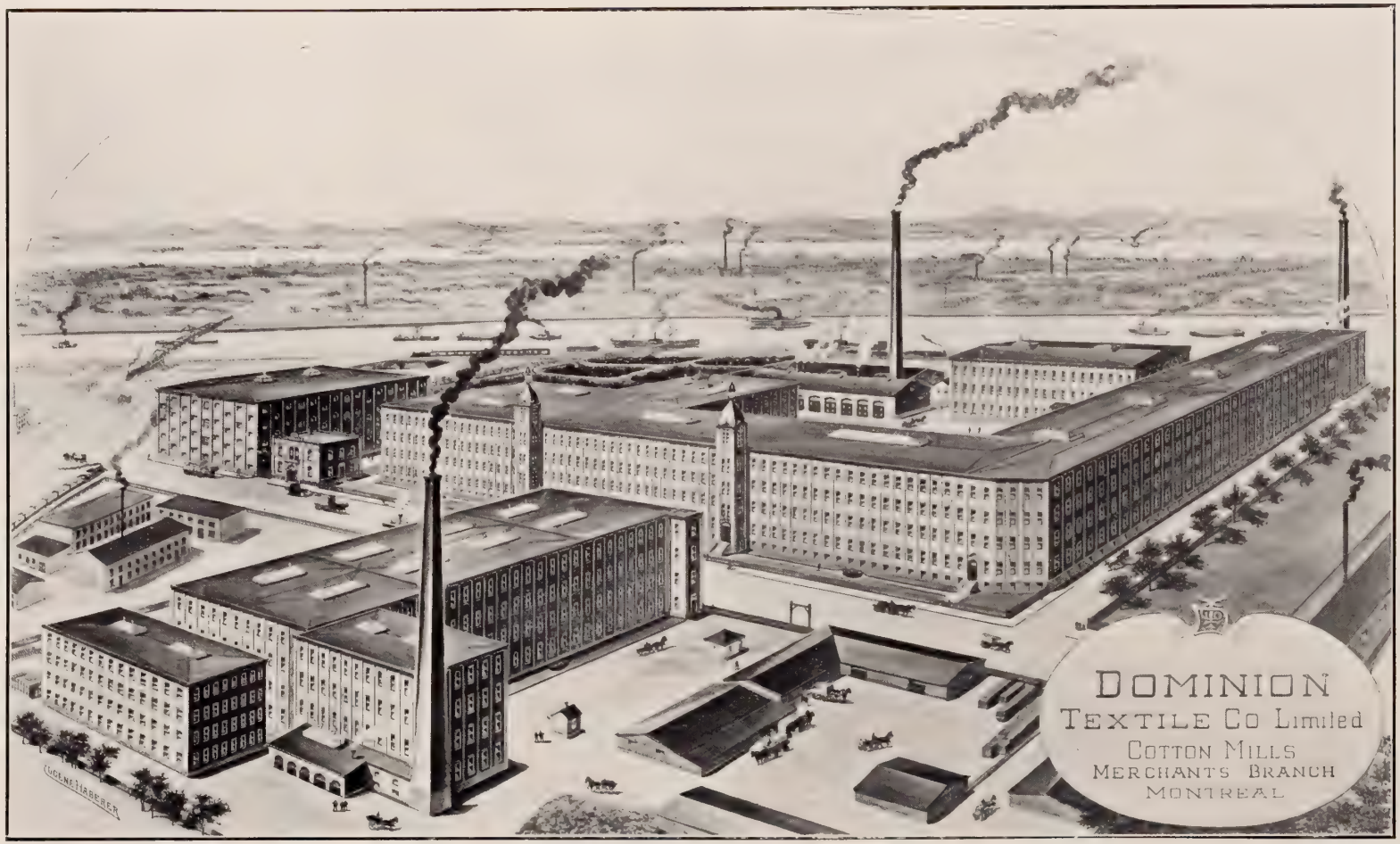
FROM 6 TO 12 OZ.



BLEACHED AND UNBLEACHED

All lines represent the highest proficiency in weaving, bleaching and finish. Values are unmatchable.
A full range of these Goods carried in stock by your Wholesaler.

TEXTILE DOMINION CO·LTD·



Superintendent - W. R. Graveley

MERCHANTS' MILL

ST. HENRI (MONTREAL) QUE.

1,300 hands, 2,000 looms, 65,050 weft and 47,750 warp spindles. 3 Mills, 1 Bleachery, 3 Picking Buildings and Warehouse. Total floor space, 589,994 sq. ft.

AMONG THE LINES MANUFACTURED AT THE

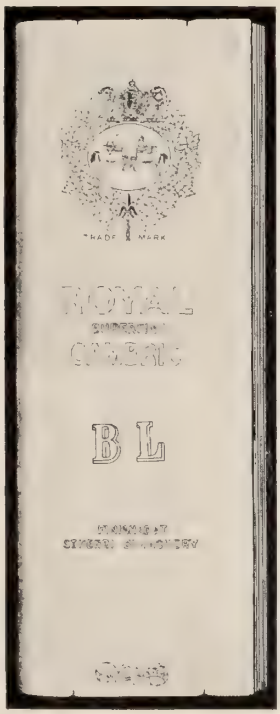
Merchants' Mills

Underwear Cloth in 5 qualities.



Especially soft finished for household purposes.







ALL QUALITIES. GREY COTTONS



ALL QUALITIES

Imperial Brand Shirtings.



Made in 5 qualities, unsurpassed in value.

Your Wholesaler will be glad to show you These Lines.



Superintendent - F. G. Daniels

MONTMORENCY MILLS

MONTMORENCY FALLS, QUE.

1,000 hands, 800 looms, 21,000 warp and 39,000 weft spindles. Cotton Mills, Spinning Mills, total floor space, 416,370 square feet.

WELL-KNOWN LINES made at

Montmorency Mills



10/4, 11/4, 12/4 GREY and WHITE Cotton Blankets
ASSORTED COLORED BORDERS.



10/4, 11/4 GREY and WHITE Cotton Blankets



Rugby Fancy Rugs, FOR POPULAR TRADE



Grey Cottons, ALL QUALITIES

Any Canadian Wholesaler can show you the above lines. You will find values at all times unequalled.



Superintendent - A. H. McManus

ST. ANNE'S MILL
HOCHELAGA (MONTREAL) QUE.

450 hands, 13,300 warp spindles, 450 looms, 6,200 weft spindles.

IMPORTANT LINES MADE HERE ARE:—

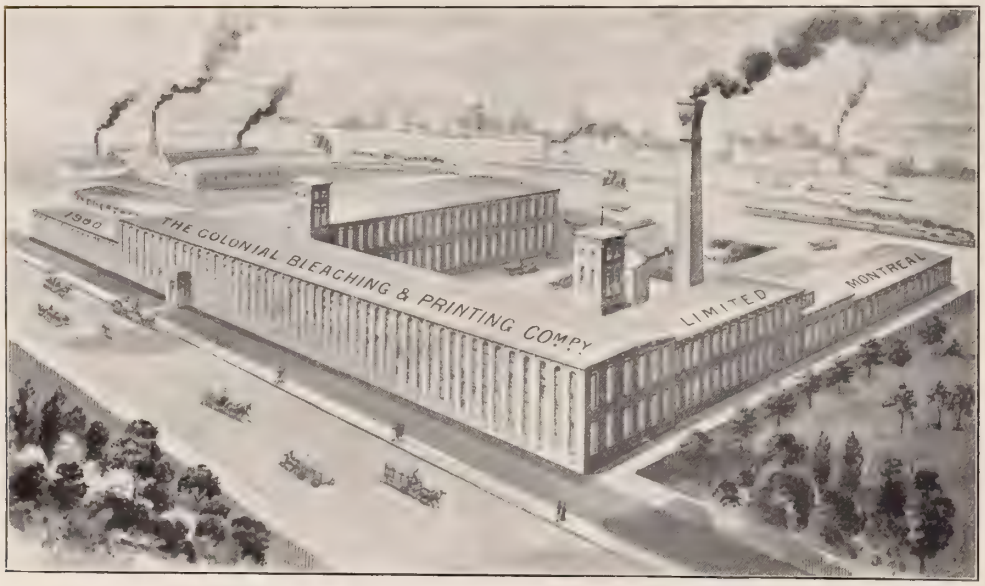
Seamless Grain Bags.

Cement Ducks.

Carpet Warps.

Grey and Bleached Cotton Towels.

TEXTILE DOMINION CO·LTD·



Superintendent - J. H. Hindle

COLONIAL PRINT WORKS
ST. HENRI (MONTREAL) QUE.

Employs 150 hands. Operates 4 Print Machines.

Printed Art Tickings.
Printed Moles and Tweeds.





Superintendent - J. V. Jackson

MONCTON MILL
MONCTON, N.B.

Employs 250 hands, operates 400 looms, 9,100 warp and 8,200 weft spindles.



GREY COTTONS
ALL VALUES



BENGAL GREY COTTONS
5 QUALITIES



Superintendent - W. Cook

KINGSTON MILL
KINGSTON, ONT.

250 hands, 9,400 warp spindles, 500 looms, 8,700 weft spindles.

KINGSTON MILL MANUFACTURES CHIEFLY:—

Bag Cloths.

Cement Ducks.

Converters' Grey Cloths, etc.



Superintendent - George H. Wilson

HALIFAX MILL, HALIFAX, N.S.

250 hands, 11,300 warp spindles, 520 looms, 11,400 weft spindles. Total floor space, 100,000 square feet.
Manufactures COTTON TWINES and GREY CLOTHS for our Print Works.



Superintendent - George H. Wilson

WINDSOR MILL, WINDSOR, N.S.

200 hands, 6,600 warp spindles, 350 looms, 7,200 weft spindles.

TEXTILE
DOMINION
CO·LTD

Turns out
GREY DRILLS
and
GREY CLOTHS
for our
Print Works.





A Few Reasons Why

THREE EIGHTIES BRAND has by far the largest sale of any Hose in Canada :

The yarn used is of a superior quality, giving the maximum strength for the weight, and permitting us to obtain that lustrous finish usually only to be found on goods the price of which is greatly in excess of this brand.

The dye is of the same double process as used on all styles which we manufacture, and is positively guaranteed to be strong, clean and soft.

Each pair undergoes a rigid examination at the hands of skillful operators and the same high standard of inspection is maintained throughout the manufacture as on the highest priced line which we make.

THREE EIGHTIES BRAND

80 80 80

TRADE MARK
REGISTERED

FOR LADIES AND MISSES

THREE EIGHTIES BRAND of Seamless Cotton Hose is made in sizes 4½ to 10, in colors black, leather shade tan and white, and attractively packed one doz. to the box.

Look for the Three 80's and refuse imitations



ORDER FROM YOUR JOBBER

The Chipman-Holton Knitting Co.
Limited

Hamilton - Canada

E. H. WALSH & CO., Sole Agents
TORONTO - MONTREAL

Facts of Interest—Mainly About Ourselves

THE REVIEW HELPFUL TO SMALL STORES. It is sometimes stated that The Review overlooks the purposes of the stores in the smaller centres of population—that its departments are framed more particularly for the merchant in large towns and cities. This is an entirely erroneous idea, and this month's issue of The Review may be cited as disproving that idea. One of the most interesting articles in the issue describes the experiences of a merchant in a village of scarcely 200 population, in working out a plan whereby he could give his customers a regular store news service. This man now has a small printing press and a font or two of type in the rear of his store, and is turning out bulletins that have already brought good results. His plan may not be necessary or feasible to a good many merchants, but the article simple serves to show that The Review is not overlooking the small stores, nor does it ignore those features of merchandizing that may be adaptable to stores in minor places. The "Men and Methods" section this month also refers largely to stores in small towns. Problems vary according to the location of the centre of population, but it cannot be denied that merchants may very often find in the methods employed by a distant, and probably much smaller store, a hint which he may be able to convert into actual value. He is an indifferent merchant who, nowadays, is not interested in what the other fellow is doing.

The Review has many assurances as to the helpfulness, for example, of its "Art of Display" department, not only to the small stores, but to the young men engaged therein, and it feels that it may claim some share of credit for the importance attached to modern display arrangement by merchants outside of the large towns and cities. Some of the most successful trimmers and card-writers make their first acquaintance with that class of work in country stores, and this development, whereby they were enabled to take important positions in larger stores, or make profitable application of their skill at home, has been due, to a great extent, to their close study of methods and suggestions given in The Review from time to time.

So fas as style, information and market conditions are concerned, no merchant, no matter how diminutive his dry goods store or his department, will say, in these days when men are watching trade influences more closely than ever before, when the department store stands ready to serve where the local merchant falls down, when the man across the road has his eye peeled on every movement of his competitors—no merchant will say that he can afford to overlook the medium whereby he may keep posted.

The Review is not overlooking the merchant in the smaller centres of population. It is placing in their hands the means by which they may make their stores more attractive, whereby they may familiarize themselves with the doings of other merchants, whereby they may, possibly, be enabled to improve store system, and through which they or their salesmen may always express their views or submit problems for consultation or remedial opinion.

It is impossible to say that matters of interest or concern to the merchant in larger towns and cities does not appeal to those of the villages. The service to which the Canadian dry goods trade is entitled is not one which has only sectional application, but one which is helpful to the whole, one that seeks or creates no divisional line, but which aims at unity of association and effort, and The Review hopes that it may justly credit its work in that direction with some measure of success.

✠

BOOTS AND SHOES TO BE MADE STRONG FEATURE. The Review's Boot and Shoe Department, the result of frequent requests made by readers, is to be made a permanent feature of the paper, and no effort will be spared in making it a section of great interest. It is evident that there are many merchants throughout Canada to whom, by reason of the scope of their departmentizing, a bright, newsy, helpful boot and shoe budget would be appreciated. Not only will the merchant be kept posted with reference to footwear style tendencies and market conditions, but department plans will be discussed, selling methods described and experiences in dealing with boot and shoe problems will be narrated. To that end, The Review desires to keep in touch with the trade in order that it may give the most valuable service possible. Photos of well-arranged and conducted shoe departments and windows will always be acceptable, and The Review is willing to pay for articles describing any particularly good merchandizing schemes applicable to the boot and shoe department, or for information from which such articles may be written.

The boot and shoe section will be made a special feature of the September number. Spring ranges in footwear will be fully described and illustrated, and articles dealing with department management and salesmanship are being prepared. Both buyer and seller will find this feature of The Review of particular interest.

✠

REVIEW'S SPECIAL KNIT GOODS NUMBER. The August number of The Review features knitted goods, and the department will be found to contain a number of articles dealing in an interesting way with the manufacture of that class of goods, salesmanship in the department, and market conditions. The Review has endeavored to make this the best knitted goods special it has ever issued, and its appearance and contents will undoubtedly bear out the statement that this purpose has been attained. The information for the article on the manufacture of knitted goods was obtained from men engaged in the industry, and it describes, in a manner that is not too technical, the different processes which enter into the production of sweater coats, cardigan jackets, etc. The cover design represents one of the later styles in long knitted coats, this particular illustration being that of a particularly dressy garment, from the new line of the Monarch Knitting Co., Dunville. Such is the quality, as well as the variety and classiness, of the goods on the market, that this department in many of the larger stores is being strongly specialized with good results. The dry goods man will find in The Review much information helpful to him in carrying out plans with that object in view, as well as posting him upon the characteristics of the latest productions.

In addition to boots and shoes, furs will be featured in the September issue. Plans are now under way to make this department exceptionally interesting and instructive to buyer and seller.

HER LADYSHIP GARMENTS

The Garment Section

We are proud of our range of "Her Ladyship" garments for fall and winter season 1909-10. Below we briefly outline some of remarkable values that are offered in the garment section



J. 600

J. 600, our leader in moire skirts, to retail at $1.00. Write for a sample dozen of this skirt.



O. S.

We here picture our biggest selling gown of the season, O. S., in large sizes only, made of an extra heavy flannelette in white or pink in 56-58-60 lengths, to retail at $1.00.

The W. R. Brock Company (LIMITED)

Toronto - Ontario

RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

DRY GOODS REVIEW

Issued Monthly | Office of Publication, 10 Front Street East, Toronto | August, 1909

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ADVERTISING RATES—12 MONTHS

One page	$300
" half page	180
" quarter page	100
" eighth page	60
" inch	30

Continued Improvement.

COMPARISON of the present season's business in dry goods with that of 1907, prior to the period of depression, shows a marked improvement in many lines The record is far ahead of last year, and it is pleasing to note, from inquiries through the trade, that money is moving more easily. There is an encouraging outlook in the matter of crops and industry generally, and conditions on every hand indicate a steady movement in the right direction. The price situation practically remains unchanged. The sensational slump in cotton had little effect beyond the stock market and prices on the raw and manufactured article still hold to advanced levels. Woolens are also firm. At the recent London sales good merinos and crossbreds remained at May levels while inferior and heavy sorts showed some falling off.

The last monthly statement of the chartered banks of Canada is significant, since it again shows some notable increases. Current loans in Canada, for example, stood at $535,000 000 as against $528,000,000 the month previous and deposits on demand at $226,000,000 as compared with about $217,000,000. Deposits payable on notice increased $2,000 000. The Western crop is now the subject of interesting prophecy, and the confidence with which the most conservative authorities view the prospects is undoubtedly the explanation, in considerable measure, of the bettered tone throughout the trade. One of the latest reports places the probable yield at over 140,000,000 bushels the general increase, as compared with last year, averaging between 10 and 15 per cent.

Dry goods and millinery men are pleased to know that they are not to be placed in a somewhat helpless position with regard to the new French treaty which was recently ratified by the French Chamber. The treaty must now be ratified at Ottawa before taking effect, and, as the House does not sit until November, a good three months is available to importers in which to prepare themselves. There is every reason to believe that the bill will be immediately endorsed by the Dominion Parliament very early in the session. European buyers will be enabled to patronize the most advantageous market for lines which have not yet been purchased for Spring and next season's prices will undoubtedly be given the benefit of this exchange of tariff favors. Naturally, Germany cannot well afford to ignore the significance of the new treaty, and reports have it that strong representation is being made at Ottawa looking towards similar favors. While Canada has a free hand in such propositions as this, it is evident that any concession to a foreign country based on a principle other than that of continued encouragement to those industries capable of the highest possible development in Canada, will meet with strenuous opposition.

Government-Aided Advertising.

VIGOROUS protests are being called forth in England over the fact that the Postmaster-General has not only equipped and staffed branch post offices in Selfridge's and Harrod's department stores, but has sanctioned the use of the firms' names on the post offices' cancellation stamps. This it is justly claimed, is government-aided advertising, and objections are chiefly taken on the ground that it is no business of a government to furnish attractions for huge trading enterprises in direct competition with smaller concerns. Every registered letter, parcel, telegram, money or postal order issued from Harrod's or Selfridge's post offices bears on it, as the stamp of the issuing officer the name of one or the other of these firms.

Somewhat similar problems confront the retail merchants of Ontario. The government by granting the school reader contract to the T. Eaton Co., on the terms and conditions already described is practically assisting that firm to advertise. Again, if one may judge from the printed instructions on the envelopes containing the catalogues sent out by the large departmental stores, it is proper to ask postmasters to so refer to their knowledge of the people in the respective towns and cities that uncalled for catalogues will be placed where they may do the most good. Here is the way one of these requests reads:—"To postmaster—If this catalogue is not called for or delivered within two weeks, will postmaster kindly give it to someone who will appreciate it." The postmaster cannot help but know that the envelope contains advertising matter for the departmental stores. The name of the firm is generally there in type and on the back some notable bargain is generally described. The ground taken by retailers who have complained of this tendency to use the postmaster as an advertising agent is that it paves the way towards the unreasonable dumping of retail mail order literature under meagre address expecting the postmaster to enlist his knowledge and services in behalf of an intelligent distribution in competition with people who contribute largely to the revenue of his office.

A Problem in the East.

UNDOUBTEDLY the Maritime Provinces and Eastern Canada generally are showing a steady development. However, a serious problem in both the Maritime Provinces and Quebec Province is the emigration of desirable young people, particularly girls, to the United States. This condition is by no means as serious as it was even a few years ago, as the Western Canadian Provinces are attracting many from Eastern Canada.

Careful observers of conditions in the Maritime Provinces regret the emigration of desirable young girls to Boston and other United States cities. These girls are the product of three generations of healthy Maritime Province people and they are replaced by an immigration that must take at least three generations to equal those who have left. One of the problems of the Maritime Provinces is to provide employment for these girls. In this connection the lack of ready-to-wear garment factories in the Maritime Provinces suggests one factor to relieve the situation.

Doubled His Advertising.

THE fact that a Belleville dry goods merchant doubled his advertising expenditure last year in anticipation of the period of depression is worthy of particular commendation when one considers the almost general conservatism with which the storm was weathered. That this merchant held his trade and hence enjoyed a somewhat exceptional experience speaks well for his publicity methods, and that he declares that he would do the same thing again under similar circumstances indicates the deep rootedness of his faith in advertising.

A frequent excuse given for not advertising is that present business is such that it is not warranted. The opinion and the experience of the Belleville man is that present business is not an absolute criterion of future possibilities and that the merchant who carefully studies conditions must give his business the benefit of tonic influences in order to keep it up to most satisfactory levels and away from the fatal rut.

The New Wall Paper Prices.

AS foreshadowed in the July Review retailers all over Canada have welcomed the new scale of wall paper prices of Canadian manufacturers for 1910. Early orders received by manufacturers clearly prove that retailers recognize the value of having a different scale of prices for borders and side walls. It is in the best interests of all concerned and gives retailers an opportunity to make better profits. Further, another point which has appealed strongly to many good retailers is the fact that all their borders now in stock will appreciate in value. The trade generally should co-operate to put up border prices on the first of September. This is the plan that many stores are counting upon. It is simply a case of merchants in a town getting together for their own best interests, and it is expected that the prices of borders now in stock will be raised to correspond with the new scale of prices asked by manufacturers.

Canadian designs in both popular and high class effects show a decided improvement along artistic lines. Manufacturers are urging retailers to carry more representative stocks, and are paving the way for retailers to pay more attention to the lines when the actual selling season begins. Where wall paper is given proper attention at retail, the department is a profitable one. Retailers should make up their minds now that they will prepare proper shelving for wall paper and adequate space and light for the showing of the goods.



EARLY FALL STYLES DESIGNED BY THE McCALL COMPANY, MAKERS OF FASHIONS, NEW YORK

Garments made by McCall Patterns look just like the pictures. Dressmaking experience is unncesssary to obtain satisfactory results. McCall Patterns are known among women everywhere as the most practical patterns. They are also known as the most stylish, best fitting and easiest to use paper dress patterns in the world.

Among dry goods and general merchants, McCall Patterns are known as the patterns that sell, that draw trade to their store, that increase their entire business. That is what the wide-a-wake retailer is interested in—sales. Given an equal chance, McCall Patterns will outsell any other make on the market. We can prove this statement.

The well-established McCall Canadian Office and Factory, the largest and best-equipped Pattern Plant in the Dominion, make it possible to offer Canadian merchants the celebrated McCall Patterns and Fashion Publications, with ALL the advantages of TERMS, PRICES, DELIVERIES, etc., the United States merchants enjoy.

May we tell you more about McCall goods and methods? It will interest you. Thers is no obligation. Write to-day and you will be in time for the busy Fall season.

THE McCALL COMPANY

THE LEADING PAPER PATTERN HOUSE OF AMERICA

236 to 246 West 37th Street, New York

CHICAGO — *NOT IN THE TRUST*

SAN FRANCISCO

TORONTO, CANADA — *NO CONNECTION WITH ANY OTHER HOUSE*



Interior view of the Dry Goods Store of D. V. Sinclair, Belleville, showing good arrangement of display fixtures.

Canadian Drygoodsmen and their Methods

What the Annual Military Camp at Niagara Means to the Merchants of that Town—Expenditure of Each Man Estimated Serious Aspects of the Out-of-town Shopping Problem—Building up Locality Trade.

Problems in a Border Town.

THE merchants of Niagara-on-the-Lake are inclined to believe that, "peace hath her victories no less renowned than war." The old town has seen quite a lot of both sides of the question and every year brings a two weeks' relapse into scenes and events having a somewhat military aspect. Such happenings, however, do not tend to make these "piping times of peace" any more pipeless—they only represent the people's endorsation of the good sense involved in the old saying, to the effect that while the doves roost on the ammunition wagon it is a good time to get ready for trouble.

The two dry goods merchants of Niagara seem to think—and the same conclusion is undoubtedly shared in by other merchants—that it would not be a good thing for the town—from a business point of view—if the department of militia and defense were merged into the department of agriculture or domestic science. That they have figured out just what it would mean, in dollars and cents, if the annual camps were eliminated from the programmes at Niagara, speaks well for the eternal vigilance of the merchants there.

"Each camp averages about 5,000 men for two weeks," said F. J. Rowland, dry goods merchant, to The Review. "We estimate that a man's personal expenditure in that time is between $3 and $4. Then, the amount spent in supplies for the camp and the large numbers of extra men employed from the town, must be considered, and altogether, we think we are safe in saying that each camp places from $30,000 to $40,000 in circulation. Some of this comes to the dry goods merchant directly and some of it indirectly."

In a town such as Niagara, which is made the objective of a large number of summer residents, one would suppose that the approbation evil would be somewhat aggravated, that a good many of the visitors would, in their luxurious way, require such things as they needed sent up to the hotel or house for inspection. Mr. Rowland states, however, that he has had very little trouble in this connection and that the fact that goods are only allowed out on approval for a very short period of time has tended to reduce the nuisance to a minimum.

While an absolutely cash plan is considered impracticable in Niagara Mr. Rowland points out that ten years' merchandising there has familiarized him with his customers and enabled him to form a correct idea or the account which the circumstances of each will stand.

"It is never wise," said he, "for a merchant to give a customer the impression that he or she may develop an account out of all proportion with the ability to pay. Where credit must be done, that is the rule which should be insisted upon, and the customer will thank you for it afterwards. Here in Niagara we find that, beginning with the annual camp, credit dwindles until late in the Autumn. Then it slowly develops, for there are some families whom we have to carry through the winter. We never allow them, however, to get beyond their means, and they appreciate it.

"Another rule which I endeavor to enforce in my store is that people are always at liberty to enter and inspect

goods. If they are not ready to buy, the clerks do not nag the life out of them. It is my belief that more sales are marred than made in that way. So far as the out-of-town shopping problem is concerned, we have to take it philosophically. What else is there to do, with six trains to Buffalo and six boats daily to Toronto, in the Summer time? We do not consider our proximity to St. Catharines seriously as compared with other outlets, and besides, we can generally do as well for a customer here as can the stores of the Garden City."

"What do you do when a customer asks you to match a piece of goods, which she has purchased in Toronto or Buffalo?"

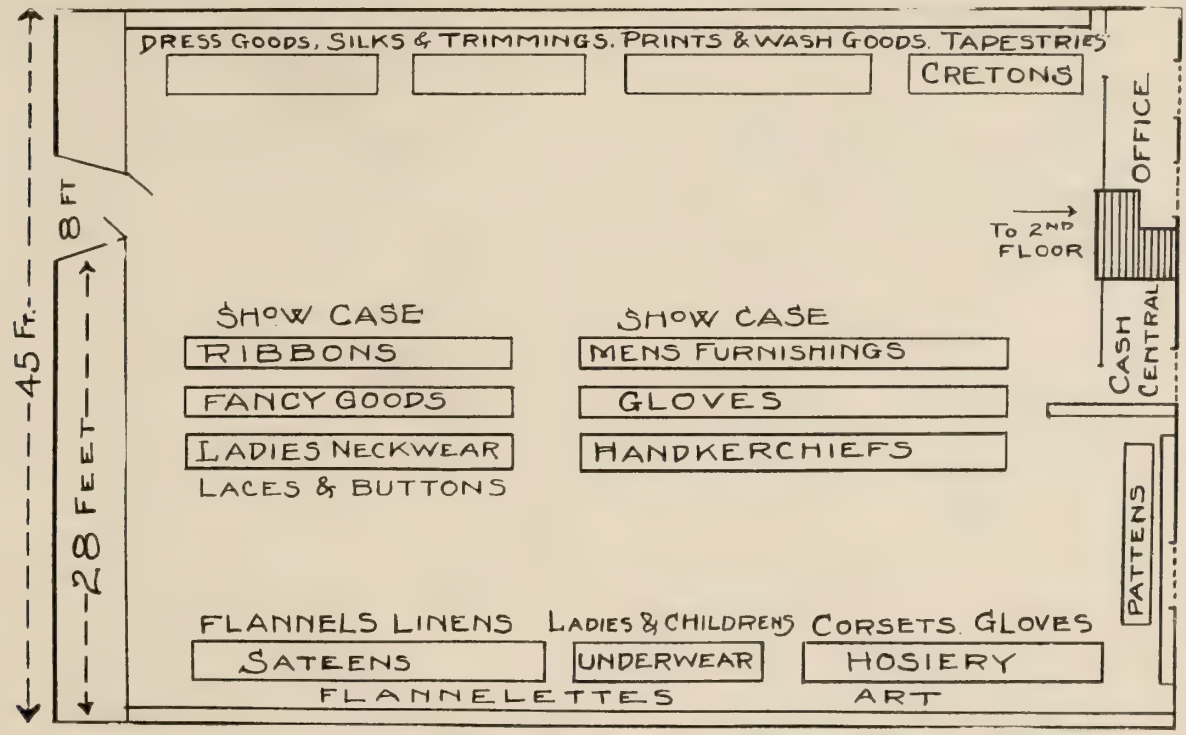
"We match it for her, if posible. To refuse would only be cutting off your nose to spite your face. We take our location and surroundings into consideration, and do the best we can to hold what we may consider our share of the trade. We believe in advertising, but so do the Buffalo the Niagara Falls, Toronto and St. Catharines merchants. We have a tailoring department in connection with the store, and if a man comes in with a suit of ready-mades that does not fit we do the alterations, and charge him. In a conservative town such as this, we find that a made-to-order department works in nicely with our business. For the same reason we carry boots and shoes and millinery. There is practically no ready-made department in Niagara, as competition with American lines in winter and with Toronto departments included in summer, we consider it out of the question.

"These are only some of the problems that a merchant in a town such as Niagara has to contend with. A good many wealthy people spend the Summer here, and among the regulars are quite a few excellent customers. With necessarily small departments, one cannot always measure up to the expectations of people who are accustomed to more elaborate things. We have known people to refuse a piece of goods to which there was a remnant simply because they were afraid that somebody else in town might secure the left-over and make a gown of the same material. This fortunately, does not happen very often. We do not believe in special sales, as a habit, as it is unwise, in a town of 1,500 population, restricted to about five miles of country on one side only, to load the people up. Far better is it for the merchant to allow his people to buy as they go, and to take his profits steadily.

The building occupied by Mr. Rowland stands on the site of one of the first dry goods stores in the historic town. The original structure was of wood, and was erected over 100 years ago.

Suggestion by Display.

It is very often a difficult matter for the merchant in a small town to give the most satisfactory display to certain departments, because of the bulk of goods contained in them. To carry housefurnishings to best advantage nowadays, it is recognized that the salesroom must be easy of access. In a great many cases it is located in a top story of a building, having no elevator, but a stairway running at anything but a desirable grade.



Plan of the Dry Goods Store of John Laidlaw & Son, Kingston, showing double-section floor with one small and one very large display window.

Last month, The Review described the plan adopted by a merchant who devoted one entire ground floor area of a triple section store to carpets and housefurnishings. He attributed the great success of his department to the fact that it was easy to reach.

The dry goods merchants of Niagara-on-the-Lake carry their linoleums and other lines of housefurnishings on the ground floor. The stores are very small, but have upper flats; nevertheless, it is the opinion of merchants that it pays to carry the goods where people may see them, whether they ask for them or not and that well selected stocks always possess a certain power of suggestion.

It would appear, however, that to show a customer a piece of linoleum or carpet on the main floor of a store, would be a somewhat awkward undertaking. This, however, all depends upon the arrangement. Jas. Mulholland,

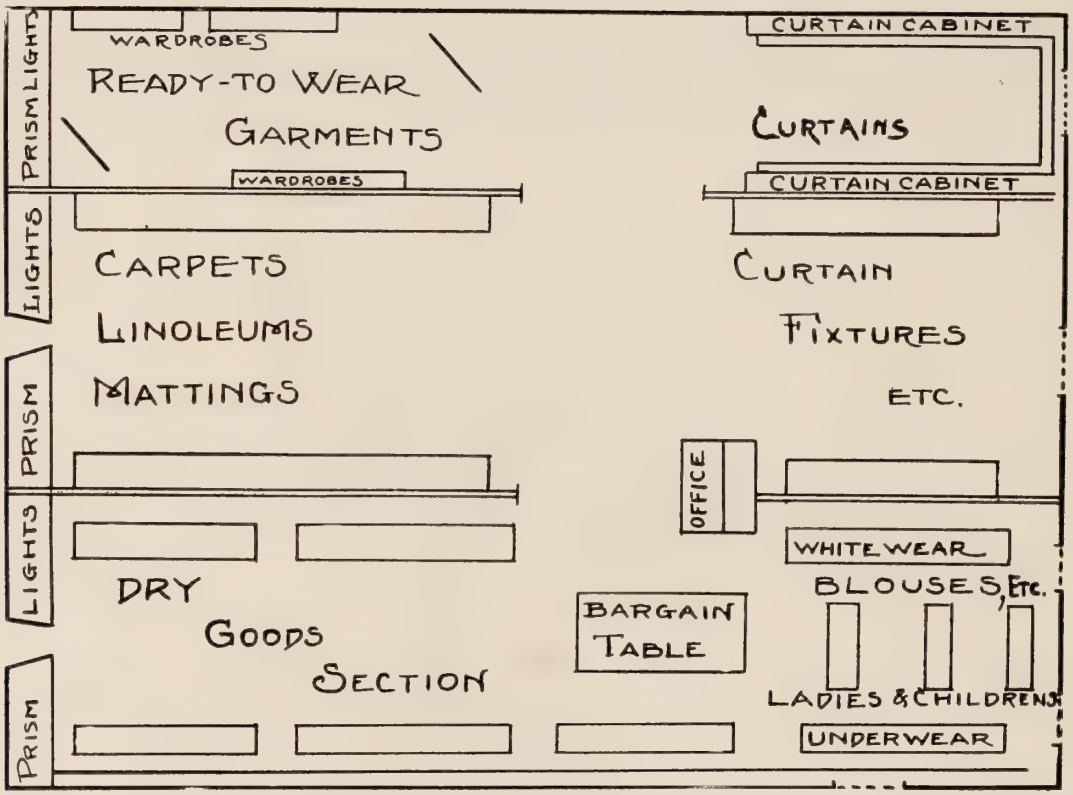
for example, has a number of display tables in the centre of his main floor. These tables are on wheels, and may be moved towards front or rear without inconvenience to people in the store. Sufficient of a piece of goods, may thus be shown to facilitate the customer's choice.

Such a plan, Mr. Mullholland points out, is only illustrative of the general principles of display in a small store. Most people have shopped in larger establishments have become accustomed to the liberty of personal inspection, and it is therefore up to the merchant in town or village to so concentrate and arrange his stock that it will be attractive.

Asked whether the fact that Niagara was a favored resort for Summer residents was of any value to the merchant, Mr. Mullholland replied that, while the majority of the visitors brought the season's outfit with them, not a few of those who came from United States made a point of purchasing in Canada articles or goods which they could secure more advantageously here. On the other hand, however, Canadians did not hesitate to patronize American stores for the same reason. This appeared to be one of the unsolvable problems of border merchandising. Among those who have been Summering in Niagara for years, there were many good customers, and very seldom was there a case of negligence in payment of accounts or disobedience of the approbation time limit.

This is the shirt that has given the store of James Bird, St. Catharines, particularly good reason for its existence in a locality somewhat removed from the business heart of the city, and which might otherwise prove flat. He manufactures the shirt on his premises exclusively for his store, and his sewing department also produces white underskirts, print skirts, negligee shirts, night gowns, etc., which are noted for the generosity of their proportions whenever such a feature is desirable, and particularly for their wearing qualities.

It is by this means that a good locality trade has been developed for the Bird store. Apart form these specialities the stock consists of little else than fancy goods and staples. Particular care is taken to keep the shirts in sizes most generally called for. They are built on lines which enable a man to swing his arms freely, and the sleeves are large enough to permit of muscular development.



Floor plan of Madill Bros'. Store, Napanee. It will be noted that one ground-floor section is devoted to carpets, linoleums and housefurnishings. The curtains are kept in dustproof cabinets in a small section at the rear of the ready-to-wear department. The location of the housefurnishings as indicated has made of it a very strong department.

Developed Locality Trade.

Ask the average workingman in St. Catharines what he knows about Bird's shirts, and in the majority of cases he will reply that they have extra good width and will stay with him through more wear and tear than a good many 75-cent working shirts will stand for.

"We have been making these garments for several years," said Mr. Bird to The Review, "and, as we are somewhat out of the beaten path, they serve as a business lever. They give people an excuse for coming to our store; otherwise, they would pass us by and go up town. It is absolutely necessary in a store situated as ours is to emphasize some feature which people do not find as satisfactory elsewhere. That is the idea we always have in view. We feel that we are quite safe in saying that people cannot obtain the same values uptown. The shirts have been a particularly good advertising feature, and as the buying in the majority of cases is done by the woman, we have endeavored to produce lines which will also be of special interest to them."

Mr. Bird buys for cash and sells for cash. That he declares is essential in a locality business where prices have to stand critical comparisons.

How one Man Advertised in Paperless Country Village

First Used Rubber Stamps to Print Dodgers, then Gelatine Pad, then Typewriter and now Real Printing Press—Increased his Yearly Turnover by $1000—Takes time, but he says, "You can take Time if it Pays."



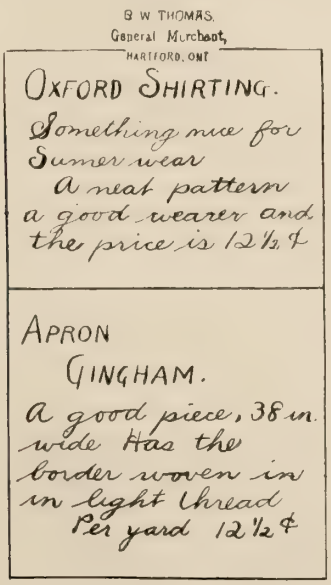
R. J. THOMAS
Hartford, Ont.

Where no newspaper is easily available, the dry goods merchant who would advertise if he could must feel himself seriously handicapped. How to keep the merchandising field posted by means of a regular store news service, is a problem which in many cases goes unsolved and, in others, is being dealt with more or less effectively.

R. J. Thomas, of Hartford, a Simcoe County village of 200 population, is one of those who has a deep-seated conviction that advertising pays. provided that it can be made attractive to the people and pleasant to take. In looking about for a medium through which to apply the proper doses where they would do the most good, he saw neither local newspaper nor job printing office.

The First Batch of Dodgers.

Satisfied that his field would benefit by the treatment, he examined his own resources and found that he had a box of rubber stamps and whatever knowledge of the art preservative he had obtained from their frequent use. With this equipment he decided to issue the first news bulletin of the B. W. Thomas store—a sample of which is here reproduced. The "job" was not a work of art.



B. W. THOMAS.
General Merchant,
HARTFORD, ONT

OXFORD SHIRTING.
Something nice for Sumer wear
A neat pattern
a good wearer and the price is 12½ ¢

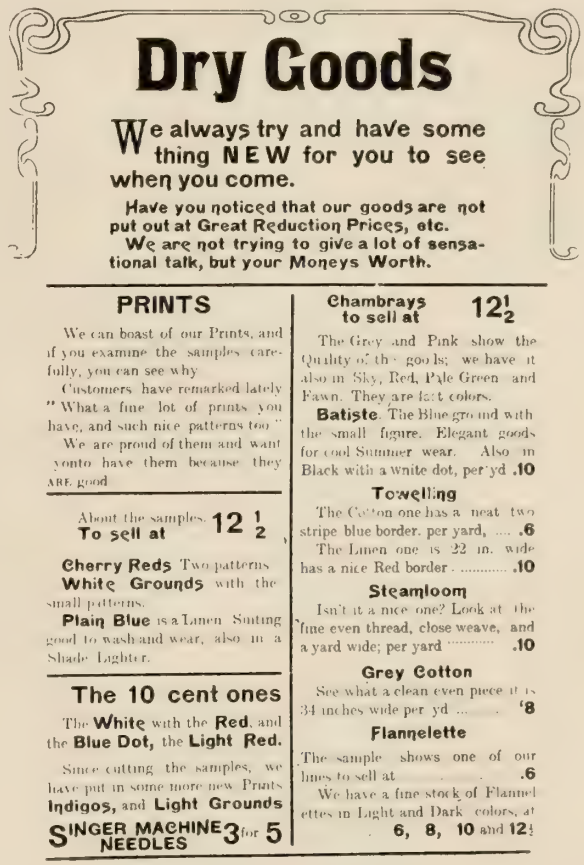
APRON
GINGHAM.
A good piece, 38 in. wide Has the border woven in in light thread
Per yard 12½ ¢

The above is reproduced from one side of a dodger issued from the Thomas store, Hartford, Ont. It is in the merchant's handwriting and a gelatine pad was used in duplicating. This represents the second stage in growth of the store's printery.

but it said things in a bright, catchy style and the fact that it had been personally executed did not detract from its charm. In all of these talks. Mr. Thomas ranged quality alongside of value and by persistent repetition the phrase "You remember the quality long after the price is forgotten," became inseparably associated with the store's reputation.

The evolutionary process worked overtime in the Thomas store. The rubber stamps gave place to a gelatine pad in connection with which he was able to introduce illustrations all his own; this was substituted by a typewriter, and finally Mr. Thomas secured a real printing press. He discovered that one year's turnover had been increased by $1,000, and he considered that advertising was largely responsible for it.

The remarkable thing about it is that Mr. Thomas never ran a press or set a line of type until his own



Dry Goods

We always try and have some thing NEW for you to see when you come.

Have you noticed that our goods are not put out at Great Reduction Prices, etc. We are not trying to give a lot of sensational talk, but your Moneys Worth.

PRINTS

We can boast of our Prints, and if you examine the samples carefully, you can see why.

Customers have remarked lately "What a fine lot of prints you have, and such nice patterns too."

We are proud of them and want yonto have them because they ARE good.

About the samples. To sell at 12 1/2

Cherry Reds Two patterns White Grounds with the small patterns.

Plain Blue is a Linen Suiting good to wash and wear, also in a Shade Lighter.

The 10 cent ones

The White with the Red, and the Blue Dot, the Light Red.

Since cutting the samples, we have put in some more new Prints Indigos, and Light Grounds

SINGER MACHINE NEEDLES 3 for 5

Chambrays to sell at 12½

The Grey and Pink show the Quality of the goods; we have it also in Sky, Red, Pale Green and Fawn. They are fast colors.

Batiste. The Blue ground with the small figure. Elegant goods for cool Summer wear. Also in Black with a white dot, per yd .10

Towelling

The Cotton one has a neat two stripe blue border. per yard, ...6

The Linen one is 22 in. wide has a nice Red border ..... .10

Steamloom

Isn't it a nice one? Look at the fine even thread, close weave, and a yard wide; per yard ..... .10

Grey Cotton

See what a clean even piece it is 34 inches wide per yd ..... '8

Flannelette

The sample shows one of our lines to sell at .6

We have a fine stock of Flannelettes in Light and Dark colors, at 6, 8, 10 and 12½

B. W .Thomas

A bright, well-arranged dodger printed in the Thomas store, Hartford, on a 7 x 11 Pearl press, the latest development in a publicity equipment by which customers were kept posted.

equipment was installed. He secured the plan of the type cases from a newspaper office in a neighboring town and then distributed the type.

Sent out Samples.

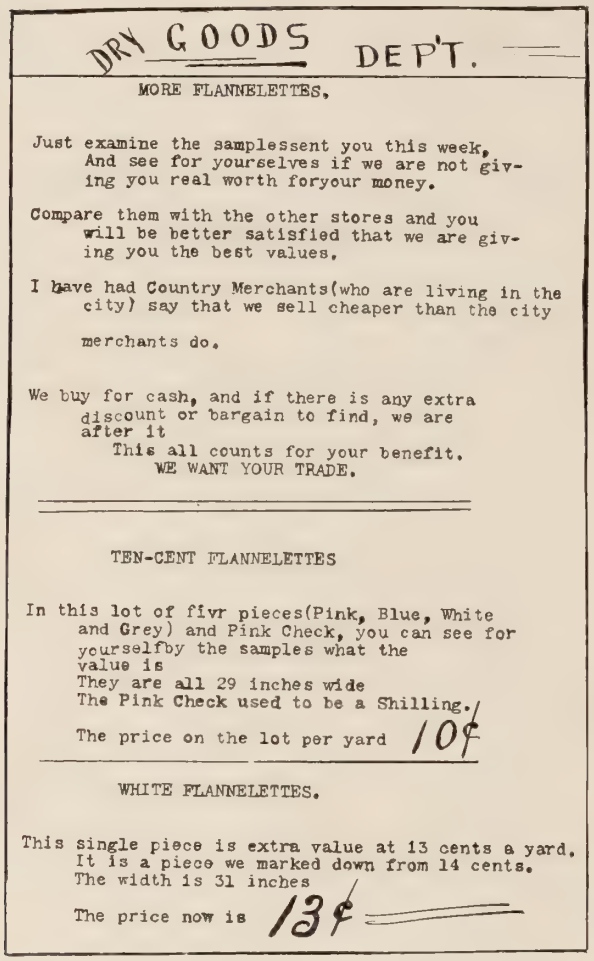
"The first real series of advertising ever put out from our store," he states, "was sent out May 1st, 1908. Before this we sent out dodgers once in a while. But this did not seem to bring any noticeable results.

"In the Spring of 1908, I decided to send out samples of our dry goods, and also call the attention of customers to other lines that could not be sampled. This series of advertising we sent out about every two weeks. The printing

was done with a rubber stamp, as the sample enclosed shows. The stamp outfit was too slow, so I hunted up an old gelatine copying pad and sent out the next lot with a little less work, and looking considerably better.

"When I began to look over the stock we had in the store, that was salable and yet not in sight of the customers—things that they would be buying every day if they only knew we had them—I made up my mind that there must be a way quicker than I had, and yet not take up any more room on paper than I was using. Typewritten ads. were coming to us from wholesale firms, and I looked up the price of a typewriter.

"I rented two different kinds to see if they would do what I wanted of them, and they did the work, so I



DRY GOODS DEP'T.

MORE FLANNELETTES.

Just examine the samplessent you this week,
And see for yourselves if we are not giving you real worth foryour money.

Compare them with the other stores and you will be better satisfied that we are giving you the best values.

I have had Country Merchants(who are living in the city) say that we sell cheaper than the city merchants do.

We buy for cash, and if there is any extra discount or bargain to find, we are after it
This all counts for your benefit.
WE WANT YOUR TRADE.

TEN-CENT FLANNELETTES

In this lot of fivr pieces(Pink, Blue, White and Grey) and Pink Check, you can see for yourselfby the samples what the value is
They are all 29 inches wide
The Pink Check used to be a Shilling.
The price on the lot per yard 10¢

WHITE FLANNELETTES.

This single piece is extra value at 13 cents a yard.
It is a piece we marked down from 14 cents.
The width is 31 inches
The price now is 13¢

The dodger here reproduced represents the third stage in the development of the Thomas store print-shop. It was produced on a typewriter and duplicated by means of a gelatine pad.

bought one for $35.00. Using this with a copying ribbon, I was able to make about 35 to 40 copies at once. This meant double work, as I was sending out 65 to 75 copies. We have the Indian Reserve on one side, and other stores close on the other, and in the country, merchants do not reach out after their neighbors' customers.

His Own Illustrator.

"This method of advertising I continued with some improvements, aided, as you can see, with the pen, in the way of illustrations, until I had put out my Xmas ads. Then we were so busy, I could not get time to do any more till after the holidays. Up to this time the cost had been: for the gelatine pad about $1.00 (this makes two pans); typewriter, $35.00; extra ribbon, $1.00; printed paper to put ads. on, $2.00 per thousand. The distributing was done through the school children.

"After Xmas I decided to enlarge my list of customers, by sending it to the Indian reserve. We took stock in January, and found our turnover had increased by $1,000, so it made me more confident that advertising had done its share in the work. In looking over the ground and counting up the people, it would take about 250 to 275 copies. Then came the problem of what to get to do it with. Among the machines I looked at were Neostyle, the Rotary of the same kind (these to use wax paper) at about $15 and $40 respectively. These could be used with the typewriter I had.

Printing Outfit Cost $150.

"Next in order came the Writerpress at about $150.00, and the Polygraph at about $75.00 to $100.00. With these last two, at the prices named, I believed I could buy a small printing press. I looked around quite a lot, and bought a second-hand Pearl press, size 7x11, for $75, and type, inks, paper, and the necessaries that go with them, until the outlay will run about $150.00.

GROCERY ITEMS.
If you drink Japan TEA,
try ours at 30 cts a lb.
Our Java & Mocha blend
COFFEE at 40 cts a lb,
tastes GOOD.
Fresh Rolled Oats
6 lbs for 25 cts.
Quaker Oats 30 cts pkg
Matthews fresh Sausage
& Bologna, on Saturdays.
Rolled Shoulder ANY DAY
Ripe Fresh BANANAS
ORANGES & LEMONS
always on hand.

R. W. THOMAS
UP-TO-DATE STORE
HARTFORD ONT.

A specimen from the first series of home-made dodgers issued by the Thomas general store, Hartford. It was produced by means of a rubber stamp and ink pad. The name at the bottom is on a gummed label applied to the card.

"It is not only doing my advertising, but making bill heads, dodgers, paper bags, want cards, blotters, envelopes, etc., also some work for others.

"As to the cost of putting out a batch of 250, I showed them to two or three printers, and the price was from $2.75 to $3.50. Of course it takes time to do it, but you can take time if it pays. As to results, I am sure it is helping; we can tell better after stocktaking again."

In a town three miles distant from a city of 12,000 and connected with it by trolley, the dry goods merchant is confronted by many serious problems. Very often he finds his business confined almost exclusively to staple lines, unless he has specialized strongly in some particular by which he may hope to offset, to some extent, the attractions of the city.

The Misses Stanley who opened the "Beehive" in Thorold a few years ago, with a small stock of staple and fancy dry goods, state that they owe their success to a careful study of those wants which can be as advantageously filled in Thorold as in the city. The display windows have been effectively used in emphasizing that idea. The Misses Stanley intend adding a millinery department to their store this Fall.

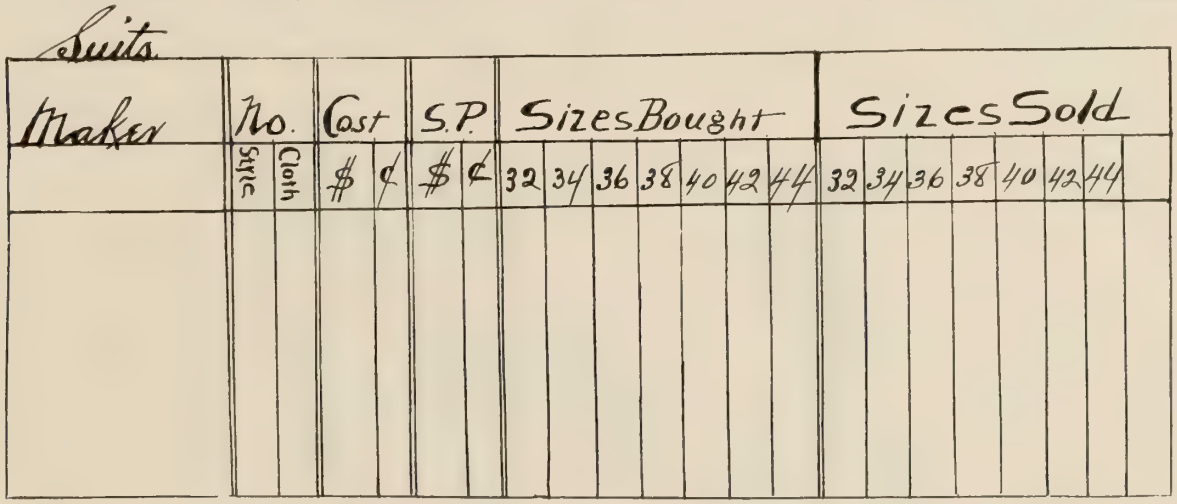
Reversing Cash Discounts on Overdue Accounts

The Retailer's and Creditor's Views—Reasonable Treatment of Customer's Account — When Cash Discounts Should Not be Allowed —Not Obligatory to Allow any Cash Discount after Period has Elapsed.

Written for The Dry Goods Review by Howard R. Wellington.

IF the retailer does not pay his account within the discount period, is he entitled to any cash discount? A customer in the West wrote us recently asking for our candid opinion upon this subject. He had accepted a draft payable within a discount period, but unable to take up the draft when due, he writes his creditors stating the facts and asking for a renewal. The extension is granted, but the cash discount, already allowed him, is charged back, and in addition, interest on the renewal for the extra time.

It would seem that the reasonable treatment of a customer's account in such a case would be to charge back the cash discount, and redraw, adding exchange only, provided, of course that the extension asked for did not go beyond the "Net Terms" period, as usually, goods are sold with both a discount period and a net term period. If, however, a renewal is requested for only a short period, say fifteen or thirty days, it seems reasonable to expect that a portion, at least, of the cash discount be allowed, even though interest be charged for the extra time, but certainly the full discount should not be allowed.



Record Form for Ladies' Ready-to-Wear Department.

Reason for not allowing Cash Discount.

The manufacturer, wholesaler or jobber, as the case may be, imports his goods in large quantities in order to better serve the retailer by giving him the closest possible prices and carrying a heavy stock so as to supply goods when wanted. Usually advantage is taken of cash discounts, in fact some of the houses will give no other terms, and it means therefore a vast outlay of money, part of which it is altogether likely is borrowed from the bank at certain seasons of the year, and on which interest will be paid. It is obvious, therefore, that cash discount, which importer earns on his purchases is very often more than wiped out by the interest on the amount invested.

Percentage Added for Selling Price.

Again, selling prices are based on an advance of a certain percentage on cost, the cash discount being looked upon simply as an inducement for the customer to pay his account promptly; in other words, cash discount is a rebate for prompt payment and most certainly should not be allowed if accounts are not paid within the required time.

In our experience a number of methods have been pursued in regard to this matter of cash discount on renewals, and we might enumerate some of the cases as follows:

1. Charge back full cash discount and renew amount of account without adding interest, but charging bank exchange, providing, of course that the time requested by the customer does not extend beyond the "Net terms" period. If goods are sold only on the discount period, interest would then be added as well.

2. When part of the draft is paid, allow cash discount on this amount only, charging back the balance and adding interest and exchange on the amount.

When the whole amount of draft is returned, and renewal is requested for say thirty days, allow one-half cash discount, renew amount, adding interest and exchange.

1. When the whole amount of draft is returned and renewal requested for thirty and sixty days, allow proportion of cash discount on each draft, and add interest and exchange on renewal.

Strictly speaking, it is not obligatory to allow any cash discount after the discount period has elapsed, and while a proportion is sometimes allowed, the retailer should not expect it.

It must be remembered, too, that where a large number of renewals are desired by customers, a corresponding amount of work is entailed in an office in the way of letter writing, drawing drafts, posting to ledger, banking, etc., and while this may not appear to the average customer as an expense, it certainly takes a great deal of valuable time to look after these matters.

Record for Ready-to-Wear.

If the form here given were posted up from the purchase invoices, and when the goods are sold, from the sales of the department, possibly checked with the ticket on the coat, an invaluable record would be given as a guide. Further suggestions of this plan will be given in our next issue.



London, Eng., Office, Dry Goods Review, 88 Fleet St., E.C.

The Month's Review of Trade Activities in British Markets

Staff Correspondent

Office of the Dry Goods Review,
88 Fleet Street, E.C.,
London, Eng., July 23.

ONCE again the present government has shown its aloofness from practical commercial issues. There have been many incidents in the past few months that have been sharply resented by the drapery trade but none more keenly than that now at issue. London drapery firms are becoming as keen advertisers as their American contemporaries and two of the largest firms, Harrods and Selfridge, have been taking advantage of the lack of business acumen on the part of the Post Office department. These stores have secured branch post offices and, by arrangement with the Post Office, the cancellation stamps used by them bear the name of the firm within whose establishment the branch office is situated. This applies to all registered letters, parcels, telegrams, money, and postal orders. The fact that it is against the declared policy of the Post Office administration to establish branches in shops or stores save in such districts where business is so small that the expense of maintaining an office is not warranted, and that even here the trader is not allowed to use his name as in the above instances, is a further aggravation to the trade.



Gowns seen at Ascot.

The matter has been brought up in the House of

Commons and Mr. Buxton has promised that the privilege of using the firm's name on the cancellation stamp shall be withdrawn.

Another Plumage Bill, framed much upon the same lines as the old ones, has again been introduced into the House, this time by Ramsey McDonald. There is little hope of its provisions becoming law, but the trade is adopting a watchful attitude and is preparing to combat all moves looking in that direction.

Reports of the June fur sales are now to hand and, though the attendance of buyers was large, only a small amount of furs was offered.

This is accounted for by the large offerings at the January and March sales, and by the amount of furs consigned since that time to Continental manufacturers. J. and H. Creamer report a good attendance of buyers at their sale ending on Wednesday, and that prices made a record for the time of year. Quantities were short and the demand brisk, as in spite of high prices the trade has developed. Taking into consideration the poor conditions of the skins offered, prices show an upward tendency. The China sales were poorly attended, the quality of the skins offered being poor. The great part of the principal articles were neglected and Thibet goods showed a slight decline.

The London season that is now drawing to a close has not been a brilliant one, and very few notable entertainments have been given. This is, in many quarters laid to the shadow of the new budget which hangs heavily over the moneyed class. One notable exception has been in the case of Ascot, which has seen the most brilliant fashion gathering in years. Dress for this Royal event, which is the ninth Ascot of King Edward's reign has reached a point of fashionable splendor never seen before. There were far larger gatherings in the pavilion and the stands and paddocks were as gaily tinted as a flower-garden. This has been a bright-colored Ascot and some charming costumes were seen.

The Queen wore a gown of hyacinth mauve with a black straw hat trimmed with ostrich plumes to match her gown. Her Majesty has ensured the acceptance of the large scarf by wearing one on this occasion. It was made of rows of gathered heliotrope chiffon, striped with bands of ostrich feathers. The Princess of Wales was all in blue and the Princess Patricia wore a bright green voile dress with a flower wreathed hat. One splendid toilette was of cream chiffon over pale gold satin. Over this was worn a transparent coat of net so richly embroidered with gold threads as to give the impression that it was of metallic tissue.

The new gowns make women look very tall, and many of the younger women on the stands looked fully six feet high. These gowns give the long straight line and obliterate the hips giving the figure of a slender boy. The new satins have a surface like suede and drape like crepe. They are richly embroidered and are often used as the foundation for an over dress of silk voile, gauze, chiffon, etc., which carry embroideries in profusion and are heavily worked with floss silk intermingled with beads and bullion.

On every side were light and brilliant hues, rose pink, cherry red, watercress green and reseda, blues of every tone, delicate greys and ambers, satin foulards and shangtungs and here and there in contrasting effect a complete gown of black was noted.

Bradford.

Interest here is centred in the course of prices at the London wool sales. Previous to the opening of the July series there was some feeling in Bradford that prices might ease off a little as, possibly, the wool interests might be inclined to "bear" the market in anticipation of the new season's crop now beginning to arrive from Australia. Bradford manufacturers would welcome such a development as a reduction of even a penny per pound would enable them to produce satisfactory dress fabrics with greater ease.

Though much of the offerings on the early days of the sale were of decidedly poor quality, the firmness of the May sales prices was fully maintained on all merinos and crossbreds suitable for American consumption, while the lower crossbreds and 40's quality were 5 per cent. lower. By the middle of the week better grades of wool began to come forward, and when this occurred American bidding became spirited and the prices of both crossbreds and merinos advanced fully 5 per cent.

The prevailing sentiment throughout the West Riding is that wool values have seen their highest point and that the May sales marked the top of the rise, which has gone on steadily now for more than a year.

Great interest is shown in the new crop in Australia which is now arriving. Much of this wool will be offered at the September sales. The weather has been excellent in the sheep growing districts in Australia, and heavy fleeces of good sound combing wool are reported from Queensland, where the wool harvest is now in progress. English wool growers are also becoming easier to deal with and are disposing of their wools at reasonable rates.

The heavy woolen district of the West Riding is represented on the King's birthday honor list by three well known members of the trade—Thomas Freeland Firth, son of Edwin Firth, the founder of Flush Mills Heckmondwike. T. F. Firth & Co., are known as one of the largest blanket and cloth manufacturing firms in the world and Mr. Firth has been created a baronet. William Edward Briggs Priestley, who has been knighted, is the eldest son of Briggs Priestley of Calverly, near Bradford. He was the first representative of the division of Pudsey, and is the head of the immense business carried on under the style of Priestley's Limited. The last member of the trio is Mark Oldroyd the head of the woolen manufacturing and mercantile firm of M. Oldroyd & Sons, Dewsbury. Mr. Oldroyd has been created a knight.

Manchester.

In spite of the recent spectacular break in the raw cotton market, the general tendency of values is upward, and spot middling American is fully a penny a pound higher than at the beginning of the month of March. The advance is working out adversely for the weaving trade, for owing to the higher price of raw cotton and yarns, the margin of profit is lessened, and there is no possibility at present of securing adequate advance on piece goods, as orders are not coming on with any volume. Holiday stoppages have brought some relief in certain lines, and in sateens and colored woven cloths there is more firmness in quotations.

Unfavorable weather has greatly interferred with the home trade, and the demand is not developing as was anticipated. Many of the large retail houses are behind in their returns and will not place repeat orders until present stocks are reduced.

Joseph Galloway who has just completed his 50th year in the employ of Rylands & Sons, has been presented by the buyers, representatives and chief clerks of that

(Concluded on Page 46.)

Why Large Stores Adopt Uniformity in Show Cards

Object is to Avoid Confusion of Customers and to Make Departments Easy to Find — Methods Employed by Some Writers in Following Out this Idea — Pointers on the Art of Color Blending.

Written for The Dry Goods Review by P. Thompson.

THE majority of large retail stores using show cards, and probably the more successful ones, adopt one particular style of lettering and carry that style out exclusively. In addition to the uniformity this establishes throughout the store, it makes it easy, in a larger city, where there may be a number of branches, to locate any one of these at a glance by their striking similarity.

Take Wanamaker's large departmental stores as an example. They adopt small, classy cards with neat Italic lettering placed in the centre, leaving a wide white margin.

Another similar card is employed by Macy's big store, New York, black being the predominating color. These cards are lettered in a neat Roman, and present a decidedly high-class appearance.

In Canada, the T. Eaton Co. adopts a white card with a bold, block letter. The particular reason this firm has in adopting this letter is to render cards as easily read as possible for the great masses of people that daily come in contact with them, including those who may not be the best of readers and those who have forgotten their eye-glasses.



Correct position in using the Sonnechen Pen for Show Card Writing.

The great bulk of the cards used by this store are run on presses in their printing department. Thousands of these cards, including all prices, are stocked in the advertising department, where they may be had any time up to 10 a.m. each day.

Besides the vast amount of cards consumed in this way, one girl is constantly operating rubber stamps, while a cardwriter is busy on miscellaneous work which the press and rubber stamps are incapable of turning out. These cards, while coming from the three sources mentioned, are all confined to the block letter.

Use of Black and White.

The majority of department stores have a reason for confining themselves to black and white. It is because black and white cards, when neatly executed, never become tiresome.

Unless color be used very sparingly in such large places where cards are grouped so closely together they become eye-sores. Again, loud colors, which may be used on these cards, are not always in harmony with the goods they are displayed on. Clerks do not discriminate in placing such cards and even if they did, a twenty-five-cent ticket may be used on tinware to-day and probably ladies' collars to-morrow. For this reason the black and white, as employed, is always easily interchangeable.

Theatrical work, and such like, is the only advisable use for decorate lettering. I mean by this, that any kind of decoration that would tend to spoil the line of your letter. Keep all the letering as clean as possible, and display all possible dexterity in the way of decoration in your borders or ornaments. Flat tones produced by the air brush panel designs, etc., are always effective and easily read, as it breaks up the phrases.

The finest grade of Roman lettering, which is considered best for this class of work, is produced with Sonnecken pens. These range in size from 1 to 6, the No. 1 being the largest size, making a line one-eighth of an inch wide. This, however, is not the size of work these pens are limited to. For larger work, double strokes are made and filled in after. In this way letters from one-quarter to two and one-half inches, or even larger, are readily executed. These nibs are about the same in size as an ordinary writing pen. They are used in a holder, flat on one side and taking a nib at each end. The flat side of the holder rests against the second finger and in this way keeps the pen from turning and the full width of the nib working.

These pens are simple to operate. Unlike the brush, they are firm and give the hand something to rest on. In this way no unsteadiness is portrayed in the work. It is a first-class implement of practice before beginning with the brush, as it builds up confidence.

Color Mixing.

In mixing colors the first principle is to take the body color, or that pigment which predominates, and add to it gradually the other colors. These colors must be worked to a smooth consistency with a palette knife, otherwise lumps will spread out under the brush, leaving streaks.

The following table will be found useful by cardwriters. The colors are so arranged as to make the work easy:

Take buff, for instance, the body is white and, as we use more yellow ochre than red, we make that second. Then comes red; we need least of this and make that third.

Each color given below is arranged in this manner, and the colors should be stirred in carefully until the desired shade has been made.

Grey—Flake, white and lampblack.
Buff—White and yellow ochre, red.
Pearl—White, black, blue.
Orange—Yellow, red.
Violet—Red, blue, white.
Purple—Violet, with red and white.
Olive—Yellow, blue, black and white.
Chestnut—Red, black, yellow.
Flesh—White, yellow, ochre, vermilion.
Fawn—White, yellow, red.













Department Cards showing Uniformity of Style and Lettering.

Chocolate—Raw umber, red, black.
Drab—White, raw and burnt umbers, or white, yellow ochre, red, black.
Bronze—Green, chrome green, black, yellow, or black and yellow or black and green.
Pea Green—White and chrome green.
Rose—White, madder lake.
Copper—Red, yellow, black.
Lemon—White, yellow.
Claret—Red. umber, black.
Pink—White, vermilion.
Cream—White, yellow.
Salmon—White, yellow, raw umber, red.
Lilac—White with violet.

This color,	Contrasts with,	Harmonizes with
White	Black, brown,	Any color,
Yellow	Purple, white,	Orange and pale colors.
Orange	Blue,	Red, pink.
Red	Green	Crimson.
Green	Red	Yellow
Purple	Yellow, white,	Crimson
Black	Pale colors,	Deep colors.
Gold	Dark colors,	Light colors.

Any color of strong contrast may be made to harmonize pleasantly, by dividing them with a line of white or any neutral tint. For instance, a green and red placed together may be made to harmonize by placing between them white lines to relieve the glimmer. The width of the line, of course, should be in proportion. The study of color schemes is a large one, and practice only will teach new and probably the most pleasing combinations.

The following are likely to be most employed:—

White, as a ground color, is pleasing with blues, purples, violet, reds, greens, browns.

Black, with drabs, pink, lemon, gold, light blues, greens, purple, salmon.

Blue, with gold, pink, salmon, buff, light blue, yellow and drabs.

Green, with gold, purple, pink, lemon, dove, flesh, pearl, light greens and yellows.

Red, with lemon, pearl, gold, pale blues and greens.

The best colors for show cards are specially prepared and put up in tins. For results, not so satisfactory, ordinary dry pigments may be had from your local hardware merchant, and ground with a knife on a piece of glass. Use water to cut and add enough mucilage of gum Arabic to make adhesive.

New Companies Incorporated.

The Gale Manufacturing Co., Toronto, incorporated with $130,000 capital, will take over the business carried on by the Gale Manufacturing Co., manufacturers of ladies' and children's clothing, the provisional directors being F. J. Dunbar, A. G. F. Lawrence, and Geo. E. Dunbar.

The Robert Ryan Co., Three Rivers, Que., has been incorporated with $150,000 capital, to take over the business of the Robert Ryan Co., and to manufacture gloves, mitts, mocassins, hats, furs, etc. The incorporators are C. Dumoulin, Paul Dumoulin, T. R. Murray, Anna M. Lilley and A. L. Rinfret.

The New Empire Wall Paper Co., of Toronto, has been incorporated with $50,000 capital, to acquire from Francis Vickers Johns the stock in trade and other assets of the Empire Wall Paper Co. The provisional directors are Archibald Struthers, Geo. E. McCann, and Lionel Davis.

BRITISH LETTER

(Concluded from Page 43.)

firm, with a silver salver and rose bowl. Mr. Galloway is the buyer for the table cover department.

John Bright & Bros., carpet manufacturers, have removed to 26 York St.

Mrs. Godfrey Mason Richardson, widow of the late Godfrey Mason Richardson of Richardson, Tee & Ryeroft has donated £1,000 to the Manchester Royal Infirmary. The money is for the endowment of a bed to be known as the Lowson-Richardson bed.

Nottingham.

Decidedly the busiest section in Nottingham at present is the making up trade and firms are in constant trouble for working after the hours prescribed by the Factory Act. Those manufacturers making a specialty of ladies' neckwear, blouses, shirts, etc., have orders for more goods than they can turn out.

The net trade is also flourishing, and not only is there a fair share of orders on hand for present delivery, but there are contracts ahead for large shipments even as late as October and November. Prices also are satisfactory and are calculated on such a scale as to leave a good margin of profit for all handlers.

There is little doing in the lace trade itself and there is no one line upon which it can be said that any large orders are being put through. There is, however, some signs of a movement in millinery laces.

The hosiery branch is extra busy for the time of the year. The factories are busy with large orders for fancy merino half-hose, black cashmere hose, and natural wool and merino pants and combinations. Prices are higher in sympathy with the increased values of wool and cotton. At the Nottingham wool sales the local farmers obtained from 3d to 4d per pound for their wool over the price of the clip marketed in June last year.

Ernest Jardine, J.P., of the firm of John Jardine, Nottingham, the Conservative candidate for Somerset, handed over the deeds of Glastonbury Abbey to the Archbishop of Canterbury on June 22nd. On the same date Mr. and Mrs. Jardine entertained the Prince and Princess of Wales at the Abbey House, Glastonbury. They have since received two large autograph photographs, one of the Prince, and the other of the Princess, and a letter thanking them for their hospitality

Glasgow.

This is the beginning of the dullest part of the year in the Glasgow wholesale section—the staffs are away on holidays and there will be little doing until late in August or the beginning of September. Business on the jute spinning and manufacturing is decidedly dull, and two weeks' stoppage is contemplated in most mills. This is longer than usual.

Belfast,

Reports from the large Irish linen centres make satisfactory reading. Orders for Winter goods still continue to come to hand, and manufacturers are now so far sold ahead that they can once more make their own terms. This being so, they are not very willing to make advance contracts at present prices.

There is a much improved demand for yarns. Fine yarns are in better request and there is more doing in tows.

The recent rains have greatly benefited the flax crop.



$teer Your Bu$ine$$ Bark to Port $ucce$$

BY CARRYING A WELL-ASSORTED CARGO OF

Peerless REGISTERED

HIGH-GRADE UNDERWEAR

FOR MEN, WOMEN AND CHILDREN

It will be an act of wisdom for you to entrust your orders for Spring Underwear to a Peerless representative. By doing so you will be assured of this: The very best values delivered in first-class condition sharp on time.

OUR SELLING REPRESENTATIVES ARE:

ONTARIO
C. & A. G. Clarke, Empire Building
Wellington St. W., Toronto

BRITISH COLUMBIA
Geo. A. Campbell, P.O. Box 1026
Vancouver, B.C.

QUEBEC
Goulding & Co., 30 Wellington St. East.
Toronto

MARITIME PROVINCES
G. A. Woodill, 70 Granville St.,
Halifax, N.S.

MANITOBA
Frank Clark, Winnipeg and N.W. Territories

THE PEERLESS UNDERWEAR CO.

Hamilton - Ontario

Please mention The Review to Advertisers and Their Travelers

JAY

THE JAY FINISH TRADE MARK UNSHRINKABLE.

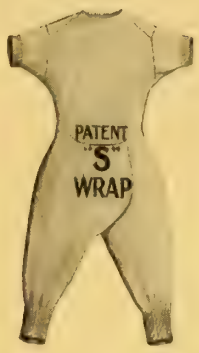
UNSHRINKABLE WOOL

UNDERWEAR

LADIES'

Combinations fitted with the Patent "S" WRAP, affording complete protection where this is most necessary.

No button is needed, and the garment does not drag when the wearer is sitting.



GENTLEMEN'S

'STAR" Seated Pants and Drawers. No seams at fork, up back, or down inside of leg to chafe, or give way. All wearing parts are strengthened and extra spliced.



These Specialities are made of Unshrinkable Wool and can also be obtained in Merino, and Silk and Merino.

ANY GA MENT SHRUNK IN WASHING WILL BE REPLACED

Please note the above TRADE MARK should be upon every genuine JAY FINISH Garment.

Wholesale only

Messrs. I. & R. MORLEY and Geo. BRETTLE & Co., Lon., ENG.

THE LEADING ENGLISH UNDERWEAR.

"Craftana."

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

St. George Brand

Underwear for Men



made in various weights and textures

WOOLNAP

(For extra warmth)

Also bears the St. George Trademark for your protection and ours.

Zimmerman Porous Knit



THE garments shown on this page are a step in advance of anything ever before offered by a Canadian mill. The high-grade finish of these goods has established

ZIMMERKNIT

as the synonym of quality among the leading wholesale houses. They are adjudged by the wholesale buyers as equal to the best imported lines. The Zimmerman Porous Knit embodies the modern ventilation feature which has become so popular, as the multiplicity of little holes promotes rapid evaporation of perspiration, keeping the garments and the skin of the wearer always dry and comfortable.



ZIMMERKNIT BALBRIGGAN

will fully meet the requirements of your customers who prefer this kind of underwear. We make it up in the modern coat shirt style with knee length drawers as illustrated, as well as in long sleeve and other styles. Remember that our lines include Silkette, Lisle, Sea Island, in a large range of beautiful colors and tints. These in men's and boys' two-piece and combination garments; also an endless variety of athletic jerseys as well as bathing suits.

Sold by the Wholesale Trade only.

SELLING AGENTS:

Wm. R. Begg - 88 Bay St., Toronto
S. M. Campbell, Hammond Bldg., Winnipeg
A. R. McFarlane - Vancouver, B.C.

ZIMMERMAN
MANUFACTURING CO.
LIMITED
Hamilton - Ontario

FINE KNIT UNDERWEAR
TRADE MARK
ZIMMERKNIT
FOR THE BEST RETAIL TRADE

Zimmerknit Balbriggan

(Modern Coat-Shirt Style)

News of Season's Trade in Knitted Goods

New Lines of Canadian Manufacture are Suggestive of Development Towards High Standards — Effects of Specialization — Decided Classiness of Spring Lines — Notable Features in Fancy Knitted Goods.

High Standards in New Lines.

WHEREVER the next season's range of Canadian knitted goods has been thoroughly inspected, there is nothing but praise for the high standards of workmanship and design revealed in the different lines.

In balbriggans, for example it is safe to say that there has never been a more highly satisfactory assortment of goods placed on the market, no matter what the viewpoint. Wholesale men declare that in the knitted goods industry Canadian manufacturers have displayed an enterprise which entitles them to the highest praise. It is evident that specialization has been largely instrumental in this development. It need scarcely be pointed out that balbriggans and, in fact, all kinds of cotton underwear have never received the benefit of as great concentration of thought and energy as during the past three or four years, and the same may be said of heavier grades and fancy knitted goods for outer wear.

While Spring lines shown by manufacturers' agents and wholesalers are not without novelty, it is apparent that designers have not overstepped the line which divides the practical from the speculative. In the trimming of women's and misses' vests many dainty lacey touches have been introduced which add greatly to the classiness of the garments in the market and improve their selling qualities.

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Trade Conditions.

Although the present year shows unmistakable signs of prosperity, some of the leaders in the trade state that they cannot deprecate the tendency still apparent, to feel the way somewhat cautiously. Conditions are working back to a fair rate of going, and it is considered advisable that the movement be well balanced. The Summer's business has been quite satisfactory, the volume of Fall orders shows a marked increase. Payments and collections, on the whole, are good.

"While the prospects do not warrant unreasonable conservatism," said a manufacturer's representative, "we should carefully avoid any hysteria or regardless discounting of the future. It is my belief that this was one of the causes of the panic of last year and the lesson has undoubtedly been pretty well learned. While placing for Fall has been conducted on a more liberal basis, there is, I feel, a wide margin to be filled in the sorting season and eventually things are going to work out all right. Good crops will undoubtedly exert a great influence in that direction."

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Will Surtax Be Removed?

Reports to the effect that Germany is endeavoring to obtain tariff concessions from Canada are not being overlooked by Canadian knitted goods manufacturers, and should there be any inclination on the part of the Government to seriously consider the removal of the surtax, the move will be vigorously opposed. There are those who hold that, even at the present time the industry is not sufficiently protected and the uncertainity of the situation accounts in a large degree for the fact that one concern has established a branch factory on the other side of the border. Manufacturers have shown, that with something like adequate encouragement, the industry is one capable of great development in Canada. The goods that are being produced are the best possible evidence of that fact.

✠

Fashion Plays Strong Part.

The importance attached to present-moment style is probably best illustrated in the new lines of fancy knitted goods—sweater coats, golfing jackets, auto and pony coats, Norfolks, etc. In many of these the distinctive feature is some adaptable touch, characteristic of the prevailing fashion, though there is no attempt to deprive the garment of the essentials of comfort. In one of those illustrated, for example, a natty jacket for outing, it will be noted that an unusual number of buttons have been used, though not without purpose. A breast shield or protector of extra weight is fastened in place by means of loops and buttons, while the same effect is carried out in the sleeves. This will be recognized as merely a concession to the prevailing favor for buttons, and the addi-

Illustrations of Knit Goods Novelties.

On page 52 of this issue illustrations are given showing some new features in knitted goods lines for the present, and for the Spring season. The ladies' coat shown at the top of the page is one of the products of R. M. Ballantyne, Ltd., Stratford. It is a skating coat, close-fitting, and with button trimmings. The novelty feature is furnished by the removable front, and the coat, when this front is taken away, and the collar removed is suitable for evening wear, as a summer garment.

The ladies' vest, illustrated on the left of the page is a Birdseye "Ilet" cloth, made by the Oxford Knitting Co., Ltd., Woodstock, and has trimmings of hand-crocheted lace. Special attention is given to the perfect bleaching of these garments.

On the right is a ladies' lisle vest, with V-shaped top, and handsome trimming of net. This vest is from the large range of fine underwear shown by The Eagle Knitting Co., Ltd. of Hamilton, for the Spring season of 1910.

Something new in shoulder scarfs is also shown here. It is made of wool and comes in a variation of designs and patterns. The two ends are finished with self fringe. It is as lustrous as silk. Manufactured by The Standard Knitting Co., Cleveland, Ohio.



For descriptions of these illustrations see page 51

Unshrinkable Underwear

Guaranteed

Your average customer is inclined to be skeptical when you offer "unshrinkable" underwear. As you well know, your best argument in such a case is an unqualified guarantee.

That's the great advantage you get by handling "Ceetee" Unshrinkable Underwear.

"CEETEE"

We guarantee every garment to be unshrinkable, and you may safely do the same when selling "Ceetee" to your customers. We will cheerfully replace any "Ceetee" that shrinks.

In all other points—fit, elasticity, finish, wear—you will find few mills producing goods equal to "Ceetee" while positively none are producing superior goods.

You might as well handle the *best* line. Let us quote you prices and show samples.

Unshrinkable

The C. Turnbull Co. of Galt, Limited

Galt - - Ontario

tion of the sash is a style touch requiring no comment. The separate front of this coat on being removed together with the collar, which is also detachable, leaves a neat jacket, well adapted to cool-evening wear.

In all of the full fashioned garments, attention has been devoted to the trimming. Sometimes knitted fabrics in contrasting colors and very often fancy braids are used for the edging and pocket trims. White, gray and red are three of the very popular colors used in these coats. Blues occupy a good place, although they are used to a very large extent in the trimming. Such are the capabilities of the modern knitting machine, and the fabric so easily applied to the same purposes as cloth, that it is evident that the designer has a wide field in which to exercise his originality, apart from that which has to do with stitch effects. The knitted fabric is also being more largely used than ever before for petticoats and underskirts, and a very fine range in these garments is being shown.

In the manufacture of fancy knitted goods, lines for men's wear have also received careful attention. For sporting purposes the knitted coat is made in different weights, according to the purposes required. Some of the hockey coats shown weigh upwards of four pounds, being of double fabric. All of these garments have great wearing qualities. Vests, caps, gloves, mittens and ties, form a large and increasingly important section of the industry in Canada.

Spring Hosiery.

While it is anticipated that colored hosiery will be strong for the Spring season, there is a feeling that there will be less of the startling effects, which have characterzed this season, in evidence next year. Quieter shades will be favored, and a great deal of embroidery will be shown. This will either be in self shades or in very quiet contrasting colors. Lace goods, which have been quiet for some time promise to feature strongly in Spring lines. Tans and blacks will likely be stronger than the past season.

Men's hosiery will follow somewhat the same lines as the ladies' hosiery, the tendency being towards quiet colorings.

One difficulty manufacturers have to contend with is the exceeptional demand for colors. Canadian importers are showing anywhere from six to twenty shades of ladies' hosiery to retail at popular prices. This not only means more trouble for the retailer in selecting his stock, but the dyeing adds considerable to the cost of production and tends to offset the exceptional values.

As outlined in the July issue, prices of Chemnitz hosiery are distinctly favorable, and lines at prices to retail at 25, 50 and 75c are better value than in many years. Canadian buyers made purchases at a particularly favorable time. As is well known the American market is a big factor in Chemnitz goods, but tariff uncertainty has delayed their purchasing. As a result the Chemnitz market was very dull, and Canadian buyers found no difficulty in placing advantageous contracts. No matter which way the American tariff is revised it is regarded as a certainty that Chemnitz prices will jump at once and that Canadian buyers will not be able to place repeats at anything like the figures paid for first orders. With this in view it is obvious that merchants should place generously for Spring hosiery.

When Canadian buyers visited the great German hosiery market they found dozens of American buyers there simply waiting for cable instructions from their houses. They could not buy at favorable prices because a downward revision of the tariff would mean a readjustment of their selling prices, and if the tariff was boosted, the same thing would apply, and they would get badly caught. Importers have to buy at prices to meet fixed selling prices, and this was impossible.

Problems of the Buyer.

Discussing the buying problem, a wholesaler who had just returned from Europe, stated that so perplexing had the color problem became, and so diversified the knitted effects, that the good taste and judgment of the buyer were called upon to an extent never before required. What was true of the buying, it was pointed out was also true of the selling. Salesmanship in the retail department called for well-informed clerks—people who were familiar with every fashion feature in the various lines, for knitted goods were occupying a place far more prominent in the realm of fashion than ever before. That the Spring range contains an almost indescribable range and combination of colors and designs was strong evidence of this fact.

Knitted Goods in New York.

Staff Correspondence.

New York, July 28.—Knit goods mills are entirely sold up on goods for this Fall to the jobbing and retail trade. A most profitable year is anticipated. Retailers who have not already placed their orders will experience some difficulty in securing their goods in time for their Fall selling. It will be a case of "first come, first served."

Union suits are still far in the lead in underwear. The present fashion's requirements necessitate snug-fitting undergarments, and there is no garment more comfortable, nor more adaptable for wear under such costumes, than the union suit.

The underwear business has never been better, especially on the better grades of goods. The Fall demand for these goods from jobbers has already attained a very large and ready sale.

Novelties in women's ribbed vests are selling well at the moment. Many pretty and attractive models are being shown for the Fall and Winter selling, as well, which will undoubtedly meet with ready reception when placed on the retail stands in the underwear departments.

In men's goods, garments on the athletic ribbed effects and mesh lines hold first favor in the trade.

Sweater Coats.

There has never been such a large demand for sweaters as there is for the Fall season. Manufacturers are overstocked with orders for Fall delivery and it is still a problem to them as to how they are going to make deliveries to meet the requirements of the retailer.

The styles of knitted garments this season are as varied as those of cloth. All the latest developments noted in cloth garment lines are prevalent in these goods. There are models made for automobiling, golfing, boating, skating, touring and for outing wear, all of which include many attractive features. They are made of fine worsted yarn, some having the V neck style, pockets, cutaway shapes, fitted backs, high turn over collar, Norfolk style, close fitting with belt, etc., in various lengths, according to the desire and taste of the purchaser. These models are made in fine, soft Shet-

PERRY'S NEVERSHRINK UNDERWEAR

Buy it for Spring 1910.

Perry's "Nevershrink" Underwear is the best line upon which to build the success of your Underwear Department. We make Ladies' and Children's Underwear that is positively unshrinkable. We built our reputation on this feature, combined with perfect fit and finish and excellent wearing qualities. They will also build YOUR reputation.

Be sure to see samples of our Spring Lines.

G. B. Perry Knitting Co. - Hamilton, Ont.

A WORD WITH YOU

Lisle Hose are more comfortable, more sanitary, and very much more elegant than cashmere hose

Beginning about the middle of August, our travellers will show samples of Lisle Hose in

A WIDE RANGE OF COLORS
LACE EFFECTS.
BEAUTIFUL EMBROIDERIES
EXCLUSIVE JACQUARDS

and several qualities in highly finished Silk Lisle, all colors

The range is much more extensive than has been put on the market before

These goods come from the best factories in Germany, and are the choicest designs that the world produces. Such a varied and carefully designed range has not been shown before, unless by the largest hosiery dealers in the Uuited States.

It will interest you to see these samples whether you are a purchaser or not.

PERRIN FRERES & CIE.

Mark Fisher Building **MONTREAL**



For descriptions of garments here illustrated see page 60



Pen-Angle Underwear

The Popular and Profitable Brand

¶ You can make better time sailing with the wind than against it.

¶ Similarly, you can make more sales with Pen-Angle Underwear than by trying to push a little known brand against the well known Pen-Angle reputation.

¶ Many merchants who formerly used their energy to try and force the sales of little known lines have found that there is more money in putting the same energy behind Pen-Angle Underwear.

¶ The established reputation of Pen-Angle plus sales-energy on your part is the combination that will pile up larger underwear sales.

¶ Our advertising campaign for fall will soon commence. The demand will be greater than ever. Are you going to work for Pen-Angle or against it? Something seems to tell us you'll work with Pen-Angle—and enjoy increased underwear prosperity.

Pen-Angle Hosiery

will soon be the best known brand

¶ A strong advertising campaign will shortly be under way for Pen-Angle Hosiery.

¶ It will tell why Pen-Angle Hosiery is better than ordinary kinds.

¶ It will contain a selling proposition that will command attention from the hosiery-buying public.

¶ It will make Pen-Angle Hosiery famous from coast to coast.

¶ We don't intend to tell everything about this selling campaign here, but we invite all wide-awake dealers to write us for particulars.

¶ It's very much to your interest to do so—and without delay.

PENMAN'S Limited, Paris, Canada

land yarn, worsted and fine flosses, and fine worsted only, in plain and fancy weaves. They are trimmed with pearl buttons which also accomplish their fastening.

One of the most novel styles of sweater or knitted coats is in pony style, made with fancy self-colored bands, watch pocket and close fitted at the waistline, disclosing the form of the wearer to some extent. The Norfolk style is another stylish and well favored model. It has a belt of self color and is trimmed with knitted bands and pearl buttons.

Knit long coats for auto use made after approved cloak models are having a season of their own and the demand for such garments is very large. They are in $^{3}/_{4}$ lengths, have two pockets, notched collar, and fasten with pearl buttons. They can be had in white, Oxford, tan, brown, black, cardinal and navy. They are hand tailored and are extremely stylish.

Fibre Shawls.

Something entirely new in the market is the fibre knitted shawl or scarf, appropriate for wear over the head when automobiling or can be worn over the shoulders for dressy wear over an evening costume. These shawls are made of wood fibre and are woven in many beautiful patterns and designs. They come in different lengths and are finished at the two ends by a self fringe. They have a very lustrous finish.

Fall Styles in Hosiery.

The average business on hosiery is ahead of that of last year by a strong margin. Instead of placing very large orders at a time as buyers used to do, they are buying in smaller lots and oftener. The retail sales in hosiery have been large, and it is due to the attractive patterns and designs that hosiery designers have been getting out the past season or two.

Most of the selling of hosiery is now being done on next Spring's goods. Thus far buyers have placed some very fair-sized orders and salesmen on the road are sending in quite an amount of business. There is some fear displayed that prices will advance, so that the sooner the retailer places his order the better he will come out in the end, and thus obtain the benefit of the low prices as they stand just now, as there is no liklihood of their getting any lower.

The current demand in hosiery is for high colors in plain and embroidered effects. Tans are the leading color and white are having a big sale.

Colored hosiery to match the costumes are in high style in Paris, but not so good in this country. The latest styles in hosiery for women are in striped effects and some very pretty patterns are being offered.

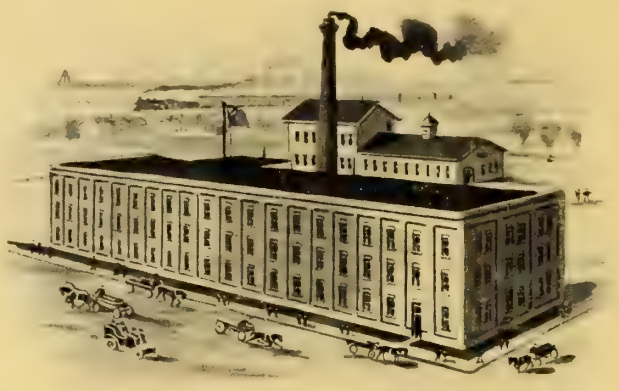
Beautiful designs in silk hosiery are shown, an effort being made to popularize the open-work effects or those having the designs in panel effects.

Misses' hosiery follows very closely, as far as colors and styles are concerned, in the wake of those chosen by women. If anything, a larger proportion of tans and white have been sold and are selling in the children's lines. Novelties are well thought of.

The colors in hosiery range as follows : blues, navy, peacock, bright navy, Copenhagen, reseda, stone green, olive and moss, light, medium and dark violet shades, and grays in all their shades.

Oxford Knitting Co.'s New Mill.

During the present month the Oxford Knitting Co., Ltd., of Woodstock, has moved in to the splendid new mill, erected for the company near the C.P.R. station. This building of "mill construction" is 200 feet by 55 feet, two storeys and basement, while a dye house and boiler room 70 feet by 30 feet adjoins the main building. The building was designed and erected not only with a view to solidity and appearance, but is also constructed in a manner which guarantees plenty of light and the best of ventilation, the latter being obtained by transoms opening at the top of each window. The shipping facilities afforded by of the location of the mill are of the best, the tracks of both the C.P.R. and G.T.R. being immediately adjacent. This company commenced business three



New Mill of the Oxford Knitting Co., Woodstock.

years ago in smal quarters on the upper floor of the building from which they have recently moved. In the second year of their existence, however, it was found necessary to acquire all the space available in that structure, and it soon became evident that this building was altogether inadequate to the requirements of the growing business. K. Harvey is manager and W. B. Barrowclough is secretary-treasurer, of the Oxford Knitting Co., Limited.

Will Make Ribbed Underwear.

H. P. Long has established a knitting mill for the manufacture of ladies' and children's ribbed underwear, at 60 King William St., Hamilton, Ont. Mr. Long has had a wide and varied experience in the knitting business and will bring this experience to bear upon the new enterprise with which he is now identified. It is the intention to place this line upon the market for the Spring selling in 1910, and samples will be shown the trade in the very near future.

To Double Their Capacity.

The Zimmerman Mfg. Co., Hamilton, which has not yet been in existence three years, has let a contract for the erection of an addition to the present mill, which will double its capacity. Work will be commenced on this addition at once, and the machinery will be installed, and the whole mill in operation by October 1st, of the present year. The contract for the equipment has been given. The mill will be of the most modern kind, both in the character of its construction and the equipment. The erection of this large addition has been made necessary by the rapid growth in the business of this concern, which makes a specialty of fine knitted underwear, for ladies, misses, children and men, and when the enlarged mill is in full operation an output double that of the present mill will be possible. Mr. Zimmerman states that already there is enough business in sight to guarantee a continuous and full operation of the mill, as it will be after October 1st.

Jaeger Pure Wool



FOR LATEST NOVELTIES IN

High Grade Knitted Goods



Coat Sweaters from $4 to $7, retail prices

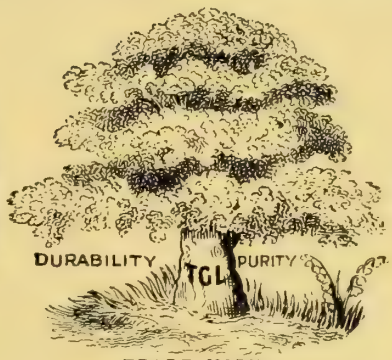
SEND FOR CATALOGUE AND TRADE TERMS

Dr. Jaeger's Sanitary Woollen System Co.

52 Victoria Square, Montreal LIMITED



27 Dale, Street, Manchester.



TRADE MARK



Sun Mill, Littleborough.

THOS. GRIMSHAW & SONS, LIMITED.

Works:
Sun Mill, Littleborough

Branches:
Liverpool—21 Leigh Street
Birmingham—20 Cannon Street
London Office—6 Milk Street, E.C.
Glasgow Office—40 Union Street
Sydney, N.S.W.—458 George Street

Hosiery Manufacturers

27 Dale Street,
MANCHESTER, ENG.

Agent for Canada, **A. W. HOLTBY,** Carlaw Buildings, 28 Wellington St. West, Toronto

Specialty: "OAK TREE" HOSIERY and UNDERWEAR

Salesmanship in the Glove and Hosiery Department

Tact is one of the Important Essentials in Handling of Customers — Full Information Should be Given to Clerks — Must Know Values — Interest and Enthusiasm Factors of Success Behind the Counter.

Written for The Dry Goods Review by P. B. Lyons of the John Murphy Co., Montreal.

FIRST size up the customer, at the same time ascertain what is wanted. Different stores cater to different classes. As far as price is concerned, no set rule can be laid down, but it is generally best to show a medium or better grade. The best course is to bring two or three grades at once. Show only one at a time, but have the others at hand. In hosiery, the size and color must be asked. The customer generally says whether it be lisle cashmere or silk, that is required. After knowing the size and color, it is not necessary to ask any more questions, if the sales person know their lines and have the proper stock. Too many questions only confuse and irritate the customer.

The handling of a glove customer requires more tact than hosiery. The size plays such an important part with gloves, also the average woman does not want to think her hand is at all large. It is here the skilled glove girl comes to the front by handling such cases in a pleasant and agreeable manner.

With good gloves, unless at rush seasons, it is best to fit as many as possible at the counter. When the gloves fit the average customer is satisfied, even though it is necessary to put on a size larger than asked for. In such cases, had these gloves been fitted at home, it would have meant a pair of broken gloves, though the gloves were in no way to blame. In every case possible, sell the better grade of goods. It means better satisfaction all around. Set up a standard and live up to it.

Information to Clerks.

Full information should be given to those able to grasp it, providing that information is given in such a way that it means education. Sales people should not be just sales clerks. They should be assistants. In order to be come that they must have knowledge. They must know values. They must follow styles. Very few sales people will take their own time to learn these things, and without them they are of little value to their employers or themselves. In some stores schools and regular classes are maintained but, where this is impossible, talks should be given often to one or more at a time. This can be done in any store and wonderful results are sure to come of it.

When a sales person first enters the department the surroundings, help, goods, and system are new to him. If a five or ten-minute talk is given him as to the standards, the way he is expected to treat and handle customers, and what the department expects of him, it will be a pavement for future talks. It does not do to make these talks very long or confusing. Rather in a few days, add to the first. By this time the sales person will be more familiar with conditions, and will more readily grasp your meaning. But the work does not end there. If the sales person is worthy of a position these talks should be continued from time to time.

Interest and Enthusiasm.

Without interest and enthusiasm, no matter how much knowledge a sales person possesses, their services are of little value to a growing department. There is no better way to create interest than to make each one responsible for some one thing and explain why. It may be the ordering of tickets, collecting of books, the entering of sales of some line under careful watch or some such thing. Whatever it is, an interest is created and those capable of doing these minor special duties correctly, are the ones to fill the more important ones. The more knowledge of this kind that they obtain the mose valuable they are both to you and themselves. Then trade papers should be consulted and talked over. This will not only be valuable to them, but to yourself, especially when they know they can express themselves fully and freely.

Some say, that, just when sales people have become useful, they change their positions. This is sure to follow in some cases, but with the majority, if you have had fairly good material to work with, your time is not wasted, provided, as they get more valuable, you make it worth their while to remain. Even suppose some do go, water will only run to its level. So with sales people. They will only go to where you were when they left and by that time you are so far ahead it makes very little difference.

Here are some suggestions in placing a glove and hosiery department in motion—moving around, as it should, like a wheel. Buy the best values to be found, then buy better. Have sales people anxious to do things your way and train them. Keep your stock well assorted, but not too heavy. Don't buy jobs unless you can see what you are going to do with the last of them. See that your parcels are wrapped in such a way that they will open up with the same freshness they had in the store. Some of the very best material for your glove or hosiery department may be in your store wrapping parcels or some such work. Have a look around and try some of them.

John K. Turnbull, brother of the late Robert Turnbull, founder of the C. Turnbull Co., manufacturers of knitted goods, Galt, died early in July. He was born in Hawick, Scotland, in 1831, and coming to Canada 50 years ago, went to Galt where he actively identified himself with the industry referred to. He is survived by his wife, one son, John Turnbull and one daughter, Miss Jean Turnbull.

The illustrations on page 56 are representative of lines manufactured by Canadian Knitting mills. The man's shirt at the top is from the line of the Zimmerman Mfg. Co., Hamilton, and shows the popular Porous Knit introduced in men's goods by this firm. Fancy knitted coats for boys' and misses' wear are represented by two selected from the range of the Monarch Knitting Co., Dunnville, that on the left being their Buster No. 9, for boys, and on the right, the Queen coat for misses. The ladies' vest shown at the bottom is a silk garment, with handsome trimmings. It is made by The Eagle Knitting Co., Hamilton.



No. 4767, Ladies' "Oxford" Lisle Vest.

SPRING 1910

"OXFORD"

Fine Swiss Ribbed Underwear

For women and children.

This line is a phenomenal seller because of its distinctively superior quality in texture, fit and finish, and our samples for Spring are the finest ever made by any Canadian mill.

"OXFORD"

Underwear will gain satisfied customers for your store.

We are the only firm in Canada making the celebrated

"Ilet" Birdseye Elastic Underwear

the coolest cloth made, beautifully bleached and finished.

Wait for the "Oxford" samples before buying Spring Underwear.

Representatives are now on the road.



No. 4730, Ladies' "Oxford" Vest, trimmed with torchon lace.

The Oxford Knitting Co. Ltd.

Woodstock - - Ontario

Fancy Knitted Goods Conform to Style Tendencies

Fashions Have to be Closely Studied in Designing Modern Garments—Where Brains are First Applied in Manufacturing—Circular and Flat Machines that Change Stitches and Patterns Automatically.

THE manufacturer of fancy knitted goods, such as golf coats, vests, blouses, sweaters, scarfs, ties and mufflers, is a far more careful student of prevailing styles than he is sometimes given credit for. In a country such as Canada with a comparatively small, but growing population, the proposition that confronts him is the necessity of making his season's output of such range that it will answer every requirement of a market in which strong specialization and great variety are outstanding features.

Work of the Designer.

"Something new" is the problem presented by every succeeding season, and the degree to which the manufacturer has measured up to it may best be measured by the high standards of quality, style and workmanship reflected in his productions. A striking example of this is found in the evolution of the very popular golf coat of the present day or any of those garments in the same class. It embodies in its design, the latest adaptable fashion ideas, and represents a line in which most judicious use is made of novelty effects. The purpose of the garment, however, has always been kept uppermost, and it may safely be said that it conforms to the essentials of out-of-door wear to a greater degree than ever before. That specialization has struck the happy balance between the practical and the stylish in the manufacture of fancy knitted goods is, therefore, the correct inference.

The designing end of a modern knitting factory is where brains first count in the preparation of a season's range. To the workman at the machine, it is a difficult matter to tell just where one season ends and a new one begins. Some lines, of course, are staple, and others, the creation of a season, or designed for exclusive order, may have a prolonged demand. The continuity of the designer's work is a somewhat different proposition; it is repeatedly a case of "off with the old love and on with the new." It is up to him to conceive those features which must give distinction to an advance season. The result of his study may take the form of new effects in stitching in which there appears to be no end and the capability of the modern knitting machine or it may be in the pocket, collar, sleeve, trimming or length that his work finds expression. Very often a good customer makes suggestions. The designer thinks them over, and by the process of adoption and elimination or elaboration developes a profitable feature. It will thus be seen that the designer must necessarily be a very alert and resourceful individual. It is in accordance with the originality, the adaptability and the good taste displayed in his designs that the reputation of his concern develops along the most satisfactory lines.



The Main Finishing Room of a Modern Knitting Factory.

Different Machines.

There are few industries in which the mechanisms are apparently so complicated in their relative arrangement, yet so simple in operation, so dependent one upon the other, yet so perfectly adjustible to various purposes required of them, than are those used in knitting. There are several different kinds of machines employed in the actual knitting processes in a factory where fancy goods are produced exclusively. In one, a fast revolving vertical cylinder set with needles, varying in number with the size of the fabric or web, works in conjunction with a revolving horizontal dial, also set with needles, each one performing its part in the working out of a pattern in accordance with the setting of a design chain. This latter contrivance may, for the sake of better understanding, be said to answer the same purpose on a knitting machine as a music roll on a modern pianola. In this type of machine the fabric as it is knitted also revolves and be-

For the information from which this article was prepared the Review is indebted to the Monarch Knitting Co., Dunnville, and R. M. Ballantyne, Limited, Stratford.

Are you getting your share of the increasing calls for

THE

Nazareth Waist

Of course if you say "No, but here's something just as good"—your customer will go elsewhere.

The dealers who are doing the business on children's knit waists are the NAZARETH WAIST dealers.

How do we know?

Well, we've got to add another floor to our mill—increase our production by 600 dozen daily—making the total output 2,000 dozen a day.

That looks as if NAZARETH WAIST dealers were making money, doesn't it?

Might as well get some of this NAZARETH WAIST money by carrying the children's knit waist that has led the field for twenty-three years and is still going.

The genuine have this trademark in red on the back centre tape.

The following wholesale houses all carry the genuine NAZARETH Waist:

Calgary, Alta.
W. R. Brock Co., Ltd.

Halifax, N.S.
J. & M. Murphy,
W. & C. Silver
Smith Bros.

Kingston, Ont.
Macnee & Minnes

London, Ont.
R. C. Struthers & Co.
Robinson, Little & Co.

Montreal, Que.
W. R. Brock Co., Ltd.
Gault Bros. & Co., Ltd,
Hodgson, Sumner & Co.
A. Racine & Co.
Brophy, Parsons & Rodden
Kyle, Cheesbrough & Co.
McIntyre, Son & Co.
P. P. Martin & Co.
A. O. Morin & Co.

Quebec, Que.
Thibaudeau, Freres & Cie.,
McCall, Shehyn & Co.,
Gauvreau, Beaudry & Cie.,

Ottawa, Ont.
John M. Garland, Son & Co.

St. John, N.B.
The Vassie Co., Ltd.
Frank Skinner & Co.
Manchester, Robertson & Allison
Scovil Bros., Ltd.

Winnipeg, Man.
R. J. Whitla & Co., Ltd,
Robinson, Little & Co.

Toronto, Ont.
John Macdonald & Co.
Beatty, Kerr & Verner
W. K. Brock Co., Ltd.
Gordon, Mackay & Co.
Denton, Mitchell & Duncan

Vancouver, B.C.
The Gault Bros. Co.

TRADE MARK Nazareth REG U.S. PAT OFF

Mills at
Nazareth,
Pa., U.S.A.

Nazareth Waist Co.

350 Broadway, New York

Canadian Representatives:—
E. H. Walsh & Co.,
Toronto and Montreal



Apart from the Fast Black Feature

Hermsdorf Dyed Hosiery is better because of it's *finer finish* and longer wearing qualities.

¶ Why?

¶ Because the dye gets to the heart and soul of the yarn without drubbing or burning.

¶ There's nothing in the Hermsdorf process to "tender" the yarn.

¶ Anybody can prove this by comparison.

¶ Give your hosiery customers a reason to stick to your store, by selling only the tried and true real fast blacks.

Look for the truth on the toe:

Louis Hermsdorf
Dyer

All the material for a local advertising campaign supplied free. If you want to control the hosiery trade of your town—run a "Hermsdorf Week." Write us about it now.

Works:
Chemnitz, Saxony

American Bureau:
235 West 39th Street, New York

STERLING
£
HOSIERY

BUILDS A PERMANENT SATISFACTORY DEPARTMENT

Every number lives up to the standard set by our brand. Make a resolution NOW that you will see the Spring Line.

The range covers Lisle, Cashmere and Silk for ladies and men.

WHOLESALE DISTRIBUTORS

KONIG & STUFFMANN
VICTORIA SQUARE, MONTREAL



The Heavy Tramp of Laden Drays

mingled with the constant clang of busy machinery in the vicinity of our mills these days bears eloquent testimony to the fact that "Hygeian" Underwear is enormously in demand. The trade know that

MOODIES' Hygeian TRADE MARK UNDERWEAR

is synonymous with the best values in Men's, Women's and Children's Knit Underwear.

SOLD BY THE WHOLESALE TRADE FROM COAST TO COAST

Eagle Knitting Co., Limited

Hamilton, Ontario

Hygeian Waists **Hygeian Waists**

Please mention The Review to Advertisers and Their Travelers



A Long Experience Lies Behind Every Zenith Garment

We are one of the oldest established manufacturers of underwear in Canada, Zenith Brand is therefore the product of the longest experience in the making of underwear for the Canadian market.

We know that Zenith Brand is the best quality of underwear made in a Canadian mill; and our extensive list of regular customers know that the quality of Zenith Brand brings in repeat orders.

If you are looking for a line of underwear that will arouse the satisfaction of every customer, just try Zenith Brand

Travellers now showing Samples of Zenith brand underwear for fall. It is manufactured by

S. LENNARD & SONS, Dundas

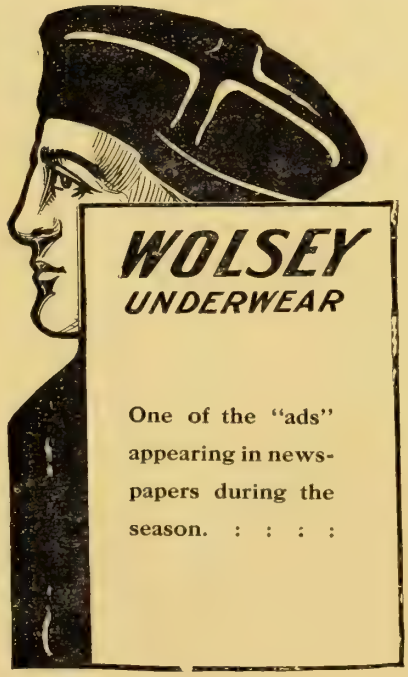
RICHARD L. BAKER & CO.

100 Wellington St. West, Toronto - Sole Selling Agents

Zenith BRAND UNDERWEAR

HOW WE HELP YOU TO SELL

Wolsey Underwear



Samples now being shown for the Fall

Ask Your Wholesaler

Don't Turn Customers Away



Because you cannot fit them in the Underwear you are handling. Take their measure and order their sizes in

Stanfield's

Unshrinkable

Underwear

All sizes. from 22 to 70 inches chest measure. In three winter weights, and every garment guaranteed absolutely unshrinkable. Just think what a splendid variety that gives you. Enough to fit every figure, big and little, as well as normal.

By the way, write for samples of Stanfeld's Underwear, so you may carefully examine the quality.

Stanfields Limited

TRURO, N.S.

We Will Show

600

of

The Choicest and Tastiest Patterns in

MEN'S HALF HOSE

(Plain, Jacquards and Vertical Stripes)

For Spring, 1910

Prices range from $1.15 per dozen
to $36.00 per dozen.

No up-to-date Buyer can afford to pass our line.

Our travelers on their respective territories this month.

The Gault Bros. Co., Ltd.

MONTREAL

The Gault Brothers Co.

LIMITED

St. Helen St., Montreal **Chemnitz Office, 17 Wiesen Strasse**

HOSIERY OF QUALITY



D1000 Range



D1149 Range



D1036 Range



D1073 Range





D1022 Range



D1059 Range

SPRING, 1910



D1138 Range



D1082 Range

SOME OF THE LINES

D1000 Range—Two-thread Prime Lisle, double sole, high spliced heel and toe, sixteen of the newest colorings, to retail at..... **25c.**

D1149 Range—Two-thread Allover Lace Lisle, all the newest colorings. A wonder. To retail at..... **25c.**

D1036 Range—Two-thread Lace Ankle Lisle Hose, fourteen shades. A world beater. Can be retailed at..... **25c.**

D1073 Range—Embroidered Two-thread Lisle, twelve colors, to retail at..... **35c.**

D1022 Range—Fine-gauge Silk Lisle, perfect dye, twenty shades. Make this your bargain-day special. Retail at **39c.**

D1059 Range—Beautifully Embroidered Lisle, self color embroideries, 23 shades. Very special, to retail at **50c.**

D1138 Range—Directoire Satin Striped Herring-bone Silk Lisle, nineteen shades, a real 75c. value. Can be retailed at..... **50c.**

D1082 Range—Finest Gauge Prime Lisle Embroidered Hose, twenty-three shades. Can be retailed at... **75c. or $1.00**

SPECIALS IN CANADIAN COTTON HOSE

Our Girls—Case lot, all sizes, 1 x 1, rib, black and tan, per doz..... **$1.20**
BB.—Case lot, all sizes, 1 x 1, rib, black and tan, per doz..... **$1.25**
Boys' Own—Case lot, all sizes, 1 x 1, tuck knee, black and tan, per doz..... **$1.35 to $2.00**
Countess—Case lot, fine gauge, 1 x 1, ribbed, black and tan, per doz..... **$1.50 to $2.00**
Gault's Blue Ribbon—Special case lot, plain, sizes 5 to 10, black and tan, per doz..... **$1.15**

Complete samples of the best line in our history in travelers' hands this month. Be sure and see them.

EUREKA Unshrinkable Underwear for men will build up a sick underwear department. If your underwear business has not been as large or as satisfactory as you would wish, if you find it difficult to find just the kind of underwear your customers want, you are not doing yourself ordinary justice if you do not send for samples and prices of the Eureka Brand of Unshrinkable Underwear. It is made of Nova Scotia wool, is well made, shapely, and what is of the greatest importance, is unshrinkable in fact as well as in name. Five lines, all medium priced. When you see samples you will agree with us when we say that we are offering the best underwear value on the market. Shall we send you samples and prices?

Nova Scotia Knitting Mills, Ltd.

EUREKA, NOVA SCOTIA.

Tiger Brand Underwear



TIGER BRAND.

The Strongest and most Popular Range of Underwear on the Canadian Market.

THE GALT KNITTING CO.

Limited.

GALT, ONTARIO.

Ontario: J. E. McClung, **Quebec:** P. DeCruchy, **St. Stephen, N.B.:** Fred S. White

West: Gerhardt, Hanley, Mackay Co., Limited

AGENTS

ing caught by rollers underneath the cylinder is gathered into a metal one. In some machines the fabric is wound upon a roller.

In another type of machine the needle cylinder and the needle dial remain stationary, while the mechanism which actuates them revolves. In each of these machines the needles of the dial operate outward, towards those of the cylinder. In a third machine, however, the plate or horizontal needles are located outside of the cylinders, thus reversing the positions described in the other two.

The Flat Knitting Machine.

These three machines are typical of the circular class. Another knitter is constructed on the somewhat novel principle of two parallel rows of needles near enough to each other to connect the two rows of knitting at either end, but separated sufficiently to allow the fabric to pass down between them as it is knitted. The two rows of needles are set in a steel bed, sloping from each other like the roof of a house, the separation being at the ridge or centre, where the needles form the stitches. The carriage of this machine, which holds the mechanism whereby the needles are operated up and down, is propelled by means of a crank, the needles forming stitches with one revolution. Several different styles of fabric may be produced on this kind of machine. By operating continuously the back row of needles towards the right, and the front row towards the left, a circular or tubular web is the result . Operating both rows together in one direction and then one row in the other direction will produce a double flat web. Operating both rows together in both directions produces the ribbed or seamed flat web and operating forward and back, each row alternately, connects the two rows of knitting at one end, leaving them open at the other, thereby forwarding the wide, flat web. By eliminating needles at regular intervals or in combinations, many varities of stitches may be formed, thus producing different styles of fabric. It is on this type of machine that fashioned hose, mittens, gloves, cardigan jackets, sweaters, shirts mufflers, trimmings, etc., are produced, many of the necessary changes being produced automatically without attention from the workman. The number of needles may be increased or diminished at any time, so any size of fabric, tubular or flat, and either single or double, or ribbed may be obtained.

Varieties of Stitch.

In the circular types, the plain machines produce but one class of fabric, a straight, tubular web of either plain or tuck stitch, while automatic machines make a tubular web of either a plain or tuck stitch or combination of both, the change being made automatically without interference from the attendant. This machine is used not only for producing the bodies of garments, but likewise for sleeves, and other shaped adjuncts of garments as well as the narrowed sections for wrists, waists, or shirts. This part of the web is taken up automatically, the mechanism being controlled by the pattern chain. The links of the latter being raised or lowered, in accordance with designs required, come in contact, one after the other, with ratchets, which operate on the levers controlling the needles.

Latch-needles are used on the machines just described. The "business end" of these needles has a small hook and immediately beneath it a tiny arm or "latch," which opens and closes in receiving the yarn and working and casting off the stitches. In the knitting of an ordinary sweater, upwards of 1,500 of these needles are sometimes employed on one machine.

Intensive Advertising

By John E. Kennedy

Now Mr. Manufacturer,

Ask yourself why intensive advertising and true "salesmanship on paper" should not actually sell or powerfully help to sell your product.

Why should not a sufficient and intensive use of printed salesmanship in Wasteless mediums multiply the sales and earning power of your personal salesmen?

For whom the sales could thus be more than half made when they called upon your prospective customers to clinch these sales.

The value to you of each salesman's services might thus be doubled.

This for a fraction of his salary spent in advertising.

Meantime, you would then be building a cumulative market, which no salesman could take away from you, whether he goes into business for himself or is lured away by competitors.

UNDERWEAR GUARANTEED UNSHRINKABLE



THE BRITANNIA BRAND

The Underwear Departments of all Canada's leading stores which are stocked with Britannia wear are the busiest. They tell the tale of the largest turn-over and the most satisfied patrons. Ask your jobber how it is going and why its sales are so big.

We will supply you with attractive advertising.

DUNCAN BELL——Canadian Representative

Manchester Bldg., TORONTO 301 St. James St., MONTREAL

HEALTH BRAND

UNDERWEAR

Our salesmen are now showing samples of Health Brand Underwear for Fall, 1909. We have improved the quality of every number and have reduced the prices. We guarantee the sizes to be correct in every number. We have a complete stock on hand and can supply you at once with Long or Short Sleeves in white or natural. We think it will increase the sales of your Ladies' and Children's Underwear if you stock

HEALTH BRAND

WHOLESALE DISTRIBUTORS

GREENSHIELDS LIMITED

MONTREAL

GOODS OF QUALITY

TRADE MARK

MADE BY THE GODERICH KNITTING CO

We supply a brand of Hosiery and Mitts that are of the very best quality. We are prompt and careful in filling orders, and aim to make your dealings with us a pleasure to you.

"The Maple Leaf Brand" of Hosiery and Mitts

WE ARE IN A GOOD POSITION TO FILL SORTING ORDERS FOR FALL DELIVERY.

Goderich Knitting Co. LIMITED

Goderich, Ont.

SELLING AGENTS:
J. E. McClung, Toronto, for Ontario.
Fred S. White, St. Stephen, N.B., for Maritime.
Gerhardt, Hanley, McKay Co., Ltd., Winnipeg, Man., for West.
A. L. Gilpin, Montreal, Que., for Quebec.

Colors Introduced Automatically.

One of the most interesting processes observable in the knitting of a garment is that by which different varieties of stitch may be introduced and different-colored yarns knitted in automatically. It is the pattern chain which practically controls these changes, the adjustment of the different sized links being such that the proper cams are affected at the correct moments. It is thus that the uniformity of the fabric and design is assured.

The Design Chain.

To trace the manufacure of a coat or sweater from the time the yarn is first introduced to the machine from the cones on the holders in connection with it, is a most entertaining study. The varieties of stitch to be employed are pre-determined in the mechanism controlling the entire pattern. This chain or series of links represents the work of the designer. Each block in it has its significance. Here and there is a series larger than the others. In another part of the chain there is a succession of blocks of uniform size. These represent the straight stitch whatever variety is being employed, whether it be the honeycomb, the pineapple, the zigzag, the herringbone or any of the other 30 or 40 different styles possible. The tubular web for the sweater, as for any other garment, is knit in a continuous length and afterwards cut in the proper size. This is indicated by the difference of stitch necessary for the skirt of the garment or by a welt introduced by the machine. The sleeves, the collar and the trimming are knit in the same manner. The web or fabric is always carefully inspected and defects repaired. All of the parts being assembled, they are linked in position on machines which not only make the joints but trim them and cover the edges where necessary. Buttonholes are cut and sewed on one type of machine, and the buttons applied by another. The completed garment on being inspected and pressed is ready for the packing and shipping departments.

This, in brief, describes the processes employed in the making of an ordinary sweater or coat. Fully a dozen different machines are employed in its production, each one co-operating with the other and the work so checked that there is no confusion in the final assembling and completion of the garment, although to the inexperienced onlooker it would appear that one hitch would seriolsly jar the entire mechanism.

Fashioned or Shaped Goods.

In the manufacture of fashioned or shaped garments, the fabric of the flat machines, which may be produced in any width in accordance with the measurement of the needle bed, is first treated in much the same manner as a tailor prepares the cloth for a suit of clothes. It is cut to pattern and in the modern factory a considerable thickness of web may be cut to a given pattern. The sleeves and other smaller parts are cut with shears and the shoulders similarly fashioned to receive the sleeves. The work then passes on to the loopers and the different sections carefully united.

How Mufflers are Made.

Full-fashioned mufflers, which have been so much worn during the past three or four years, are made on flat machines and where the needle bed is wide enough several lengths of the fabric may be produced simultaneously on the one machine. The pattern and stitch is automatically worked out by means of a design chain as described. The saw-tooth edge, which is a feature of nearly all of these mufflers, is produced in this manner. It is interesting to note in this connection that the distinctive feature of one of the types of muffler which has been a prominent feature in the market is simply obtained by the arrangement of the blocks on the pattern chain so that the zigzag courses are extended in the centre, the fabric thus being V-shaped so as to fit the neck. Experiments with their machines have given to manufacturers the basic idea for creations which, on being patented, have meant increased profits. One manufacturer, for example, turns out a hockey or outing cap knit in zigzag courses of stitching. The fabric, produced on a flat machine, has deep, saw-tooth edges. These are caught up on one side and looped together for the crown, while the other corners are turned over and fastened to the side with neat tufts of yarn. The result is a cap which snugly encloses the head and is particularly well adapted to winter sports.

A Versatile Mechanism.

To define the limit of possibility on the modern latch-needle knitting machine is out of the question. Nothing has been said of the production of underwear of various kinds. A modern golf coat or sweater can be knit and completed within half an hour. A loosely-knitted cloud such as granny's deft fingers might produce in a week's time, can be knit in less than three minutes and the tassels attached to it into the bargain. This style of muffler, by the way, is produced on a flat machine which is fed by yarn from a beam immediately above the needle-bed. In other machines cones are used. The same machine is used in producing various kinds of knitted fabric for knitted coats and is capable of a variety of fancy stitches. Children's toques are knit on circular machines, as are also neckties and other lines requiring a tubular web, the size of the needle cylinders of the machines varying in accordance with the work required. Many of the machines in a modern knitting factory are adapted to a great variety of purposes. Take one of the large flat machines as an example. When not in use on the continuous flat web for which it may be specially designed, it can be so set for the production of trimming materials as to knit a number of widths simultaneously. So perfectly do the majority of machines perform their work that they require but little attention from the person in charge.

While there are very few Canadian mills which spin their own yarns, nearly all have spinning equipment by which they convert their waste materials into value by mixing with higher grades and using the yarn in garments of a cheaper class. Most factories have the necessary machinery for winding the feed cones from the skeins in which the bulk of their material is obtained.

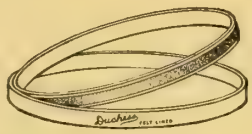
Volume of output is a matter which depends entirely upon the size and scope of a plant. One of the most thoroughly equipped and economically operated factories in Canada, making coats, sweaters, jackets, blouses, mufflers, toques, etc., produces from 1,500 to 2,000 dozen weekly, representing a value of about $15,000.

Skilled help for the Canadian knitted goods industry is at present very difficult to procure. The experience of most manufacturers is that it is necessary for them to train the help to this particular line of business, and this requires considerable time and patience. Of course, as lines vary and change considerably from year to year it is necessary that that help have sufficient intelligence so that they may adapt themselves to the different classes of work.

Embroidery Hoops

The Most Popular and Widely Advertised Hoops on the Market

"DUCHESS" HOOPS



The Felt Cushion protects the fabric and embroidered work from injury and holds either light or heavy fabrics tightly stretched. Sold for 10 years in over 18,000 retail stores.

Made in the round and oval shapes.

"DUCHESS" (round)—Sizes 4, 5, 6, 7, 8, 10, 12 inch diameters.
"DUCHESS" (oval)—Two Sizes 4½ x 9 and 6 x 12 inches.



THE "DUCHESS-OVAL"

accommodates a full design for embroidering as in a large round hoop, but has the convenience in use of a small hoop.

"ROYAL-OVAL." A lower priced, smoothly finished and carefully fitted, plain oval Hoop (without the Felt Cushion or Bow Spring.)

Made in Three Sizes

6 x 12 inches, for drawn work, pillow covers, etc.
4½ x 9 inches, a popular size for all kinds of work.
3 x 6 inches, for working designs on hosiery, etc.

"PRINCESS"

Has a nickel-plated bow spring which adjusts itself to thick or thin fabrics, holding the material firmly and without injury.

Made in the round and oval shapes.

"PRINCESS" (round) Sizes: 4, 5, 6, 7, 8, 10, 12 inch diameters.

"PRINCESS" (oval) Two Sizes: 4½ x 9 and 6 x 12 inches.





THE "PRINCESS OVAL"

accomodates a full design for embroidering as in a large round hoop, but has the convenience in use of a small hoop.

"SPECIAL-SELECT." A lower priced, smoothly finished and carefully fitted, plain round Hoop, (without the Felt Cushion or Bow-Spring.)

Made in Sizes: 4, 5, 6, 7, 8, 10, 12 inch diameters.

Order To-day. Your Jobber can supply you. **THE GIBBS MFG. CO.,** CANTON, OHIO, U.S.A

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchants

181-183 McGill Street, MONTREAL

James Stanbury & Co., Toronto

COIFFURA "TIDY-WEAR"

PATENTED REGISTERED

FRINGE NETS



Are made in all Human Hair Shades to tone with the hair of the wearer, the Net being quite invisible whilst keeping the Coiffure in place without flattening.

5 Sizes R 20 Medium · R 22 Large · R 23 Extra Large · R 24 Allover · R 26 Superfine

ROSENWALD BROS. Sole Manufacturers & Patentees
LONDON, PARIS, VIENNA

Makers also of every kind of Hair Nets, Hair Frames, Hair Rolls, etc.

Sole Agents for Canada: DIECKERHOFF, RAFFLOER & Co., Ltd.
Cor. Simcoe & Wellington Sts., Toronto, and 525 St. Paul St. Montreal.

Raphael Tuck & Sons

LINES for 1909 and 1910

Calendars
Christmas Cards
Christmas and New Year Post Cards
Toy Books, in Paper and Linen
Colored Juveniles
Gift Books

Mechanical Animals
Picture Panoramas
Paper Dolls
Valentine Novelties and Post Cards
Autographic Christmas Stationery, etc., etc.



PRICE LISTS AND CATALOGUES
SENT ON APPLICATION

Raphael Tuck & Sons Company,

LIMITED

122 and 124 Fifth Avenue——NEW YORK

LONDON PARIS BERLIN MONTREAL

Fancy Goods, Notions and Trimmings

Travelers Report Good Placing for Christmas—Large Assortment of Novelty Articles in Tie-Holders, Hatpin-Holders, Towel and Pipe Racks—Stenciling Very Popular—Irish Crochet Used for Embelishing.

NO matter what size the store may be or what class of trade a merchant may do, a fancy goods, needlwork, notion and novelty section is unquestionably worth while, not only from the standpoint of more profit but from that of advertising.

Popular-priced specialties of this class should all be grouped together, and sold in one section, and it is only by so collecting them, that they will bring the results they should. This section should have a particularly live buyer—one who is not afraid to branch out and to carry as wide a line of merchandise as possible; who will aim at supplying, not just the customer's need, but who by knowing the trend of ideas, can create a demand for novelty goods. Just the right man is often difficult to find, for novelty stock requires careful watching to keep it down to the proper and profitable size. Their are quick changes in these goods, that may leave the unwary buyer stranded with unsaleable stock on his hands. To offset this, goods profits are earned by these lines.

Many lines are specially suitable to the offering of "leaders," which, without sacrificing profits, can be sold at such a price as to satisfy the popular desire for bargains. These goods will be bringing in a welcome profit, and, at the same time, advertising the business.

If the store does not pay much attention to these novelty departments, or if the merchant does not carry a full line, right now is the time to make a change. These goods are saleable every month in the year, but from now until Christmas-selling is over is the banner time for novelty goods.



Large hat pin, with jet ornament. Retails at a popular price—Shown by Alfred Burke & Co., Leominster, Mass.

Good Christmas Placing.

Travelers are out with sample lines of novelties for the Christmas trade, and the fancy dry goods houses have every reason to be pleased with the number and volume of orders received up to date.



Towel rack, stencil pattern, embroidered in floss on heavy linen, hanger and bows of silk ribbon—Shown by Hambly, Oakley & Wilson.

There is always a big sale for handmade fancy articles, and this year is no exception. The trade has prepared a large assortment of novelty articles in tie-holders, hat-pin-holders, towel-racks, pipe-racks and others of like nature. Natural-colored linens form an artistic and practical covering, and this is decorated with hand painted designs, or they are embroidered in floss. At present, the stencil designs worked in art shades in dull reds, blues, greens, soft orange shades, etc., outlined with black are the decided novelty. Floral patterns tinted and outlined with silk are never out of date, and in many centres are still the greatest sellers. Towel holders, etc., are slightly padded and are finished with handsome bows and hangers of satin or taffeta ribbon.

One illustration shows a hand-painted tie-rack in rose sign. A particularly fetching design in these hand-painted articles is the sunbonnet mail. Another illustration show a new form of towel hanger with brass hooks instead of the conventional rack, and this and the third illustration are decorated with the new stencil designs.

In the art needlework department the Fall business will soon be in full swing, for as soon as the Summer holiday season is over, plans will be made for Christmas, and work for the long Winter evenings will be undertaken.

Stencil work is the artistic fad of the moment and stencils and specimens of finished work should be prominently featured. Beginners should be advised to undertake a cushion-top first as it presents fewer difficulties than a larger piece of work.

Burnt work, both on leather and wood, are still desirable, the novelty being the tinting of the design as well as the burning.

Irish crochet is coming strongly to the front and proper supplies of needles and cotton in all sizes should be stocked. This lace is very fashionable at present and many articles of dress are embellished with it. This applies particularly to neckwear. Dainty collars and collar and cuff sets are shown all of crochet and crochet motifs and insertions are used as trimmings for jabots and bows. This lace is put to many uses for the embellishing of women's wear, as well as for household use.

The many fancy-work publications are all showing new and pretty ideas in this kind of crochet work and its vogue promises to be large.

Attractive Novelties Sell



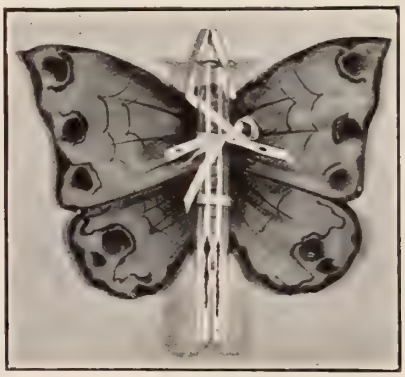
$2.25
Per Dozen

HAT PIN HOLDER

on tan sateen; pulp hat pin tube trimmed with baby-ribbon. Assorted colors to a box.

No. 802

Our range of Novelties to sell at **25c.** and **50c.** embrace many new ideas. If you fail to see our travellers, write for a sample order. We guarantee satisfaction.



$2.25
Per Dozen

HAT PIN HOLDER

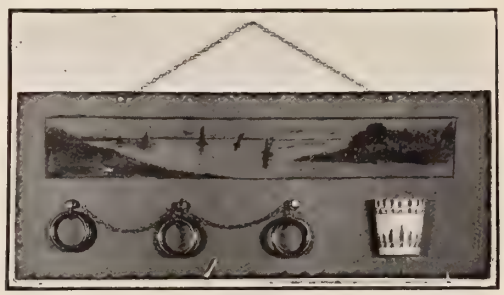
Butterfly design burnt on leather, glass hat pin tube trimmed with baby ribbon Assorted colors.

No. 31

Hambly, Oakley & Wilson

77 Wellington St. West, Toronto

Manufacturers of Novelties, Cushion Tops, Stamped Linen, Berlin Wools, Knitted Goods, Etc.



No. 65

$2.25 Per Dozen

PIPE HOLDER—design burnt on heavy brown pulp, with brass rings, chain and match-receiver.

Braids a Feature.

Braiding promises to be popular and both soutache and mercerized tubular braids are much used, the tubulars being the newer feature. Braided cushions, centrepieces, tablecloths, etc., are shown. Cushions of this kind have buttonholed edges and the back and front parts are laced together through eyelet holes set about four or five inches from the edge. Very few cushion frills of ribbon are used, cords, girdles, and heavy cotton lace taking their place.

Wallachian embroidery seems to have had its day, but cut-work, eyelet and Madeira embroideries are very much in evidence.

The latest idea is for the use of long runners in place of a table cover. Two are generally used placed crosswise over the centre of the table and the ends embellished with some form of embroidery, generally stencil effect in characteristic colors. The material used is coarse linen crash in the natural shades with the ends fringed or hemstitched.

Novel Pincushions.

A novelty that will take instantly is the new Billikin pincushion. Billikin is "the god of things as they ought to be." A tiny celluloid Billikin is seated on a small pedestal, the base of which is a small plush pincushion, the Billikin being removable. The pincushion comes in a great variety of shades. There are many other novel designs in these small pincushions.



Hand-painted Tie or Ribbon Rack on Linen – Shown by Hambly, Oakley & Wilson.

A good belt season is expected in popular-priced lines. Elastics in plain and embossed patterns, with fancy jet buckles, promise to be free sellers, and in better-priced goods, jet-studded elastics are shown. Steel-studded effects are also good. Tan leather belts with jet fasteners, are decidedly smart and accord well with the tailored style of waists selling for Fall.

Paris is showing necklaces and ropes made from Venetian beads. When these are of genuine old Venetian beads, they are very costly. Others come from Florence and are made of clouded glass and in shining finishes. Long ropes of jet cabochons, finished at the end with tassels, are much worn. These are not fastened and the weight of the tassels is relied upon to keep the ropes in place.



Something New in French Jet Indestructible Hat Pins



Retail with big profit at from five to twenty-five cents.

Our production of 250 gross daily is taken by our wholesalers.

Does not this prove to you the phenomenal success they are meeting with?

The reasons why these Hat Pins are such sellers:

High-Class Finish, Beautiful Designs, 12-inch Blue Steel Stems (with French Heads.)

The best jet known does not excel our French Jet in lustre, beauty and durability or its deep black.

French Jet is practically indestructible, and is guaranteed not to chip, scratch, break or dull. No such values have ever before been offered to a merchant. These pins are beautiful enough to sell on sight, durable enough to astonish your trade and allow a big profit. The line is absolutely new and contains a big variety of plain and ornamented patterns.

A Big Range of Jet Hat Ornaments

OF THE SAME MATERIAL

They can be sewn on hats and are big sellers.

These Hat Pins and Ornaments cannot be duplicated in any other material or finish at the price you can buy same at.

Retailers can only obtain these goods through their jobbers. If your jobber does not carry this line he can get it for you.

MADE BY

ALFRED BURKE & CO., LEOMINSTER, MASS., U.S.A.



J. H. GAGNON,

200 Birks Bldg.
Phillips Square,
MONTREAL, QUE.

Canadian Representative.



Brooches and belt pins of the same material will soon be ready.

We will send, gratis, one sample of hat pin or ornament to responsible firms and refer you to the nearest jobber.

WHERE QUALITY COUNTS AS NOWHERE ELSE

is in the Linen Department. If you want to keep up the good name and reputation of your store you cannot afford to take any chances. You should insist on having goods of proved merit like Liddell's Linens.

They leave no room for argument, as to their quality, attractiveness, strength and durability. These features impress you in every article. Let us have your order before the holiday rush.

Irish Hand Embroidered Bed Spreads, Sheets, Pillow Cases, Tea Cloths. Damask Cloths and Napkins. : : : : :

R. H. COSBIE

30 Wellington St. W., Toronto

Irish Linen Agency

Back Combs

Side Combs

Barrettes

Granby Mfg. Co., Limited

GRANBY, - QUE.



Patented Oct. 25, 1892

Improved Defiance Button Machine

Make Your Own

COVERED BUTTONS

Makes all sizes covered buttons from 12 to 60. Flat, Half Ball or Ivory Rim.

PRICE $7.50

Including any 3 of the following sizes: 16, 18, 20, 24, 30, 36.

Additional Dies and Cutter from 12 to 36, $2.00 per set. 38 to 60, $3.00 per set.

Set includes Die and Cutter.

Send for Catalogue.

DEFIANCE BUTTON MACHINE CO.

53 EAST 8th ST., NEW YORK

Strong Vogue of Jet.

There is a perfect furore for rich and glittering garnitures and trimmings. First and foremost comes the strong vogue of jet. Not only are jet bands to be freely used but set pieces and garnitures, panels, collars, yokes, festoons, etc., are all shown. Combinations of jet with gold are good and both gold and jet nail-heads and faceted beads are shown. Band trimmings are on jet and are in combination of beads and bugles. Bands on net, worked up with gold and silver thread, are selling.

Evening trimmings are magnificent. Beads and bugles in light pastel colorings worked up with mock jewels and metallic threads are shown in light pastel colorings. Similar patterns to those seen in the bead trimmings are worked in soutache or rat-tail cord. Soutache in embroidery designs is applied to both heavy and light fabrics, and elaborate designs in passementrie effects are formed of cords, rat-tail and soutache.

There is not the quantity of buttons used this Fall that have characterized recent styles, but those shown for Fall



Towel rack or tie hanger, with brass hooks; stencil pattern, embroidered in floss.—Shown by Hambly, Oakley & Wilson.

are in handsomer effects. Faceted jets are decidedly in the lead, and those with the rim effects are decidedly the best. Covered buttons are still fashionable but velvet and moire promises to take the place of satin.

✣

Hair Ornaments.

Dealers in hair ornaments are reaping the benefits of the present styles of hairdressing in heavy sales of all kinds of barettes, fancy pins, bandeaux, etc. One of the newest things is the pin sets, for wear with the Grecian knot. These come either singly or in sets of three, one slightly larger than the other two, and are worn, the large one worn at the top of the low knot, and one at each side. These are used for both utility and ornament, as the absence of sidecombs make them a necessity for holding the coiffure in place. Ball pins are still popular.

Fashionable Hand Bags a Necessity

To all Well-dressed Women and all First-class Stores.



Women are now paying as much attention to the style of their hand bags as to their shoes, gloves or any other dress necessity. The proper hand bag is the finished touch to the well-dressed woman's appearance.

Merchants must have what's expressive of the very newest and most fashionable in bags to keep up with the times.

The Latest Vogue

METAL TOP BAGS



Elaborate German silver frames in numerous designs and sizes, in harmonious blendings of leathers and linings, mounted on the newest leathers in fancy calfskins, tapir calf, Heyl patent calf, English morocco, mottled English pigskin, the staple seal and walrus leathers in all the leading shades for the Fall.

Our Line is Ready for Inspection.

P. W. LAMBERT & Co. 64 & 66 Lispenard Street, NEW YORK.



The Billiken Pin Cushion.

A Catchy and Useful Novelty.

BILLIKEN
'God-of-things-as-they-ought-to-be.
Good luck to all that have me."

Billiken is not attached to the cushion; he just sits on the top of it and may be taken off and replaced at will. Billiken is made of celluloid, mounted on different colors of plush PIN CUSHIONS.

For Sale by all leading wholesale Fancy and Dry Goods houses in Canada.

Retail price, 25 cents.

Dieckerhoff, Raffloer & Co. of Canada, Ltd.

Sole Distributors.

TORONTO: 156 Wellington St. West.

MONTREAL: 525 St. Paul St.

WINNIPEG: Hammond Building.



Toilet Cases

Fancy Leather Goods

We make an extensive line suitable for dealers in Fancy Goods, Stationery, Haberdashery, etc.

Send for Illustrated Catalogue

TRADE R MARK

C. F. Rumpp & Sons

Established 1850

PHILADELPHIA, PA., U.S.A.

New York Salesrooms : : : : : 683-685 Broadway



Auto Luncheon Outfit

BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped

DYE WORKS

In the Dominion

SEND FOR PRICE LIST

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also

FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED.

MONTREAL TORONTO OTTAWA QUEBEC

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

1906.

	Canada	Other Countries	Total
Cosies, Cushions, etc.	£ 495	£ 154,047	£ 154,542
Curtains	190	87,675	87,865
Fancy Goods	313	279,452	279,765
Piece Goods, Cotton and Linen	11,894	3,297,724	3,309,618
Flannelettes	1,688	251,965	253,653
Boots and Shoes	4,951	114,003	118,954
Rubber Sand Shoes	2,319	47,998	50,317

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway. We will also supply specimen copies on application.

Publishing Offices

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 112 Wood St., E.C.
New York, 29 Broadway

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow, D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D. Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C. Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION,	29,833,820.96

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

Ups and Downs of Business

Ontario.

Ralph Helm, Windsor, tailor, assigned.

Miss A. Paquette, Ottawa, millinery, assigned.

Theresa McKinley, millinery, Brussels, assigned.

S. J. Lane, merchant tailor, Leamington, assigned.

Miss E. Pedven, Toronto, dry goods, out of business.

E. Aboud, Fort William, dry goods and shoes, assigned.

Jule Brown, general store, Ahmic Harbor, loss by fire.

W. D. Pringle, tannery, Wingham, loss by fire, part insured.

W. J. Young, men's furnishings, clothing, etc., Beeton, assigned.

W. R. Adams, men's furnishings, Toronto, closed business.

The Colonial Furniture Company, Strathroy, obtained charter.

Strachan Bros., Toronto, hat manufacturers, sold to Chas. C. Punchard & Co.

Magdar & Shieff, general store, Fort William West dissolved. J. Magdar continues.

McLean Bros., clothing and men's furnishings, dissolved, W. L. continuing in Goderich and A. D. in London.

Quebec.

M. Bois, tailor, Montreal, assets sold.

Dominion Knitting Co., Levis, registered.

H. H. Miner, Dunham, general store, assigned.

J. S. Proulx, Fraserville, general store, assigned.

Blouin & Valerand, tailors, Montreal, dissolved.

Napoleon Cadieux, tailor, Montreal, assets sold.

Mainguy & Frere, clothing, etc., Montreal, assigned.

Arthur Perreault, boots and shoes, Montreal, assigned.

J. A. Bedard, Chaudiere Curve, general store, assets sold.

The Dominion Supply Co., Montreal, shoe findings, dissolved.

Morand Jacques, general store, St. Barthelemi, assigned.

J. E. J. Plamondon & Cie., St. Andre, general store, deceased.

Jas. Brophy & Son, dry goods, etc., Montreal, dissolved, Jas. Brophy, registered.

The West.

T. J. Knight, fancy goods, Vancouver, assigned.

W. Morritt & Co., tailors, Edmonton, discontinued.

Alex Zeigler, general store, Methven, sold to M. H. Shields.

R. H. Waddell, general store, Sperling, sold to T. C. Sperling.

J. A. Bradley, men's furnishings, Winnipeg, sold to M. Schacter.

J. E. McGregor, general store, Austin, Man., sold to Geo. Mitchell.

Winning & Co., Wapella, Sask., men's furnishings, sold to R. Adams.

Est. of R. M. Haddad, fancy goods, Winnipeg, stock sold to S. Abraham.

G. S. Davidson & Co., Indian Head, Sask., men's furnishings, loss by fire.

J. C. Callander & Co., general store, Hartney, Man., succeeded by B. S. McEathron.

Trade Inquiries.

Since the publication of the last report there has been received the following inquiries relating to Canadian trade. The names of the firms making these inquiries, with their addresses, can be obtained only by those especially interested in the respective commodities upon application to: The Inquiries Branch, The Department of Trade and Commerce, Ottawa, or The Secretary of the Board of Trade at Halifax, Winnipeg or Vancouver.

Readers using these trade inquiries, when communicating with firms abroad, who are advertising for agents in Canada, should not fail to forward references, particularly if they are bankers' references.

902. A London firm of leather and hide merchants would like to appoint suitable Canadian resident agents.

893. A London manufacturer of Panama hats is open to appoint Canadian resident agents, who possess a good connection among outfitting, hatting and millinery retailers, who can cover from the Great Lakes to the Rockies and Nova Scotia, New Brunswick and Prince Edward Island.

883. A Demerara firm dealing in household furniture invites correspondence with Canadain manufacturers of furniture.

880. A dry goods firm in Georgetown, Demerara, wishes to receive prices and catalogues from Canadian manufacturers of boots and shoes.

890. A well established firm in departmental lines invites correspondence with Canadian manufacturers exporters of small ware.

885. A manufacturers' agent in Port of Spain, Trinidad, wishes to hear from Canadian manufacturers of umbrellas and parasols.

819. A Cape Town commission agent desires to be placed in touch with Canadian exporters of fancy goods.

813. A Newfoundland commission agent wishes to handle a line of underclothing and tweeds.

740. A merchant tailoring firm in Hamilton, Bermuda, desires samples and prices from Canadian manufacturers of homespuns, crash and tailor's supplies.

491. Wanted, an up-to-date representative in Toronto or Montreal, for British firm, handling printed delaines, silks, etc., woven cotton dress goods, goat skin rugs and also rugs of other skins.

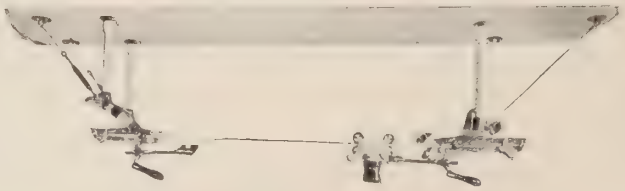
Gigantic Catalogue Distribution.

During the past there has been considerable agitation throughout the country against so-called retail mail-order and catalogue houses. For this reason considerable interest attaches to the fact that a Chicago firm last month mailed through the Chicago post office 6,000,000 catalogues, constituting not only the largest single mailing ever made in that city, but believed to exceed the record of other post offices in this and other countries. These catalogues weighed two ounces each, the aggregate weight totalling 450 tons. Sixty-five tons of sacks were used. If forwarded in one lot these filled sacks would require thirty full-length cars to contain them. In January the same firm mailed in one lot 3,800,000 catalogues, totalling 265 tons of advertising matter and thirty tons of mail sacks.

20 Years' Experience Inventing and Building

Cash and Package Carriers

"GIPE" CARRIERS are the LATEST, SWIFTEST, STRONGEST, SIMPLEST and MOST EFFECTIVE on the Market To-day.



Our New "Closed Wire" Cash Carrier.

STRONGEST and EASIEST propulsion ever produced.
Levers always CLOSED and the two wires together except in the act of sending the Car.
Guides near hinge in levers compel ERECT PROPULSION, thus doing away with the usual wabbling of car, it will travel twice the distance with the same impetus.
"Hood" on car catch makes it absolutely positive; HOLDS THE CAR EVERY TIME, and noise is reduced to a minimum.



Our Guarantee

We will install a System of our Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.

Many progressive merchants in Canada have already adopted "Gipe" Carriers, and such well-known houses in London, Eng., as Harrod's Stores, D. H. Evans & Co., John Barker & Co., Gamages', J. R. Roberts Stores Co., and many others are now using them.

We build LEVEL and GRADE PACKAGE CARRIERS, LEVEL, GRADE, CURVE and PERPENDICULAR CASH and MESSAGE CARRIERS.

CATALOGUE for the asking, or better still, call at our office and let us demonstrate the merits of the "Gipe."

Our Machines are built in Canada, which means a saving to you.

LONDON, ENGLAND
118 Holborn, E.C.

THE GIPE CARRIER CO., 99 Ontario St., TORONTO, CAN.

Profitable Display Demands Practical Fixtures



Practical Ribbon Cabinets Made in Eight Sizes



Holding From 50 to 700 Bolts of Ribbon





PRACTICAL COUNTER NOTION CABINETS. Made in five lengths.



PRACTICAL UMBRELLA CABINETS. Two sizes. Hold 60 or 80 Umbrellas.



PRACTICAL CLOAK AND DRESS RACKS Revolving and straight.



PRACTICAL HOSIERY RACKS. Two sizes, holding 72 and 100 pairs Hose.

FOR SALE BY THE WHOLESALE DRY GOODS AND NOTION HOUSES. SEND FOR CATALOGUE.

A. N. RUSSELL & SONS CO., Manufacturers, ILION, N.Y.

Valuable Hints on Art of Displaying Goods

Perfect Familiarity with Styles Important to the Modern Trimmer —His Work Calls for Careful Study of Color Combinations—Unique Window Arrangement—The Use of Papier Mache in Decorating.

Trimmers Must Know the Styles.

THE man who carefully prepares his campaign beforehand wins out; this applies just as well to the trimmer as it does to other leading lights in the dry goods store. Though the trimmer's hands are busy he ought to be able to cast his thoughts ahead and plan for the showing of the new goods, which in a week or two will be arriving in the store.

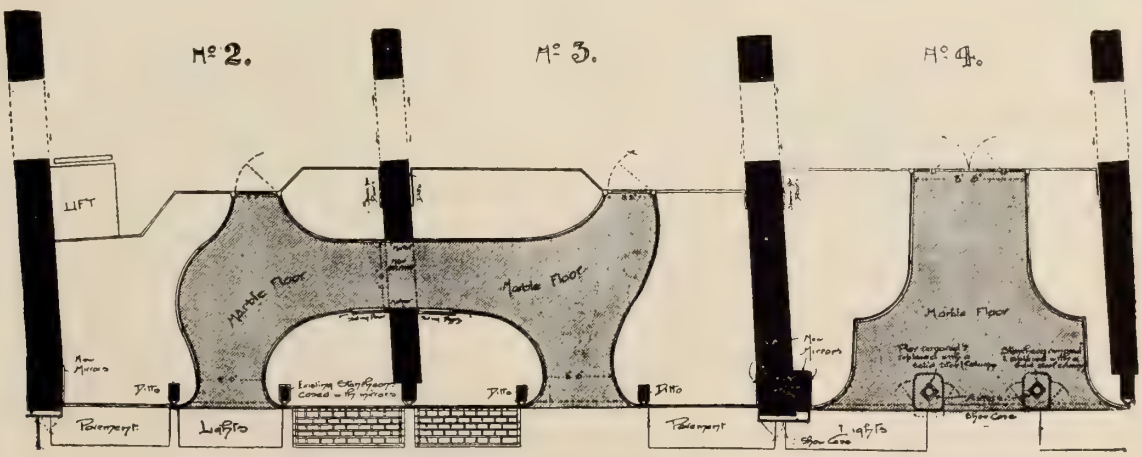


An attractive millinery window by the T. Eaton Co., Winnipeg.

No man can trim a window that will have the pulling power it should have, if he is not perfectly familiar with the goods he is going to show, if he does not know intimately the new fabrics and trimmings and the manner in which fashion is preparing to use them. Therefore, the earnest trimmer, the trimmer who is enthusiastic in his work, will take every opportunity of making himself perfectly familiar with the goods he is going to display. He will miss no opportunity to obtain buyers' views about the new goods, and will question the travelers that come in his way as to the later novelties. He will not just read the Art of Display section alone, but will read every item of fashion and department news. Thus, he will be abreast with the new style ideas and fully competent to put in an authoritative fashion window when the time comes.

Attractive backgrounds go far towards making a window effective, and are quite indispensable at the opening of the season, but it is safe to say that no window, ever so handsome, ever fulfilled its mission to the full when the trimmer had not previously gained for himself the proper information about the goods he was showing.

In other words, a trimmer cannot impress a truth upon others that he is not familiar with himself. To know thoroughly all that there is to know about present and coming styles is of as much importance to the trimmer as to the buyer. The new selling season really starts when the millinery openings are held, and as a very



Island windows as planned for three stores that have been thrown into one.

large number of stores hold their first openings at the same time, or just after the retail openings, the end of August will see the general opening of the Fall season.

Leaving the planning of the back ground and the window display alone, there is much for the trimmer to do. For one thing there is a number of new color names to learn. The colors are, as in the past two or three seasons and the leading colors in this set are beige, caramel, pointed fox, seal and curlin or pugin dog fur color. Other leading millinery colors are the khaki, tan, mustard and old gold shades, and a new color that Paris is favoring is a coppery brown. It is also worth noting that the hat does not as a rule match the gown at present.

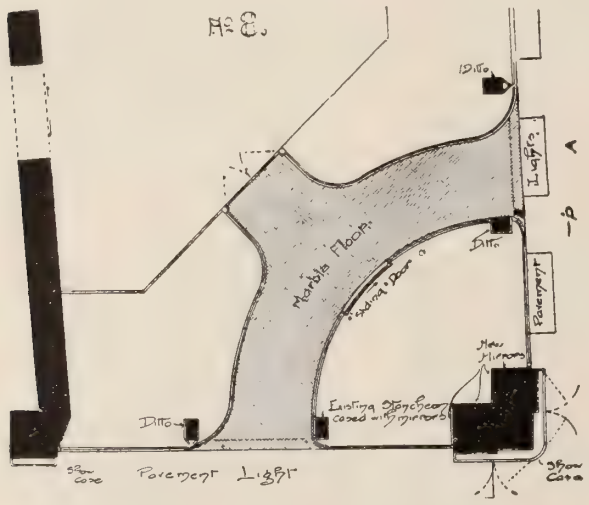
In spite of all that has been written in support of the small hat, those familiar with the subject do not expect it to have any special prominence. As at present seen, the new shapes are large, picturesque and graceful, and trimmed with large feathers and wings. There will be considerable sparkle of jet and gold and jewels to relieve the sombreness of the coloring, and these are all facts to be noted by the trimmer in planning the window setting for the new season's millinery.

White, but not all-white, must be used in most back ground effects. The all-white background would present too strong a contrast to the dark colors in vogue, while a certain amount of white will be required to lighten the somber effect of the deep dead neutral shades, and just in what proportion to use must be determined by the trimmer himself.



An opening window trimmed for A. W. Cressman, Peterboro, by R. C. Edwards. The color scheme is green, white and gold, with apple blossoms and vines as the floral decoration. The two pair of pillars at the ends of the window were made in the trimmers' department, the lower portion being painted in a pretty shade of green. The top part was panelled off in white and green, edged with gold moulding. In the centre was a half pillar, finished to correspond with the other sets. All were joined with brass rods and broken drapes of apple blossom vine. Directly over the small centre pillar was a brass cupid, holding an electric light shaded with apple blossoms.

subdued and warm and show many half tones and off-shades. There seems to be the longest list of new greens, and so far as advance indications go, this color is to be very prominent. Rhubarb, spinach, aeroplane, cosaque, poivron vert, cressons and vert de gris are some of the most talked-of greens. Rhubarb and spinach explain themselves, aeroplane is a reseda shade, cosaque is darker than "hunter's" green, while poivron vert or pepper green is a high lusterous clear green which is capable of combination with almost any shade of color. The cresson shades are decidedly yellow in tone, while vert de gris is a bluish-green, lichen shade. Sapphire blue is called barbeau, and aviso is royal blue, while Persan is a soft shade of Alice blue. The fur tones strike a fairly new note



Plan of island window for corner store.



Fig. No. 1.—Fancy jardiniere, made of gilded laths, used as a window ornament and for giving variety to ledge trims by A. E. Apted, of the Eaton Co., in his spring and summer decorations. Box about 40 inches long and 18 inches high, sometimes filled with natural and sometimes artificial flowers.



SECTION OF MODERN STORE
EQUIPPED WITH OUR SYSTEM

THE LIQUIDATION

of this business means that cut prices are being offered on all store fittings, including the well-known

Weir Wardrobe System

(Patented)

Sectional Wardrobes—each complete in itself.

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style and size.

Capacity—
High Boys—in 30-in. frontage—50 suits.
Low Boys—25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides

Centre Section	- -	**$30.00**
End Section	- -	**$33.75**

(Metal Slides $5.00 extra)

Prices of Fitting Rooms, Dummy Fronts and Stairways REDUCED IN PROPORTION.

CUT PRICES being offered on SHOW-CASES and SILENT SALESMEN.

Write for illustrated circular

Weir Wardrobe Co. of Canada, Limited

(IN LIQUIDATION)

MOUNT FOREST - ONTARIO

The Right Way to Display Skirts



is to use a Buckingham Sunflower Skirt Rack

The rack illustrated is a marvel of space economy. On it you may display 50 Skirts to the best advantage at one time. It revolves before your customer's eyes, enabling her to see every skirt advantageously. Every garment is readily accessible. Single hangers are an expensive nuisance when you can procure the

Buckingham Sunflower Skirt Rack

for $16.50 F.O.B. Guelph, Ont.

As we ship from Guelph, Ont., you have no duty to pay. Now is the time to install one of these modern display racks; don't delay—but send your order at once to

BUCKINGHAM-RAE CO.

177-179 Adams Street, - Chicago, Ill.

Island Fronts Used in England.

In the United States and in Canada, as a rule, when a firm has to increase its business space, the tendency is to spread skyward. Three or four stores may be thrown into one, but, after that, when more room is needed, the movement upward commences, and certainly in this way a more imposing building results.



Fig. No. 2.—Drape for a jetted and beaded robe. A good central feature for a Fall display; could be used to advantage as a ledge-trim.

In England, when a business outgrows the premises in which it is carried on, the usual mode is to add the next store, and when further enlargement is necessary, another and yet another is added, and it is not an unusual thing for a string of eight or ten or even more stores to be strung out one after another to house a big business. This is the case in London just as much as the provinces.

The fact is, that almost all businesses of any note have been built up from small beginnings. This is true of Harrods, of Debenhams and Freebodys, of Whiteleys, of Westbourne Grove, of Lewes of Manchester and of many other firms throughout the United Kingdom. These stores have had the smallest of beginnings and have built up big businesses by the assiduous catering to a particular clientele.

Another reason why this long drawn out line of stores is favored may be found in English methods of doing business. In Canada, the windows are so dressed as to attract the public into the store—a selection of goods exquisitely shown attracts attention to the line carried and creates a desire to see further. Women know that, when they reach the department, a varied assortment will be on show there and that selection can be made at leisure. In England, the method adopted is the direct opposite; the windows are crowded with goods, and the customer is expected to decide upon what she requires before she enters the store. In short she is trained to frequent the store to buy, not to shop, and all the efforts of the selling staff is directed to make her buy something before she leaves the store. Hence, the importance of a long chain of display windows.

Many stores make use of what are termed "island windows" and The Review is illustrating a series of these windows. The plans shown are from a series of eight store fronts designed for a large Holborn, London, firm of drapers. General plan of these windows is here shown.

The corner window offers some good suggestions to merchants altering or building stores. The entrance is imposing and it would be difficult to map out any plan that would give more window space on the corner. As a fact, the entrance forms an arcade that would tempt people to use it frequently, as it cuts the corner from one street to the other. Note the show case that covers the piers supporting the corner of the building.

It has come to the knowledge of The Review that quite a number of merchants who are occupying three stores are contemplating alterations in the near future. By using the plan given or similar plans nearly double the straight frontage space can be obtained, as well as very handsome and imposing entrances. In the plan given the plinths are of polished granite, and the floors of the lobbies of white marble with green panels and margins.

New Ideas for Showing Goods.

A window display made wholly of drapery, or of millinery, trimmings, or any other line, tends to monotony of effect. Trimmers always endeavor to shun this defect and

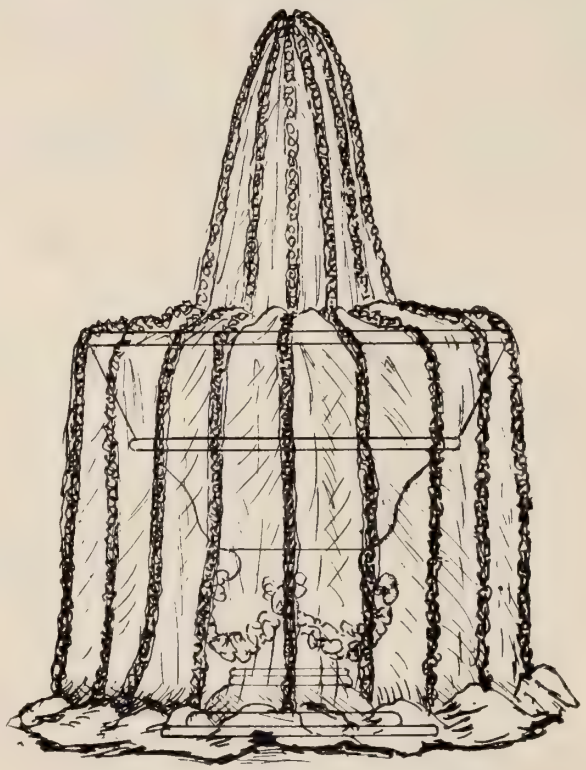


Fig. No. 3.—Fountain drape for a trimming window. White chiffon with jetted trimmings, blue with silver and crystal, or black with gold trimmings would be effective.

are ever on the alert for new and attractive methods of displaying goods. While not claiming that the following ideas are absolutely original, as these are rare, The Review believes that they will be new to the greater number of its readers.

Papier mache is much used by the modern trimmers, and many elaborate effects both for windows and interior decorations are possible in this material alone. Papier mache, because it is light in weight and easy to handle, predisposes many trimmers in its favor. The manufacturers are constantly producing novelties, and each season sees something new and good.

bing and pouncing rather than by painting over. Several thicknesses of newspaper that can be torn away, layer by layer, make very good backing for the work. For delicate work, blotting paper is decidedly the best backing to use.

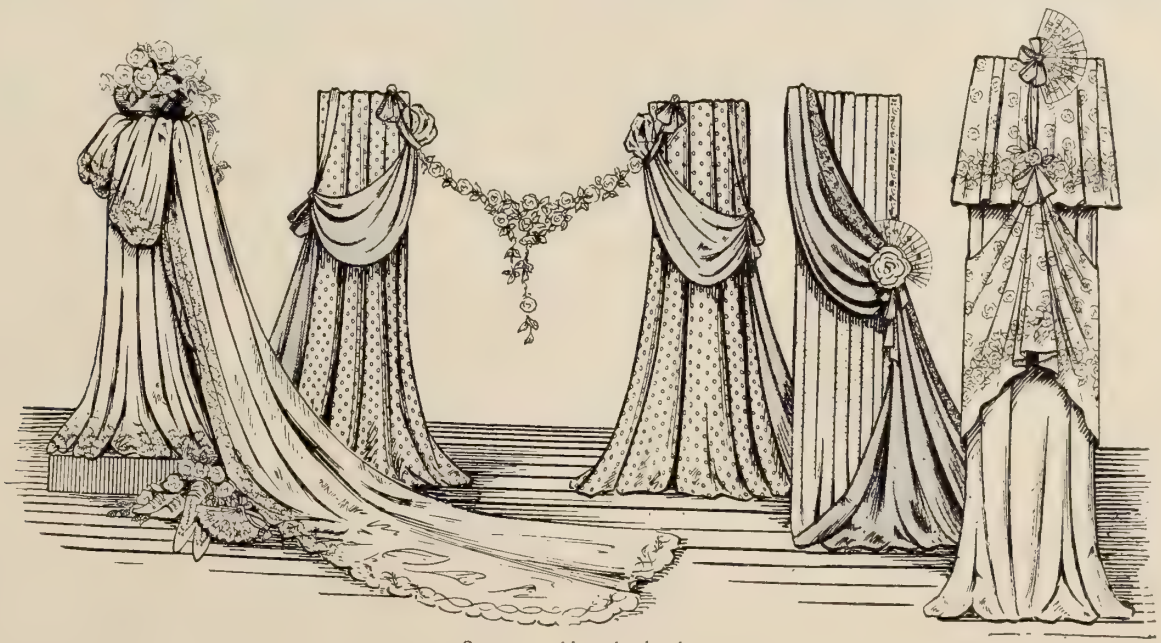
The very elaborate satin background, that have been in use in the Robert Simpson windows all season are fine



An opening display of dress goods by H. Robinson for R. McKay & Co., Hamilton. Color scheme—lavender, pink and cream. Background—green velour, pleated. Upper background was a sky effect made by stretching cotton on a frame and painting with sky-blue alabastine. Between the upper and lower backgrounds was a 12-inch board covered with white felt running all around the window. A pergola effect was built at one end of light lumber and painted with white alabastine, and twined around were pink roses. Lilacs and maiden-hair fern were the other decorations used.

Staff and plaster effects are also much used. Many decorators are turning to stencilled effects. When well chosen, as to pattern and color, these are highly artistic, and have the added merit of being both quickly and easily accomplished. Any number of patterns may be obtained

examples of what can be done with stencil work. The pattern is an allover and gives the effect of an extremely rich brocade. One of these large panels in green has the pattern stencilled over it in robins-egg blue, while the blue background has the pattern in soft leaf green. The



Some new ideas in draping.

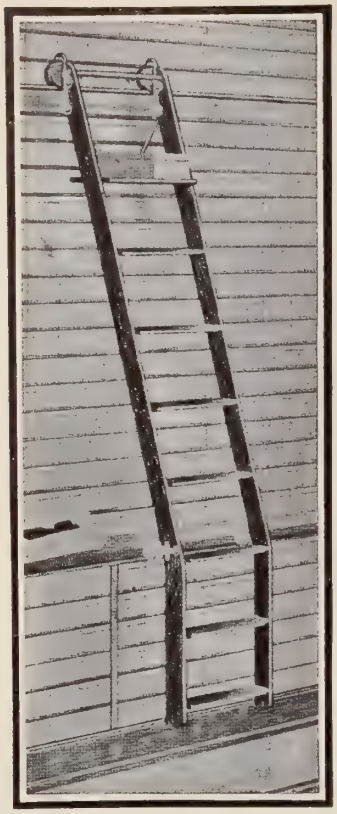
from many sources, and special designs quickly and cheaply cut. Decorators may easily secure the paper, and it is a matter of small trouble to make one's own stencils. Ordinary oil tube colors, such as artists use, are quite as good as any special colors on the market. They are thinned down to the proper consistency with turpentine.

The brushes used for this work are of a special shape. They are short and stubby, as the color is put on by rub-

grey has the pattern in rose, and likewise the rose is patterned in grey. There is a large basket of flowers in soft natural colors stencilled on these handsome panels. These panels were designed by and executed under the supervision of G. B. Fraser, trimmer for Marshall Field's.

Another decorative scheme that has been in use most effectively since the Easter openings, both for interior ledge trims and as relieving accessories in the window

The Milbradt Ladders



cannot be anything but

HIGHLY SATISFACTORY

There is nothing about them to give or wear out or get out of order, and after they are once installed require no further attention, with the exception of a few drops of oil now and then.
They are made of the very best material that can be obtained. We ship them subject to approval, hence they must be satisfactory.

Write for Catalogue and Prices.

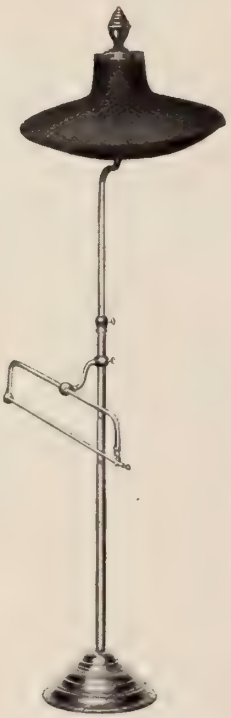
Milbradt Mfg. Co.

1438 N. 8th Street, ST. LOUIS, Mo.

FOR THE COMING FUR SEASON



Latest Models in Collarette and Muff Stands



Write for our Fur Specialty Circular.

No. 87E No. 87G

J. R. PALMENBERG'S SONS
Established 1852
Factory, 89-91 W. 3rd St. 710 Broadway, New York

trims. are the jardinieres illustrated. These are about 40 inches long and 18 inches high and are made of gilded laths. They are lined with some dark green fabric and have been used filled with both growing plants and with artificial flowers and plants.

When first used for the Easter trim, they were filled with real hyacinths, tulips and ferns and were placed sideways on the low central rows of shelvings that separate the aisles in the T. Eaton store. These boxes have been since used most effectively in giving variety to the window trims. In one instance they were filled with American beauty roses with long stems and foliage.

One of the illustrations shown is that of a new drape for a beaded or jetted robe. This is draped over a stand with a round top and there is a garland of chrysanthemums tied with wired bows of narrow ribbon. To finish the drape a jardiniere with a Japanese dwarf tree in it is placed on top. If the tree was not obtainable a vase or any ornament might be substituted.

The idea for illustration No. 3 is of German origin, and is intended for showing trimmings. The new trimmings this fall are glittering with bugles and beads of



New drape made on a simple "T" stand.

jet, crystal and gold and silver threads. The fountain is made of wood covered with cotton and colored with alabastine to imitate marble. The wreath at the bottom is piped in with stucco. The fountain is draped with chiffon, and the manner of using the trimming is plainly indicated in the cut.

Novel Ideas in Drapes.

Any new idea in the arrangement of drapes is always welcome as it seems to be a difficult matter to design an entirely novel drape. Those that are here shown differ somewhat from those frequently seen. They are the work of a German trimmer. Window trimming, it may be stated is quite an advanced art with the Germans. The large stores in Berlin employ methods that are even more advanced than those of any of the large United States establishments. As a rule, an artist of repute is engaged to design window and interior decorative effects, and these ideas the trimmer has to carry out. To work constantly from designs of a master artist must have a most educative effect upon the trimmer. This association, no doubt,

accounts for the excellence of line and the highly decorative effect of the drapes here shown.

The single drape is especially clever. It not only simulates, remarkably well, the human figure, but it also shows the classic drapery and tunic effect which is so strong a feature of advanced fashions.

The goods are draped, simply, upon a wooden upright stand about five feet high. This has a cross-bar of about 20 inches long at the top, and eighteen inches below is another cross-bar 12 inches long.

This stand is very easy to drape and the finished effect resembles that of a made-up gown. It is an easy drape to make as the goods are just dropped over the top bar of the stand in easy graceful folds. These folds are then gathered in at the lower bar, giving the effect of a waist.

Harmonizing or a contrasing material is draped from the top shoulder or corner to the opposite side of the simulated waist line. A bow of ribbon is placed at each corner of the top crossbar, and a rose fastens the drapery folds that are gathered up at the waist line. The rest of



A Papier Mache Background.

the over-drape hangs in easy folds and gives the effect of an overskirt. The illustration shows clearly how the drape looks when finished.

The first drape in the row is made by arranging a bordered fabric over a pedestal about four feet high, and placing the drape on a platform six inches high, covered with velvet, etc. Next is shown a double drape made from two forms draped exactly alike but reversed. These drapes are much the same as the drape shown by itself only there is no waistline formed in the centre. The over-drape is held by ribbons, and there is a garland of flowers joining the two drapes in pretty decorative effects.

The next drape is similar to the double design and has fancy braid or trimming, a fan and a rosette of ribbon introduced as trimmings.

The last drape needs little description as the illustration shows so clearly how it is done. Not only are these drapes notable for their grace of line and effect but for the easy way in which they are accomplished. All that is needed in the way of fixtures are upright stands with crossbars. The pedestal drape shows an effective way of adding such accessories as fans, shoes, ribbons, trimmings and flowers.

Display Fixtures

Our line of Display Fixtures comprises every up-to-date appliance that facilitates the display of goods in Dry Goods, Millinery, Clothing and Gents' Furnishing Stores.

Such things as: Clothing Stands and Forms, Counter and Window Stands, Drapery Stands, Flower and Feather Stands, Men's and Women's Forms and Figures, Glove Stands, Coat and Pant Hangers, Hosiery Stands, Shoe Stands, Mirrors, etc., etc.

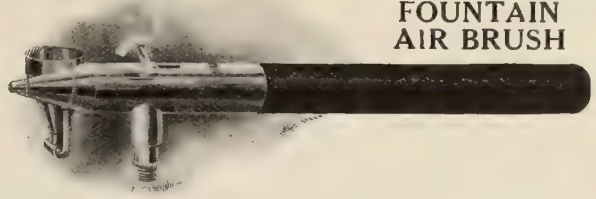
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The Toronto Brass Manufacturing Co.

17-21 Temperance Street, Toronto, Ont.

THE MOST ATTRACTIVE **SHOW CARDS**

are made with the FOUNTAIN AIR BRUSH



It is also used by up-to-date Window Trimmers for tinting Artificial Flowers, Lamp Shades, Draperies, etc.

WRITE FOR CATALOG R-63

THAYER & CHANDLER, 160-164 W. JACKSON BOULEVARD CHICAGO

SEPTEMBER

Dry Goods Review

WILL CONTAIN A

Special FUR Section

PRACTICAL ARTICLES—
SORTING ANNOUNCEMENTS OF
LEADING MANUFACTURERS

Boot and Shoe Department

Steady Rise in Leather Will Affect Values

Manufacturers and Wholesalers Concerned over Upward Trend of Hides—The Approbation Evil—How it may be Reduced—Co-operation the Real Secret—Plans for School Opening Shoe Sales Timely.

MANUFACTURERS and wholesalers will show their new Spring lines of shoes at the end of this month, and travelers will also look after Fall sorting business. The steady increase in the price of hides is worrying both manufacturers and wholesalers. It simply means that some standard price goods will not be as good value as last season.

Shoes on Approval.

In many small Canadian towns one of the most vexing problems the shoe department has to deal with is the sending out of many pairs of shoes on approval in order that the customer may make a selection at home, comparing the different offerings of various retailers. Undoubtedly many retailers are aware of customers who have as many as five pairs of shoes delivered at their home in order to make a selection of one pair.

In many cases that particular customer has followed out this same plan with other stores. This procedure is the outcome of keen retail competition, coupled with indifferent facilities for fitting and trying on shoes. In the larger stores throughout the country, the approval problem is pretty well a thing of the past, but many stores have still to grapple with the trouble and settle it satisfactorily.

Pointing out the evils of this condition is almost unnecessary, as every retailer knows how badly it breaks stock, causes unnecessary trouble, and extra bookkeeping. Further, it is the means of some customers obtaining credit where a retailer pretends to do a cash business. The delay in returning shoes sent on approval is always annoying and often expensive.

Co-operation is the real secret of curing this evil. Unfortunately, in many towns competing merchants are still unfriendly, and this makes it difficult to agree on a set rule. In such cases a merchant who decides to abolish aprovals can do so by explaining his reasons carefully. This may seem an impossibility to many merchants, but, like so many other things, is comparatively easy once a decision has been made.

In carrying out this idea, cards should be displayed in the shoe department, setting forth the new rule. In some towns where the problem is a particularly hard one, it has helped by making a rule that not more than one extra pair of shoes is to be allowed on approval. This is chiefly for the benefit of regular customers who have contracted a habit that is hard to break. In such cases retailers find it very difficult to persuade their customers that shoes should be fitted in the store. However, city methods are gradually becoming common in small stores. A merchant should first of all supply comfortable seats for his lady customers, and a few shoe seats for salesmen. This quickly tends to having shoes tried on by ladies and avoids approvals.

In one of the larger Ontario cities where the problem was particularly vexatious, a merchant enforced a regulation whereby no shoes were sent out on approval unless on the understanding that one pair was purchased. The plan worked out very satisfactorily from a business point of view, and reduced the evil to a considerable extent.

School Opening Shoe Sales.

Many stores feature during the third week of August a special sale devoted to children's line. This is particularly important for a shoe department. A good plan is to feature this sale as children's week. The advertisements should include all the lines suitable for children, describing the goods briefly and giving prices. Special windows should be trimmed, and plenty of show cards featuring children's week. The interior of the store should follow out the same idea. This plan well worked out will serve the purpose of getting children to talk about the store to each other and to their parents at home. Children's week also interests the parents who do the actual buying.

Opportunity in Newfoundland.

Trade Commissioner Ray, of Newfoundland, writes:—"If Canadian firms would undertake to do a little more advertising their exports to this colony would soon exhibit a marked increase. Canadian footwear is fully appreciated, but the aggressiveness of American firms increases the keeness of the competition to be confronted by Canadians. In three years the imports of Canadian boots and shoes have fallen from $70,353 to $33,000. This decline cannot be attributed to competition with the home factories, as during the period above quoted, the imports from the United States have increased from $34,000 to $50,657. It is also worthy of notice that during this same period the imports from Great Britain have fallen from $15,000 to $12,500. Moreover, to give a true presentation of the whole matter, it should be noted that the imports of boots and shoes, etc., have fallen from $121,739 in 1905 to $96,408 in 1908, thus proving that the productions of the five boot factories in this colony are factors to be taken into consideration. However, there has been no change in the duty of 40 per cent. since the Canadian imports began to decline, and the boot and shoe manufacturers of Canada should take steps to check this regretable retreat. The retail prices of boots and shoes range from $2.50 to $6.50, although there are goods exceptionally lower and exceptionally higher in price."

Shoe Styles for Spring.

The buyer of a large retail department, who has already made extensive purchases for Spring, expresses the opinion that suedes, cloth-tops, bronzes and similar novelties had almost entirely been eliminated from his preliminary selections. Patent, dull calf or gun metal, chocolate shades and tans had been very well considered. A new ladies' canvas shoe in tan shades would, he predicted, be a good seller, and he pointed out that there were very little change in heel styles, the Cuban and the military being prominent among the favorites. Ankle strap pumps and neat ties would still feature the new shoe lines. Referring to increase in prices, the buyer stated that values would undoubtedly be affected on a repeat order for Fall. He had to pay $3.20 for a line which a short time before had cost $2.80. Change in values he said would represent an increase of from 40 to 60 cents a pair. Advance in hide prices had necessitated this change.

The Outlook in British Columbia

Staff Correspondence.

Vancouver, B.C., July 29.—"Never better," was the reply The Dry Goods Review received from a large wholesale dealer who was asked how things were in the trade this month. This means more than it looks at first, since the lumber mills are not enjoying the prosperity say of 1907. During the past two years the trade with the Northwest has never come up to expectations, though the prospects are of the best. Mining generally is looking up, though with copper low and zinc militated against, camps in the boundary are not as active as they might be. The dry goods trade, perhaps more than other, feels the effect of conditions, because while one must have food and houses, one's clothing, etc., can be economized in, when necessary. All those things, the sale of which makes for a good trade, are now going well. This being the case, when a dry goods dealer says the outlook and present situation were never better, it means considerable. There was a little quietness on account of the strike among the coal miners in the Crow's Nest Pass, but now that an agreement has been reached, travelers have gone in and are reporting a good business. Then, too, the trade is good from the north, which is being steadily settled up.

About August 1st, James Stark & Sons will move into new quarters on Hastings street. This firm started as James Stark & Co. several years ago in a comparatively small way on Carrall street. Later they moved to Cordova street, and five or six years ago got the present stand, when Gordon Drysdale moved to a location further uptown. This move of Stark & Sons will bring them on to Hastings street, the trend being gradually from Cordova to Hastings and Granville streets. The new store will be on Hastings between Abbott and Carrall, it having been built and occupied by F. Buscombe & Company, crockery dealers, but which is now too small for their purposes. Stark & Sons will have five times the floor space of their present location, and $5,000 will be spent on one of the most elaborate and up-to-date store fronts in the Dominion. There will be five floors, with basement and a mezzanine floor on the first story. It is the intention to add several new departments such as will characterize the place as a thoroughly modern department store.

Paton's Scotch Boot and Shoe Laces

Cotton Thread, Wool, Silk, Leather and Porpoise Hide, give your customers satisfaction.

Paton's Name on every box

If you have not stocked this line it is worth while to get samples and prices.

Paton's Linen Threads

Lack a Quality Rival.

Church Brand —Needles—

They are indispensable to your store.
Your wholesaler has them.

Ward's Coronet Hardash, Red and Blue Label.

Unequalled in quality and price.

Sole Agents for Canada :

Geo. D. Ross & Co.

72 Bay St., TORONTO

142 Craig St. West, - - MONTREAL

Boots and Shoes as Paying Section in Dry Goods Store

G. B. Ryan, of Guelph, States that Footwear Cannot be Treated as a Sideline, that Success Depends upon Buying and Management – Department where Tact in Salesmanship is an Essential.

CAN a dry goods merchant install a boot and shoe department and make it pay handsome returns? is a problem which many a merchant has, at some time or other, during the stage of his business career, debated with much interest. The query does not, of course, apply to the general storekeeper, who from the character of his trade, keeps a representative stock in nearly all lines, including boots and shoes, groceries, hardware, stationery, jewelery, etc.

The question is, can a dry goods man—one who makes no pretence to being a general merchant—handle boots and shoes at a profit and make it as much a paying division as staples, linens, small wear, white wear, millinery or dress making? While a number have not gone into the shoe line on a large scale, among the most successful and progressive business houses in Ontario, that have done so, are G. B. Ryan & Co., Guelph, who have conducted an extensive footwear department for twelve years. The stock includes ladies', misses' and children's fine shoes. The department is well managed, the stock is neatly and compactly kept and occupies very little room compared with other branches, while the returns are large. In Mr. Ryan's opinion the success of a shoe department depends largely upon its buying and management. It cannot be treated as a side line but must receive as much attention and direction as any other portion of the business

In the first instance a practical shoe clerk must be placed in charge, one who has had thorough experience and knows all details of the manufacture from the sole to the uppers. It is not as easy to sell shoes as it is many other things in a dry goods store for the simple reason that shoes have to be fitted, while in the case of dress goods, staples, and other materials there is in the selling plan no fitting to be done. After a lady has once made her selection in dress materials it is a case of measuring off so many yards and the transaction is completed. A lady may, however, admire a shoe and when she goes to try it on, discovers that it does not fit. It requires salesmanship to induce her to take another that will fit. There is no department of a store where greater tact, ability and understanding of human nature have to be observed than that of ladies' shoes but, well managed, there is no reason why it will not yield excellent results.

Stock Nicely Displayed.

"Yes, we can clothe a lady from head to foot," declared Harold G. A. Ryan. "We frequently have brides come in the store and secure an entire outfit without having to step outside for any part of their trousseau. The fact that we have the stock nicely displayed and that it is in a suggestive spot no doubt sells many shoes for us. It creates the desire for a new pair. A lady may be buying some dress goods or staples and, in looking about the store, her eye rests on some dainty slippers, an attractive pair of oxfords, or a fashionable walking shoe and then her interest is awakened. These goods or, at least, samples of them are placed on the counter along with tags in plain prices, and naturally passersby often stop to have a look at them. This frequently leads to a sale. It is impossible to tell what proportion our dress goods or other purchasers invest in shoes or what proportion of callers come to the store to buy shoes alone. The department works in consistently with other ones in the store and the returns are satisfactory."

Where Tact is Essential.

The boot and shoe department is located on the right of the store about midway between the front and rear. To the front is the staple department and to the rear is the dress goods stock. Just across are the corsets and the children's wear while children's shoes are kept next to the articles which appeal to that interesting class—the little girls who will be the buyers and shoppers of the morrow. The space occupied by shoes is thirty-three feet along the wall and the shelves are piled high with boxes of the best and most stylish class of footwear. Mr. Ryan says that they handle only the finer grades and appeal to a high class trade. The average ladies' shoe that they sell is a $3.50 or $4 one, in misses' the prevailing price is $2 to $2.50 and in children's sizes the figures on the average run from $1 to $1.50. It may be mentioned here that men's shoes are not sold although they used to carry a stock in the men's furnishing and clothing department. It was, however, not given the same attention as the ladies' and was treated more as a side-line.. No experienced clerk was in charge and selling shoes cannot, in Mr. Ryan's opinion, be undertaken and made a success unless the one in charge has the necessary insight and knowledge. It requires skill, competency and aptitude as much or even more so than in any other department.

Good Shoes at Fair Prices.

Miss Colgate, who is at the head of the shoe department, has had several years insight into all branches of the business and served a thorough apprenticeship in an exclusive boot and shoe store. She takes a deep interest in her work and says that she is a strong believer in handling only a few makes and keeping all sizes and widths in stock. The department carries on an average between $5,000 and $8,000 worth of stock. It varies, of course, according to the seasons. All goods are marked in plain figures and frequent window displays are made. Then again a portion of the the counter is utilized for exhibit purposes and tags attached to the goods all bear the price in large, easily read figures. In the advertising space which the firm does in the daily newspapers, two or three times a week reference is made to footwear and in that way the goods are given a good deal of publicity. Of course, the shoes have to take their turn with the other items of the immense stock carried in the large establishment, but the head of the department is an energetic young lady and keeps what it has to offer well before the public. Of the range carried fully nine-tenths are ladies' shoes. The output of only two makers is stocked. It would be a mistake to carry several makes such as is done in a general shoe store. All the different sizes and widths of the various manufacturers would have to be placed on the shelves which would result in taking up a great deal of room. Then, as pointed out, only the better grades of shoes are sold by G. B. Ryan & Co., and no

attempt is made to cater to the cheaper class of custom. A good shoe at a fair price is the guiding principle of the department. Two or three makes are also carried for misses which includes sizes from eleven to two and then there are the children's shoes.

"To make a success of your department," said Miss Colgate, "you must keep your stock compact, have every size and style in the makes that you carry and turn over your goods as often as possible. Twice a year we have a big reduction sale in my department and, during other seasons, we have what I might call little sales. Every January before stock taking we make a special sale and then again in July before the fall goods come in we clear out many lines at greatly reduced prices. We sell a great many oxfords in the summer time but during other periods the lace boot is the favorite. We handle comparatively few button boots. Of course, if it a season for tans we do a big business in that line but the favorite shoe is the dongola kid or the patent leather or a combination. We disposed of quite a number of velour calf but not as many as in patent leather or dongola kid. We believe in handling good shoes as in them the wearer gets worth and service. We have only one price and frequently sends goods out on approval. We have no difficulty about getting them back and none of the shoes are returned soiled. Ladies like to pick out two or three suitable pairs and have them sent up to their homes to try on at their leisure."

Stocks Well Arranged.

There is only one display table in the department. All the other goods are on the shelves, neatly boxed, and the stock is so admirably arranged that it forms an attractive part of the interior equipment of the store. A glance shows even the most casual observer that Ryan & Co. have in their boot and shoe department the same evidences of care, neatness, and system as characterize all the other lines in their big dry goods house.

They have made a success of ladies' shoes under the supervision of experienced and capable head, by looking carefully after the stock, exercising discrimination in buying and carrying full lines of a few of the best makers. They do not get loaded up with a lot of unsaleable stuff and they turn the stock over frequently. They mark all goods in plain figures and give the boot and shoe branch as close scrutiny as they do staples, whitewear, dress goods or any other department. Shoes are a feature of the store and not a mere side line. They keep only the best and believe that a high grade article in the end gives the greatest service to the wearer and yields the largest margin of profit to the house. The sale of a good shoe results in the customer coming again and in that way permanent trade is built up.

Satisfied with Results.

All kinds of ladies' slippers, polishes, laces, etc., are kept. They do not find it necessary to run a repair department as the goods are of that class of material and workmanship which do not require repairs. After a trial of several years, Mr. Ryan says that he is satisfied with the results of the women's and children's footwear department and that he can see no reason why any large dry goods house, if it has the capital and the space—and the latter is comparatively small—with experienced clerk or buyer in charge, cannot make handsome returns on an investment in shoes and strengthen the hold upon the trade of the family by being in a position to clothe all the female members from head to foot. Sales are steady and profitable and ladies like to be waited upon in a shoe department by one of their own sex. The great majority of women, in their purchase of footwear select something that is high class, stylish and distinctive, knowing that, in the wear, they get that durability, pleasure and sense of satisfaction always associated with quality and value.

The Drummers' Snack.

The Drummers' Snack Club, composed of Central and Western Ontario knights of the grip, held their 18th annual outing at Erin, on July 30th and 31st. It was a snack which will prove a great pace-maker for future celebrations. This was the first year for Erin to be favored with such a visitation, all of the former events having been held in Alton.

It was a day and night with the lid off the fun tank and Erin people participated in the affair with an enthusiasm quite as spontaneous and unstinted as that exhibited by the visitors themselves. One of the main manoeuvres was a costume parade alongside of which a calathumpian affair would look like a funeral procession, while another irresistible feature was a concert at which several of the more celebrated fun artists from among the snackers provoked a great spell of mirth. A banquet was another of the headline events. This was held in the park pavilion and the drummers were there with wives, sweethearts, and choice pieces to say. The richest bouquets went to Wm. Algie, the Club's founder, who was presented with a gold-headed cane, while Mrs. Algie was presented with a gold-headed silk umbrella. Replying, Mr. Algie remarked, "If I am father of the Snack Club, I am proud of my family."

The following officers were elected for the ensuing year:—

Past Pres.—Robt. Asher, Toronto.

Pres.—Bay Hill, Hamilton.

Vice-Pres.—J. H. Wildfong, Toronto.

Sec.-Treas.—Robt. Algie, Toronto.

Hamilton Sec.—Geo. Smye.

Toronto Sec.—Wm. Meen.

Home Sec.—Ross Cameron.

Asst. Home Sec.—D. C. Russell.

Auditors.—P. McIntosh, Toronto, and C. Smye, Hamilton.

Hamilton Executive.—W. Dore, Harry Eckstein, W. Pringle, S. Male, R. E. Smith, C. Wilson, C. Kirkpatrick, M. B. Tufford, E. F. Clarke, P. A. Somerville, B. Arthur, W. H. Pusey, and O. Wilder.

Toronto Executive.—W. Madill, Geo. Campbell, C. A. Colwell, W. Scott, C. Silver, T. Gloster, W. Riley, W. H. Cross, Sol. Walters, W. J. Mill, Bert Groskurth, and Earl Maltby.

Executive at Large.—T. Scott, M. Matthews, W. Irwin, C. C. Weese.

Home Executive.—Dr. Gear, J. Gibson, G. F. Scott, Dr. Hamilton, A. J. Thompson, M. Carrol, J. H. Matthews, and W. Hull.

Honorary Members.—J. Gibson, president C. T. A.; Bert Harvey, Toronto; Martin Cleworth and Master Milton Morrison.

In the baseball match for the Ellis trophy Hamilton travelers defeated Toronto, by 4 to 3.

Good as Gold White as Snow

WABASSO

The Wabasso Cotton Co.

are again proving to the trade that they are makers of fine cotton.

A Madapolan and a new line called Linen are now amongst their fine range of goods, and with their Cambrics and Longcloths, their Lawns and Nainsooks, **The Wabasso Cotton Co.** are well to the fore in the run for first place.



THE TRADE MARK OF PURITY

FOR LAWNS, NAINSOOKS, CAMBRICS, LONGCLOTHS

Wholesalers and Manufacturers

See our New Spring Lines and give your customers the advantage of buying the best

THE WABASSO COTTON CO., Ltd.

Address all correspondence to the mills.

THREE RIVERS, QUEBEC

The Staple Department and its Problems

Advance in Raw Cotton Results in Higher Prices on Most Lines of Cotton Coods – Spring Range Said to Excel that of Previous Seasons—Latest Gingham Price Lists—Meeting Foreign Competition.

BUYERS of cottons in Canadian wholesale houses are now in foreign textile markets making selections from foreign lines. It is decidedly encouraging to Canadian manufacturers that before they left for the other side larger bulk orders for Spring were placed than ever before. In fact, one Canadian cotton company had never been able to secure orders from certain wholesale houses for Spring before their buyers returned in September. For this Spring season this company has secured large orders.

Higher Prices on Most Lines.

Interest in cotton goods at present is centred in the price question, which is being watched closely by all concerned. The enormous increase in the price of raw cotton has had the effect of compelling manufacturers of cotton goods to withdraw their Fall price lists and issue new lists, with higher prices on most lines. Whether the present high prices will be maintained is a debated point, and while some are of the opinion that they will not hold, there is a strong feeling on the part of many connected with the industry that prices will hold to their present high level for some time. Manufacturers, however, do not like to be quoted on the price system, in view of the uncertainty regarding the matter.

A good cotton crop may have the effect of bringing down prices, but it is thought by some that owing to the fact that money is cheap at the present time, speculators will hold their cotton for even higher prices. The advances that have been made so far by no means commensurate with the increase in raw cotton, and the Spring lists issued show further advances.

Manufacturers state that present business is very active and that there is a heavy demand for all classes of cotton goods.. The volume of Fall placing orders was heavy, and repeats are exceptionally good. Manufacturers state that their only complaint with regard to Fall business is that profits are small.

The increase in prices on Spring lines is varied, the increase per cent. ranging from about five to fifteen. The increase on grey cottons is greater than on white, and the increase per cent. on finished goods in which the cost of cotton figures prominently, is greater than on goods, the manufacturing cost of which is greater.

Spring Lines.

Canadian manufacturers' Spring samples will go out to wholesalers early next month. A great deal of credit has been given to Canadian manufacturers of both printed and woven goods for the excellence of the Spring range of 1909, as to patterns, colors and quality. The 1910 Spring range is said to be as far ahead of these as the former were over the preceding year.

Ginghams.

Canadian manufacturers of ginghams have issued an extremely favorable price list for Spring, 1910. During the past season competition was very keen on dress ginghams and a large quantity of foreign goods entered this market. For the coming season competition will be even keener. Both Canadian and foreign lines show an improvement in patterns. The new Canadian range will show chambray effects and stripes. A new Canadian line for 1910 is crinkled cotton effects, which sold largely in the United States last year, and was imported into Canada to a marked degree.

Spring Prints.

Still further improvements have been made in Spring lines of Canadian prints. On staple lines. wholesalers have already placed exceptional orders. The Dominion Textile Co. are showing a bigger range of patterns and colorings than ever before. Their price list will be issued this month.

While Canadian gingham prices are lower, the advances made on denims, shirtings, ticks, cottonades, blankets and yarns on July 5th hold good for the Spring season. These lines are now being shown wholesalers and placing orders are being given.

Canadian lines of lawns, cambrics, longcloths, etc., will show still further improvements for the Spring season. Present prices are favorable, but advances are expected long before the repeat season sets in.

Canadian manufacturers are a'so showing increased lines of wash goods, such as mercerized poplins and repps. The range of Canadian linen suitings has also been added to cope with the big demand for these goods. Checked muslins, colored organdies and dimities and corded waistings are other new Canadian lines. The branded line in the United States known as Himalaya cloth, a rough cotton weave, will be imitated by Canadian manufacturers for the Spring. This is one of the latest and biggest successes in wash goods lines.

Canadian lines of percalines, sateens, spun glass, etc., show improved quality and finish for the new season. There is a marked tendency to meet foreign competition on certain lines.

Linens.

There is every reason to expect further advances in li..ens, as the market is both high and firm. Though this is usually a season of lessened activity, orders in unusual number for the time of the year are still coming through. These are mostly from the United States. where stocks have been allowed to run very low. As a consequence the manufacturers have orders now for some months ahead, and mills are running again up to their full capacity.

Stocks are low on all hands, for when buying almost totally ceased, after the late financial panic, the linen manufacturers reduced their output to the lowest possible amount. For many months both the retail and wholesale interests have been buying from hand-to-mouth so that now when the unavoidable demand comes, the mil's cannot turn out the orders.

Since the opening of the Spring season, business has been particularly good in linens. The buying for Fall

has been on an extensive scale and everything points to a larger sale of linens in the coming Fall than has occurred for the past two years.

Buying is not confined to any one line; household goods, crashes, etc., are being freely taken. Table linens, towels, etc., are selling extensively, and this market is showing a big increase in the way in which it is taking high grade goods of this class. Buyers, even in small centres, who only a few years ago handled the cheapest grades, are now buying high-priced towels and table linens and doing a good business with them. This satisfactory condition is due, in part, to the rapidly increasing wealth in every community, but much of this business is due to better merchandizing or to the fact that retailers now stock and show these lines.

Buyers have made extensive preparations for Fall and Christmas selling of both table and art linens. Handsome embroidered sheets and pillow cases, bedspreads and shams, embroidered towels, centrepieces, etc., are being stocked. Cluny-edged table cloths, centrepieces, runners, etc., are being bought freely, and Japanese drawn work is being stocked for popular-priced selling. Among novelties are the embroideries in delf blue, and the edges of machine-made crochet lace.

Lower Dress Gingham Prices.

Advance proofs of the listed dress gingham prices of Canadian mills for Spring, 1910, were furnished The Review, though the lines will not be shown retailers before September.

As indicated elsewhere the new line simply means improved cloths at lower prices than were in force this year. This is largely due to the keen competition on dress ginghams and the desire of Canadian mills to secure a larger share of the trade. However, foreign lines sell in this market owing to their exclusive patterns also. Two lines of 25 inch Canadian gingham, G40 and G41, are at 7 cents to the retailer with a discount to the jobber. This is the same price as exists this year, but the cloths are practically new.

Three other lines of 25 inch gingham, G42 to G44 are 7¾ cents to the retailer instead of 8 cents for Spring, 1909. The great big sellers, G45 to G63 are 9½ cents to the retailer instead of 10 cents as existed during the closing season. The wholesalers discount remains unchanged.

Cotton Crop Conditions.

The following report from the New York Commercial with reference to cotton crop conditions in the United States, is of exceptional interest, since it gives statistical data which has been more or less consistently relied upon in yearly analyses of the situation:

"Those who are selling cotton short this year are either ignorant of the history of cotton culture or are deliberately ignoring conditions which the experience of 14 years shows renders it impossible for a large crop to be made this year. Nothing is more certain than that the big improvements in cotton always takes place between the 25th of May and to about the 15th of July. The records show that where the condition on the 25th of May is followed by an improvement of the condition on the 25th of June that there is likely to be a further improvement of condition up to the 25th of July.

"Where the condition declines on June 15 from what it was on May 25, that the decline continues each month with more or less rapidity. The only exception we can find in the 14 years from 1895 to 1908, inclusive, to this general rule was in 1900, when it opened on the 25th of May at 82.5 and on the 25th June had fallen to 75.80. On the 25th of July it was reported at .76, an increase of one-fifth of one per cent. On August 25 it had fallen to 68.2, and on September 25 it was 67. The rule is so uniform and invariable that this may be put down as a fixed fact, that where there is an advance in condition on June 25 over May 25, the advance may continue up to July 25; after July 25 there is a steady and invariable decline in condition, without a solitary exception in 14 years.

"When it is borne in mind that the acreage, according to the Government report, was decreased four per cent. on the 25th of May and that there has been a still further decrease until it is perhaps eight per cent. less than last year's acreage, it is amazing how anybody can expect to see either a large crop or low prices this year for cotton. The weather conditions have been one of the worst in the history of cotton culture, while last year the weather conditions were practically ideal from the time of planting to the first of August. There has never been known to be an improvement in conditions after August 1.

"An analysis of the whole situation indicates, at the best, a crop of not exceeding 12,000,000 bales, with a grave probability of its not going much over 11,000,000 bales. The condition is worse than it was during the season of 1906-7, and yet during that season, although the crop opened on May 25 with a condition of 84.6, and the acreage was as large as it is this year (32,049), and there was much better weather than we have had this year, the total crop was only 12,176,199 bales, while the next year, the season of 1907-8, with an acreage of 32,000,000, being somewhat larger, the total crop was but a trifle over 11,000,000 bales, and yet the weather conditions were better during that season than they have been this year. We do not believe that the crop can possibly exceed 12,000,000 bales for the season of 1909-10, and if the ordinary weather conditions of August and September continue, it will not exceed 11,000,000 bales, and even that will depend upon the output from Texas. Continued drought or ravages of the bool weevil, as a result of the breaking of the drought, in either event, is not unlikely to reduce the crop below 11,000,000 bales and render it no larger than the crop of 1905-6, when it was but a trifle over 11,000,000 bales. From our analysis of the situation we expect to see cotton sell at 15 cents a pound before the first of January."

"If a postscript is in order," observes the Commercial, "we might add that there are quite a few blackboard artists in New York who have been preaching 15-cent cotton, so hard and so often that they have gone short of voice and are now singing in a minor key."

A striking example of progressive merchandising in the West, is that supplied by the departmental store of J. F. Cairns, Saskatoon. Mr. Cairns began business six years ago last December in a frame building 20 ft. by 22 ft., in the rear of which was a portable bake oven, leaving a selling space of 20 ft. by 20 ft. He had then one assistant who was also a baker.

To-day he is using two floors and a full basement of a solid brick building 130 ft. by 142 ft. and has under consideration plans for an additional two storeys which may be added this Fall, but probably will not be put on till next spring.

The permanent staff of employees averages over 80, running to about 100 in the busy seasons.

Mount Royal Cottons.

Spring Printed Goods.

Our Range of Prints, White Goods and Specialties for 1910 delivery will be in the hands of wholesalers during October.

You will find values in keeping with our modern Bleachery and Print Works, in which every improvement in machinery and organization known to cotton manufacturing is incorporated.

The patterns will show a wealth of exclusive designs and dainty colorings. Fast colors guaranteed.

The MOUNT ROYAL range means a forward step for Canadian Printed Goods.

Our circular trademark, shown on this page, is our guarantee.

We will furnish attractive show cards direct to retailers. Send your name now.

MOUNT ROYAL Grey Cottons are in large demand by the retail trade.

Note the clean finish and even weave.

Have you stocked them?

The Mount Royal Spinning Co., Limited

Sales Offices,

Eastern Townships Bank Building, - - MONTREAL.

Indications Point to no Great Surplus of Fall Furs

Montreal Factories Requesting Operators — Orders will Keep Some Concerns Busy Until October—Furriers Anxious with Reference to the Crop Outlook — The Consignment Problem — Styles in Fur Garments.

FUR shipments from Montreal and Toronto manufacturers in particular, have been fairly well completed to points far east and west. Many manufacturers contend that they have orders on their books to keep them busy until the middle of October. Montreal factories are already hanging signs requesting operators, which is a pretty sure index that there will not be a big surplus of furs this coming Fall. Fur manufacturing is expanding in Toronto very rapidly and operators on whitewear and so forth have been educated to fur machines.

Furriers are particularly anxious with regard to the crop outlook in the West. Favorable reports are taken as omens that fur assorting from the west will be good. Throughout Ontario local wholesalers count upon a fair sorting trade, although parts of the province will suffer from poor crops.

The article in the July issue entitled, "Abuses and Problems in Fur Trade," has met with the approval of many upright manufacturers and shrewd retailers. The question of consignment is a particularly annoying one. It is not only a problem regarding city trade, but extends all over the country.

Manufacturers who make a practice of consignment contend natura'ly that it is simply done to meet competition, and that, after all, it is but a small fraction of their business. It is certain, however, that such firms are paving the way for trouble, as customers who buy outright from them learn that others get furs on a consignment basis, will naturally wish to be treated the same way. Discrimination is not good business, and undoubtedly this problem will cure itself by being pushed to the breaking point. It is unprofitable and unsatisfactory even to retailers. Manufacturers who have been forced into this method of securing an output have many times p'ayed into the hands of a wily retailer, who has held over the manufacturer the club that the other fellow is willing to give furs on consignment. This has not always been a fact. A better understanding between manufacturers would tend to avoid such pitfalls.

Fur Styles.

Fur manufacturers are very busy with Fall orders, and state that business has exceeded their expectations. When travelers first started out with samples, prospects were none too encouraging but while early orders were fair the later demand has been good and manufacturers are quite enthusiastic.

"The popularity of suits for the coming Fall and Winter has brought about a heavy demand for small furs, and orders for these are satisfactory. There seems to be no run on any particular fur except muskrat in the lower priced goods. All kinds of furs have taken well, mink and Persian lamb probably taking the lead in the better class goods. Furs at all prices from a low figure to the high-priced articles are selling.

Small cross ties and stoles are popular in neckwear. There has been a good demand for the small ruffs with ruchings, boas, etc., though this style of fur neckwear cannot be worn by every woman.

The square pillow muff has been the big seller as a staple muff, but fancy trimmed muffs are in high favor. Animal effects are shown on nearly all fur pieces.

Fur Coats.

The three-quarter and seven-eighths length fur coats are the big feature of the coat demand in the fur trade. These are slightly fitted and are made in all cases with self-collars and lapels, or with no collars at all. Combinations of furs are not used. On many of the coats very long lapels are shown, reaching to the waist. Coats without collars are designed for wearing with small fur sets. Ermine is good for this purpose, combining well with coats of almost any fur, muskrat, pony, flat astrachan, and caracul are the furs used in the long coats.

There is not the demand for fur-lined garments in the larger cities that there has been in the past few years. In the smaller towns and in the country there is a growing demand for fur lined coats. The west is doing well in this respect. In cities this style of coat is being used chiefly as an evening wrap.

Hudson Bay Co. Fined.

The Hudson Bay Co. was recently fined $3,240 by Magistrate Wieger of North Bay, for having unlawful possession of 15 beaver and 39 otter skins on June 29th.

Leighton McCarthy, M.P., for the defence, contended that the skins seized were shipped from Keewatin District and Quebec, that the company were guilty of no wrongful act, but technically had infringed the Act by shipping the skins without the required affidavit. If a fine was imposed only a total penalty of from $20 to $100 could be levied, as only one charge had been made.

The prosecution combated this and claimed that a separate fine could be imposed on each skin. The court upheld this contention and a fine of $60 for each skin was imposed.

May Lose Secret of Gobelins.

A despatch from Paris states that France is in danger of losing the secret of the manufacture of the famous Gobelins tapestry. Several members of the Chamber of Deputies have expressed the belief that such will be her fate unless the State increased the salaries of those who are engaged in their production. The Gobelins factory where these wonderful tapestries are made is passing through a crisis. Many of the artists, dissatisfied with the miserable pittance doled out to them by a parsimonious government have already left the country and have gone to America, and others refuse to fill their places, as the remuneration is so poor. The dearth of skilled artists is being felt severely, and members of the Chamber contend that unless a radical change be effected the manufactory will close at no distant date. Already the tapestry shows a marked falling off both in quality and quantity. Three years ago the Government undertook to remedy the evil by drawing up a more liberal scale of payment for the employees, but though this scale was approved no attempt has yet been made to put it into force.

Store Kinks that are Giving Good Results

BABY SHOW TO ADVERTISE INFANTS' WEAR.

As a means of advertising the opening of an infants' wear department, a city store announced, for the first week, a baby contest for children up to three years of age. The prizes went to the handsomest babies. Parents visiting the store during opening week were given a coupon on which a photograph of the baby could be secured free of charge at a studio adjoining the store. Up to the middle of the month, babies were registered and after registration date, the babies' photographs were taken. The coupons entitled the parent to enter the baby in the contest. After the photographs were taken, they were numbered and placed in a large frame. The names of the children were not posted. During registration week, there were maids in attendance at the store to ensure every comfort for the mothers and children who were brought to the department. After the registration was closed on June 12, the pictures were framed and the salespeople throughout the store were supplied with blank votes, which were given to all purchasers. The persons voting were required to give their names and addresses on the votes and only one vote could be cast by the same person on any one day. The date of the contest began after the posting of the photographs, which took some time to get ready. The announcement of the voting was made through the newspapers and by signs in the store windows. Ten prizes were given for the infants. They were: First, infant's long French embroidered coat at $10; second, child's $7.50 short dress; third, infant's $5.50 long dress; fourth, $4 lingerie hat; fifth, $2.50 pique coat; sixth, $1.50 cashmere sacque; seventh, $1 silk bonnet; eighth, $1 celluloid novelty; ninth, $1 muslin bonnet; tenth, $1 muslin dress. To mothers ten prizes were also given of corsets valued at $5 to $1, the last six prizes being at that value. The prizes could be exchanged for anything of equal value in the respective departments. During the corset sale, tiny corsets for dolls were given away with each purchase of a corset.

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HOUR SALES AS A CLEARANCE EVENT

During the first week in August, the J. C. Turnbull Co., Peterborough, introduced a series of hour sales specials in connection with midsummer clearances. The schedule of prices was made a feature of the firms advertising in local papers, the headline of the event being "Ten days of Rare Opportunities for Thrifty Buyers." While there are no records at hand showing actual results, this particular kink looks like a good one. The specials each day were confined to the two hours between 10.30 and 12.30. In some towns, a certain period of the afternoon might be preferred for such an event, but merchants know their own people best and it may be that, after all, in the midst of the clearing season, it is more desirable that the people be induced to shop as early in the morning as possible. Special events must have special hours. Each day in the time mentioned certain lines were placed on sale at very attractive reductions. On July 28th, the specials were dress goods and trimmed curtain scrim; on the following day, it was English prints, and Axminster rugs, and so on. It will be noticed that the offerings did not affect one department alone but were so arranged as to require intending purchasers to make a pretty thorough tour of the store. This idea was a valuable one in itself, when it is considered how difficult it is to get shoppers to distribute themselves throughout a store during the heated spell.

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BARGAIN ANNEX KEEPS BUSINESS AT HOME

The Bargain Annex is a department installed by A. W. Cressman, of Peterboro, four years ago, as a "clean-up" section. To-day it is something more than that. It is now necessary to do special buying for it, and is one of the main features of this progressive Peteboro business. This exclusive bargain department is open on Wednesday only


CRESSMAN'S DEPARTMENT STORES

Bargain Annex

Registered

Verandah Cushions 39

Unrimmed Shapes

Wednesday, June 10th

New Dress Muslins

400 yards of New American Dress Muslins, mostly in light grounds in floral and barred designs, shades of pink, pale blue, nile green, helio, grey and tan, all new goods just opened up, but came late for the season's selling. Regular price 15 to 25c In the Annex Wednesday, per yard 8½c

See Window Monday and Tuesday

Ribbed Black Hose

Working Shirts 20c

Swiss Embroideries

Tourist Wash Frilling

Factory Cotton

Women's Underveus

Camp Beds

BLACK PARASOLS 89c

Corset Cover Embroidery

Corset Covers and Drawers

Leather and Gold Belts

Checked Apron Ginghams

For The Very Latest in Home Decorations Visit Our Wall Paper Department. 3rd Floor

WHITE NIGHTGOWNS 39c

MEN'S UNDERWEAR

Two lines of Men's Balbriggan Underwear in natural shade and light grey striped shirts and drawers, nearly all sizes In the Annex Wednesday, only per garment 23c

See Window Monday and Tuesday

Lace Curtains 89c

Bishops Lawn

Iron Bed—Brass Trimmed

Muslin Kimonas

American Crepes

Cressman's

385, 387 389 GEORGE STREET

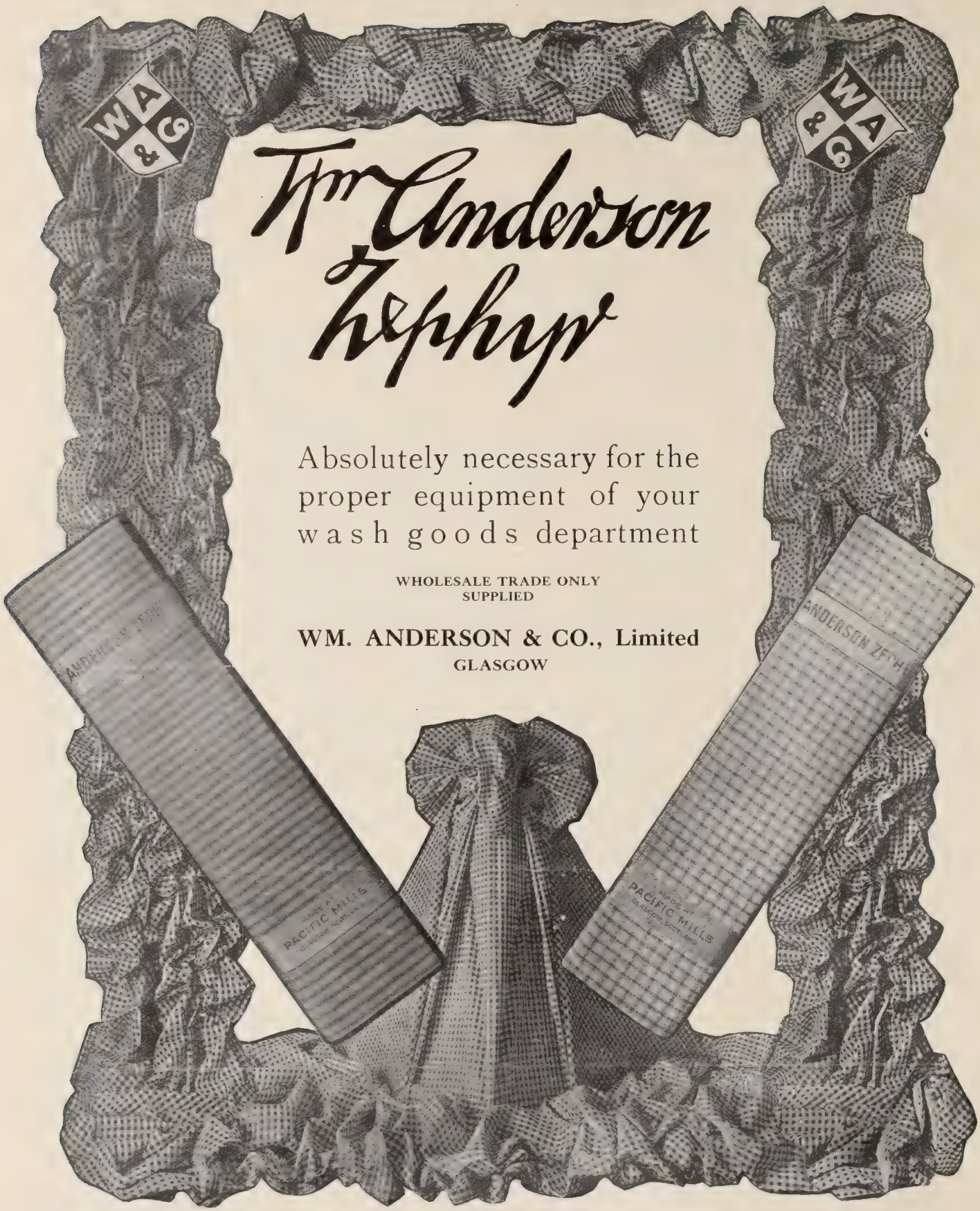
Latest in Hammocks

Reproduction of Poster Used by Cressman to Advertise Bargain Annex.

of each weak. It now has its own buyer and manager, selling staff and extra special advertising. Every week the whole city is dodgered from house to house with a large bill containing the specials of the day. The leaders are brought out most prominently as will be noted in the accompanying cut.

The "Bargain Annex" is a way A. W. Cressman has of meeting the out-of-town shopping problem, and that it has been very successful is evident from the fact that the average number of people served last year in this department from 8.10 a.m. to 5.30 p.m. was 500. The "Bargain Annex" term has been copyrighted for Canada, and Cressman therefore has the exclusive use of it.

Curtis Hayes, an employe of the T. Eaton Co., Winnipeg, was drowned in the Assinniboine River, early in July. Before going to Winnipeg, he was in the mail order department of Montgomery-Ward's, of Chicago.


W A & S
W A & S
Wm Anderson
Zephyr
Absolutely necessary for the proper equipment of your wash goods department
WHOLESALE TRADE ONLY SUPPLIED
WM. ANDERSON & CO., Limited
GLASGOW
ANDERSON ZEPH
PACIFIC MILLS
PACIFIC MILLS

Style and Price Tendencies in Dress Goods

Full Lines of Coating Serges in Plain and Fancy Weaves shown for Spring—Present Prices will Likely be Maintained—Leading Novelty Shades are Nutmeg and Artichoke—Crash and Canvas Weaves in Demand.

Fabrics for Spring, 1910.

Coating serges—Fine mannish worsteds, diagonals, unfinished worsteds, panamas, cheviot.

Wool taffetas, voiles, crepolines.

Mohairs in mannish effects and light crepe weaves.

Cream serges, cream serges with pencil stripes, fine worsteds, black ground with white pencil stripes.

Plain cloths, piece dyes, melanges, cross dyes, yarn dyes.

Silk—striped taffetas.

DRESS goods lines for the Spring season of 1910 are now opening up. The wool market is very much higher than last year, and prices of piece goods show a material advance over those ruling at the beginning of the Fall season. Though present prices will likely be fully maintained, as the situation is shaping itself, further advances are hardly likely to materialize.

A few weeks ago, further advances were expected when Spring lines opened. This was due to the hasty action of United States buyers. During the past twelve months, deliveries, particularly of French fabrics, have been most annoying and dissappointing, and this condition led to an early rush of American buyers to Europe, and the placing of contracts that boosted prices up to an unreasonably high level.

As yet, the best informed buyers have placed very small orders, as the general belief is that yarns and piece goods are higher than the present scarcity of raw wool justifies, and that British buyers will secure their goods for the coming season quite 7 per cent. cheaper than the American buyers have paid for their goods in the grey.

Spring collections opened so far, show very full lines of coating serges in both plain and fancy weaves, as well as piece-dyed worsteds. The cutting-up trade has placed large orders for plain and fancy panamas.

Stripes, made in the weaving are much in evidence, and there is also a tendency manifesting itself towards melanges and fancy stripes that form only a slight departure from plain fabrics.

Lines of grey fancies in modest stripes are freely shown, and fine-finished worsteds in mannish effects and colorings promise to be a very strong factor in Spring selling.

Following the lead of the high-class tailoring trade, a tendency is developing for yarn-dyed fabrics. These are manifested by the prevalence of effects showing subdued stripes of a softly contrasting color. Raised wale diagonals in fine and medium twills are well thought of in the better priced goods. Here, also, unfinished worsteds are increasing their lead, and there is an increasing vogue for cheviots and cheviot serges. Mohairs are accorded a fair representation. These are chiefly in mannish effects imitating high-priced worsteds, and also in the new fancy crepey weaves, some of the best of which are very soft in finish, and are of French production. Voiles have been introduced again, and the French manufacturers are showing a great range of sample lines of crepolines that are very attractive particularly in black. Wool taffetas and batistes particularly in fancy effects showing satin stripes are well in evidence.

Cream serges are regarded as a staple fabric, not only by the cutting-up trade, but by the dress trade also. The importing houses have placed large orders for fine coating serges, and diagonals in cream shades. Practically every manufacturer has also ordered coating serges with black, blue, or grey pencil stripes on a cream ground and also fine serges and worsted having black grounds with pencil stripes in white.

The novelty weaves now selling with the exclusive trade are wide wale cheviots, camel-hair cheviots and melange homespuns and doubtless there will be further developments in this directions as the Spring advances.

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Colors for Spring, 1910.

Colors, for the coming Spring are practically on the same order as those fashionable at the present time, namely, the soft art tones that are now running under the name of dark pastels. Spring colors are on the same order of pastel shades, only lightened by the admixture of pale grey, and there is an immense preponderance of greyish tones in all shades of colorings.

The two leading novelty shades are artichoke and nutmeg. Grey greens, both with a bluish cast and on the yellowish order are strongly represented. Artichoke is a grey-like green and promises to be in high favor in the coming Spring. Chicory is a yellowish tone of green, and light moss is another good green. Light reseda, and stone are two good grey greens.

Blonde tones, shading through amber to deep gold, and orange shades have been very much worn in Paris this Summer, so much so that they are sure to have a representation in this market when Spring selling opens particularly in novelty lines. Tussah, old gold and mustard are likely to be the most popular shades in this series. Somewhat allied, but more on the brown order are the castor or beige shades and as these are less of novelty colors they will be all the more readily taken up. Nutmeg, which, with artichoke, is expected to be a leading color, is a more pleasing variation of the bois joli or rosewood color so prominent in early Spring millinery this year. As now shown it approaches more nearly to ashes-of-roses. The ashes-of roses, as sampled for Spring selling, show a decidely purple cast. Wild rose is a brighter shade of old rose, and shrimp pink is a soft and pretty coral shade. Burgundy and catawba are deep wine shades, that are soft and attractive. Considerable prominence is expected for the mauve shades both in wistaria and dull amethyst tones, and in the mauves shading to blue. These colors are the popular shades in Paris today, and particularly with the cutting-up trade, and in the smaller centres are expected to be good. These colors, have, in the larger cities and towns, been extensively taken for Fall selling and it is only to be expected that they will find strong rivals in these centres, from the newer colors introduced for Spring. Of course it is early yet to make

positive predictions, and these colors may take a higher place in the trade than at present indicated.

The navies shown are very dark and are in clear marine shades. Prussian blue, pastel ciel and periwinkle blue, are the novelty shades in this color, with Prussian blue in the first place. Drake and blue green and green blue are other novelty shades.

The browns are a particularly good series, but are one and all off the usual run of brown shades. Walnut is allied to the deep, dead, rose shades, and copper is a continuation of the orange shades that the blonde set deepens into, while seal is a very dark tone almost invisible.

Greys are always favored in Canada. The greys shown are pearl, mist grey, and steel. In the mannish worsteds, greys with a colored cast, such as green greys in olive and bluish tones, brown greys, blue greys, etc., are very prominent. The old standby, Oxford grey, is strong in the striped suitings and melanges so extensively shown.

Silks for Spring.

There is every reason to expect a good selling season for silks in Spring, 1910. Not only is fashion favoring silks, but the higher prices of wool and cotton fabrics will help to make silks more popular.

Shantungs are rapidly approaching a staple position, and are shown for Spring selling in a big range of shades, with the blonde shades, from ecru and tussah down, first in favor.

Foulards have made a big stride forward during the Spring and Summer and promise to rival shantungs in the coming Spring. Shantungs are as a rule developed into suits, while foulards are used for the one-piece dresses. There is no doubt that both silks will sell freely in the Spring of 1910. The satins showing are more of the peau order. Moires are good now for coat-facings, but there are indications that moired bengalines, etc., will come to the front next Spring. The moire antique waterings are being taken up in Paris. Handsome brocaded patterns are showing for waists and evening wear.

Wash Fabrics.

Large orders are being placed for dress linens both by the cutting-up and for the counter trade. The fashionable trade is going more for the coarse crash and canvas weaves but pongee linens are also selling. The color cards show an extensive series of shades, and there is a particularly strong showing of mauves and the new blonde shades. The new starch blues are good, and there are a number of soft, attractive greens showing as well as a large range of rose shades from pale pink, to the deep wines. Linens, in all probability, will be stocked in a more extensive range of shades than ever before in the coming Spring. All classes of linen-finished goods are in demand, and mercerized reps and poplins promise a strong representation. Chevron and diagonal weaves, and fancy effects having rep and poplin grounds, will be in evidence.

In white goods, cross-bar muslins, corded nainsooks and dimities are the chief feature. Madras cloths, weaves in small figures and stripes, and mercerized jacquards will be taken for Fall as well as for Spring delivery.

Colors for Spring, 1910.

Blonde shades—Tussah, old gold, mustard, castor or beige.

Greens—Artichoke, chicory, light moss and light reseda.

Mauves—Wistaria, dull amethyst, raisin.

Reds—Wild rose, shrimp pink, light and dark, ashes-of-roses, Burgundy, nutmeg, catawba, carob.

Blues—Prussian blue, pastel ciel, pervenche, navy.

Browns—Walnut, copper, seal.

Greys—Pearl, mist grey, steel, oxford mixtures.

Below is given a list of colors that every retailer should stock, and those that small retailers should buy for the coming Spring. Buyers will find this color list a useful one to work from, adding the novelty shades that experience points to as desirable for their trade: Beige, stone green, pearl, taupe, dark ashes-of-roses, amethyst, olive, brown, navy, black.

Rich Display of Novelties.

Staff Correspondence.

New York, July 28.

As the season advances it is noted more and more that plain, piece-dyed materials of self color chiefly in stripes, but including many very beautiful novelties, will have the strongest representation.

A number of plain fabrics are being taken because of their rich and beautiful finish. In many instances there is a strong resemblance between the fabrics of last spring and these of the fall. The lines to a certain extent are somewhat diversified, however, and there are a great number of novelties being shown that will assure the merchant that his Fall showings will present an entirely new appearance from that of last season.

Unfinished worsteds are looked upon as coming to the front, and orders are being placed for cheviot serges of comparatively smooth weave, both of these fabrics to occupy the position between the smooth-surfaced materials and those of very rough construction. Materials of a rough surface are undoubtedly becoming popular with the advance trade. Serges promise to occupy a very conspicuous place in the demand. Homespuns will doubtless form a far more important part of the stocks than they did last spring. Many handsome novelties which have recently been introduced will be used for tailored garments for the better class of trade.

The bulk of the business will be done on piece-dyed goods of a lustrous finish in plains and fancies, the fancies for the most part taking the form of stripes.

Silk and wool henriettas and fabrics of a similar construction will be largely represented for costumes, and filmy fabrics of the voile nature will be employed for garments for special occasion wear.

It is safe to say that in plain goods, broadcloths will hold first place. While many of the new extreme models are shown in both woolen and worsted cloths in wide diagonals, herringbone, homespun and basket weaves, the modified or more practical garments are made up in the ever popular and suitable broadcloth.

There are as many different grades and constructions in broadcloths as in any other fabric and the different garment manufacturers incline to one or another according to their products.

Among the staple line of worsteds, serges are most in evidence and may be justly considered the most popular fabric for medium-priced tailor-made-suits.

Coverts and bedford cords in stone green and covert tan shades look very promising for coats.

Many mills are already busy on spring, 1910, lines.

The staples in worsteds will be serges, panama and voile. Woolen lines will include cashmere, homespun and tropical cloths.

Silks for Fall.

The silk situation shows little change. For linings peau de cygne, satin and taffeta are all being taken. The tendency is towards satins in plain weaves and in unobtrusive patterns for costumes. The most popular silks for dresses are tussor, silk serge, cashmere de soie, crepe cashmere, moire, satin, shantung and plain and fancy printed foulard. Many other new weaves have been tried, including warp cording, wide diagonals, and brocades. The serviceable nature of the dressy silk and wool worsted and mohair fabrics is being generally recognized and they are steadily strengthening their position. All the newest weaves are found in these cloths, among them being wide diagonals, warp cordings and shantung effects. The bengaline weaves which have been most in demand this spring, are also in evidence, but the warp and diagonal effects seem to have the lead for fall.

Some manufacturers are introducing among their corded weaves, lines of a construction similar to poplin and these are alreay selling well both for millinery and costume purposes. The wider wales and heavier fabrics are chiefly for purposes of outer wear.

Cashmere designs and weaves will be very important for fall and winter. The high class garment buyers are favoring these in the expensive grades, these that sell for $2.50 per yard and in 40 inch widths. There are many designs and weaves, however, that are selling at popular prices. Moires, for millinery purposes and trimmings, are being used in all the new colors and black.

The importance of black silks for fall cannot be overestimated. They are booked for one of the most successful seasons of their history.

Wash Goods for Fall.

Reps and poplins, and those of a similar weave and finish in plains and fancies will be most in demand for the fall. There is a remarkable similarity between the appearance of these fabrics and some of the woolen and silk fabrics shown.

Most of the novelties that are meeting with favor have unobtrusive designs and many of them take the form of embroidered dots and fancy figures on poplin or rep grounds and also of chevrons, stripes, etc., in one color.

Sateens, in patterns closely following the new designs in foulards are expected to have a very good season.

Many corded materials in styles similar to bengalines and other silk weaves are good. Fancy cords in crystal effect are also well liked.

Crepes in a variety of fancy weaves and in a wide range of colors promise well for this season. These lines are daily increasing in beauty, both in finish and in weave, and their soft pliable construction makes them especially desirable for the long graceful draperies which are booked for vogue for Fall.

Ginghams, madrases and zephyrs are very important and will be more in demand as Fall fabrics than ever before, for children's wear, as well as house-dresses for women.

Fairweather & Co., Winnipeg, have been incorporated with $50,000 capital, to carry on business as dealers in dry goods, furnishings, hats, furs and general merchandize and to take over the business carried on in Winnipeg by R. H. Fairweather and Abraham Sommer.

THE
Trade Mark of Quality



Ladies' Suitings
Mantle Cloths
Woolen Sheets
Blankets, Yarns

Harris & Co., Limited
ROCKWOOD, - - ONTARIO

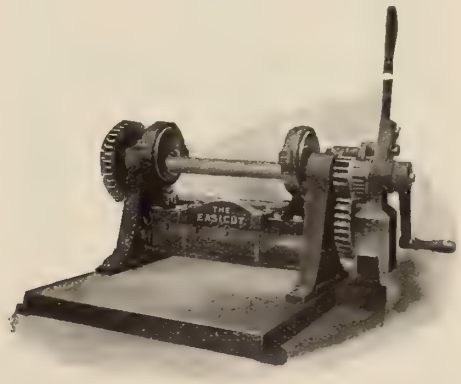
REPRESENTATIVES:
MONTREAL - HECTOR PREVOST, 710 St. Hubert Street
HALIFAX - G. A. WOODILL, Roy Building
LONDON - J. A. IRWIN, 141 Princess Avenue
WINNIPEG - McRAE & WALKER, Ashdown Block

Appearances Count

Textile samples of every description look their best when cut with gimped, pinked or serrated edge.

"EASICUT" MACHINES

are made for this purpose. Carried in stock at Montreal in various sizes from 8 inch to 32 inch wide knife. Made by J. T. Hardaker, engineer, 99 Crowther St., Bradford, Eng.



This style is our Hand Power Machine made to cut 16 inch.

SOLE CANADIAN AGENTS:
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Specialists in Ladies' Wear





And as specialists
we have learned to know just about
what styles and designs will be the best
sellers among Canadian women.

¶ Neckwear, Belts and Blouses are our specialty and we have spared neither energy nor expense in getting all the fine points pertaining to these three lines.

¶ In Neckwear we are featuring stiff Collars and Jabots along with Dutch Collars for summer, and have a line of Silk Neckwear for fall which is the best ever.

¶ In Belts our leaders consist of Wash Belts in fine imported embroidery, Elastic worked up with Jet, and Tinsel in many fancy patterns.

¶ In Blouses we confine our attention to novelties only in Nets and in Silks, and have fashioned a number of attractive designs which are all sellers.

¶ Salesmen are now out with full range of
samples. See our salesmen
or write us.





Ladies' Wear Limited

F. P. EVANS
President

Toronto Ontario.

W. F. GOFORTH
Vice-President

Latest Ideas of Fashion in Dress Accessories

Varied Assortments in Neckwear Being Sampled by Buyers—Frilling Manufacturers Very Busy—Fancy Scarfs in Favor—Ribbon Deliveries Backward Indications that Spring will be Strong Short Glove Season.

Ladies' Neckwear.

THE retail demand is still running strongly in lingerie stock effects, and for stocks in imitation there is an increasing sale developing in fancy Dutch collars and jabots in lingerie lines, though Irish lace. Tucked net is also good. It is expected that these lingerie lines will sell well into the Autumn season.



Tailored Effect Chiffon Collar Shown by Ladies' Wear, Ltd., Toronto.

There is no new special style of neckwear shown so far for the coming Fall. There is a varied assortment and everything is being sampled by buyers. Black and white is expected to be good, and white collars with black trimmings will be a feature. Jet trimmings will be much used and, even now, lingerie effects are shown studded with jet nail-heads. These studded trimmings will be much worn this Fall. The stock shape favored is on the modified Gibson order—that is, though coming high up under the ears, it is minus the extreme points, and maintains the height straight across the back while curving to fit the neck in front.

A minor novelty for present selling is the narrow neckbands that just cover the collar band of the waist. These come in a number of forms, some of which fasten with a small harness buckle and metal eyelet holes in the band. Metal braids are formed into bows and bands fastening at the back.

Frilling manufacturers are extremely busy. From Quebec province and from the smaller centres there is still a demand for the wider frillings, but in the larger towns narrow effects lead, and the Fall business will be done in these narrow widths.

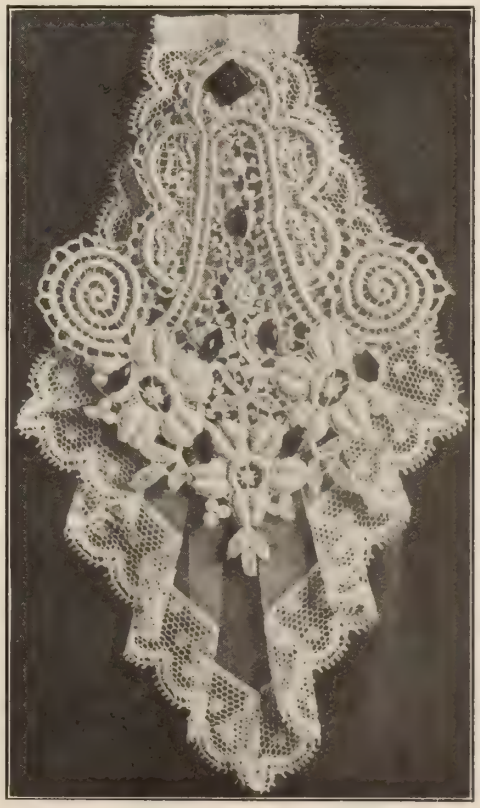
Fashionable women have been wearing handsome scarfs all Summer as wraps for dressy occasions, and fancy scarfs promise to be decidedly good for Fall selling for theatre and indoor wear. These new scarfs are very handsome and are developed in chiffon or marquisette. They are studded and patterned with jet and crystal beads or have gold and silver threads woven into the fabric. The colors are ivory, rose, pink, amber, the new vert gris, and clair de lune or moonlight blue.

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Ribbons.

Now to get deliveries of ribbons seems to be the problem confronting ribbon importers at the present time. Manufacturers of ribbons are asking for November for delivery on orders just placed, and buyers leaving now for the European markets will doubtless have to be content with January. In order to get Spring, 1910, goods in December, importers have had to place Spring orders already when buying goods which are to be delivered in November. This difficulty is the result of low stocks. Everybody has been buying as little as possible with the natural result that stocks are very much reduced and it is absolutely necessary to buy. This means that if buying keeps up much longer, as it is doing now, the factories will simply be tied up.

Prices are also stiffening, an increase of about five per cent. having been made in the past two months. Raw material is hard to get and manufacturers have to pay

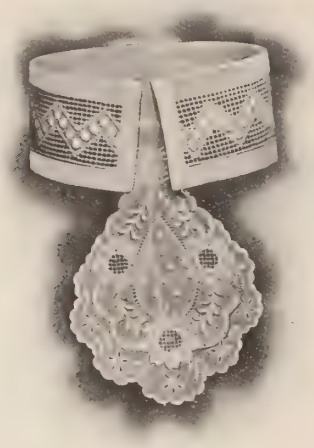


Venise Lace Jabot trimmed with Jet and Lace Shown by Weil, Lorimier & Greenbaum, New York.

from 3 to 4 francs more on a kilo. It is expected that further advances will have to be made. The Italian raw silk market is in such an excited state that manufacturers

refuse to guarantee their latest price lists for more than twenty-four hours.

The big demand is for taffetas. It was expected that satins would lead in popularity but so far there is only the ordinary call for satin ribbons, while everyone is



Fine Imported Embroidered Collar with Separate Jabot—Shown by Ladies' Wear, Ltd., Toronto.

asking for large quantities of taffeta. Millinery styles for the coming Fall and Winter favor the use of a good deal of velvet ribbon, consequently the demand for this class of goods is active. Moires are strong for Fall. In high-class goods, two-toned effects are popular and Dresdens with gilt are showing.

Short Gloves for Spring.

Importers of gloves are looking forward to a season of short goods for next Spring and are making purchases accordingly. Some state that they are not stocking one pair of long gloves except for evening wear, and while they are of the opinion that there will be a certain demand for long stuff, are running no risks by putting in a stock, which may have to remain on their hands or be disposed of at a sacrifice.

The difficulty experienced during the past season by importers, who have had to bear the loss of returned goods from merchants who would not accept long gloves after they were ordered, has had a great deal to do with this, and some of these who are going to handle only short gloves for Spring, 1910, say that if buyers want long goods next season they will have to go where they can find them, as they would rather do without the business than go through the same amount of difficulty with refusals, as during the past season. Foreign fashion centres are trying to revive the short sleeves and long gloves, but it is still doubtful as to whether this will prove successful, and retailers who have placed advance orders may congratulate themselves as they will get first deliveries.

The big demand is for tans, blacks and modes. White is also selling. Very few colors to match costumes are in request. These are not profitable to the retailer and no one wishes to carry a heavy stock of colors. Prices are stiffening on account of the higher cost of leather. Owing to the fact that Americans are buying largely, and to the stiffening prices manufacturers refuse to contract ahead unless at abnormally high prices, based upon the high cost of leather. Fur manufacturers have stocks of leather, and the supply of skins suitable for glove-making is limited. The few who have a stock are the only ones taking orders, as their cost is based upon lower prices. The new crop of skins will come in November or December and it is likely that this will bring a new scale of prices into force. In some quarters there is said to be a scarcity of goods for Fall.

Embroideries.

Not for many seasons have embroideries sold as they have done in the summer that is passing, and notwithstanding the lateness of the season, quite a good counter trade is in progress. Not only has the retail trade sold largely, but the makers of lingerie gowns have used large quantities. The big run here has been on deep flouncings and wide galoons and bands for panel purposes. Eyelet patterns have been very strong and continue to be so.

Embroideries in fine qualities are being stocked by most stores for Fall selling. The patterns taken being the popular eyelet effects, blind work, and combinations of blind and lace effects. Edgings and insertions suitable for underwear trimmings, corset-cover embroideries, etc., promise to sell fairly well this Fall.

Handkerchiefs.

Merchants are preparing now for the Christmas trade, expectations are for a better season than for some years. This is because stocks are lower than usual and, with good prospects ahead, buyers will have to place larger orders than usual to bring stocks up to a proper selling basis.

The bulk of the business now doing is in staple styles



Jabot of White Venise Lace with Black Lace Background and Jet Trimmings—Shown by Weil, Lorimier & Greenbaum, New York.

in the cheaper goods in plain hemstitched, initialled, and embroidered goods. These are mostly for Christmas selling, and importers state that the season will make a new record in handkerchiefs.

R. D. Fairbairn Co.

LIMITED

MANUFACTURERS

Ladies' Neckwear
Ladies' Belts
Frillings and Pleatings
Lace and Silk Waists
Underskirts
Dress Skirts
Umbrellas and Parasols

We do—

Fancy Braiding on coats and suits, Pleating in all styles, and cover buttons in all styles and sizes for the trade.

Our representatives will start on their Fall trip about August 16th, with a full range of our lines of manufacture. Wait for them.

R. D. Fairbairn Co., Limited

107 SIMCOE ST., TORONTO

Hugh Henry,
204 St. James St.,
Montreal.

R. P. Qua,
Rooms 711-712 Builders' Exchange,
Portage Ave., Winnipeg.

J. F. McGachie,
420 Hastings St.
Vancouver.

Veilings.

From the sales now made to the counter trade, and from the veils now being worn, it would seem as though the majority of women are favoring black mesh veilings, and, judging from the same indications, the yardage goods are selling. There has been an effort made during the past few weeks to introduce the hanging drape veil of lace, but, beyond the sale of a limited quantity to the classy trade, they have not caught on. Princess and Chantilly lace veils are now being worn in Paris, but they are worn, as in America, drawn in at the back and fitting closely over the face. The new bisc color, as well as black, is seen over there and some of the Chantilly veils have the pattern outlined in silver or gold thread.

The new mesh veilings shown for Fall are very extreme. They are formed of the finest hair meshes with irregular diamonds very large size. When worn, the connecting mesh is almost invisible, leaving the big spot visible only and the effect is more startling than becoming. Not only do these veilings come in colors but in black also.

Although this is between seasons, quite a nice business



Irish Effect Stiff Collar and Separate Jabot —Shown by Ladies' Wear Ltd., Toronto.

in passing in the retail trade. There are, of course, some exceptional price inducements offered, but stocks, as a rule, are well reduced and in good shape for the full commencement of the Fall season.

Makers of dress nets are exceedingly busy and have orders for delivery right up to November. Nets promise to be wanted for various purposes and many of the new trimmings are developed on net, and net over-dresses are to be much worn. They will be wanted also for costumes, waists and for guimpes, undersleeves, etc. The nets most in vogue are the heavier, coarser and, therefore, the more serviceable meshes.

Metallic nets—gold, silver, and iluminum—promise to be much-used as well as net run and embroidered with metal threads. A new idea is the veiling of nets with chiffon for waists. Chiffon promises to be more employed than for some time. Chiffon waists in colors to match the cloth of the suit and in white, ivory and black are shown in most Fall lines.

Ramie Syndicate Formed.

Vancouver, B.C., July 29.—H. A. Stone, manager of Gault Bros., and president of the Board of Trade; W. H. Leckie; Clubb & Stewart, dealers in men's furnishings; Fred Dyke; H. Carmichael, provincial assayer, and H. S. Ashton, have organized the Vancouver Ramie Syndicate, and after preliminary work will organize a company to manufacture ramie yarns and, possibly, will go as far as to instal machinery for the weaving of cloths. The raw material is China grass, which grows in all tropical countries, large supplies of which are available in India, China and the Malay States. It is proposed to utilize an old pulp mill at Albernia, owned by Mr. Carmichael, for the initial work, and in about three weeks John Phillipson and his son, from Yorkshire, who know the process of preparing the grass, will arrive here. By that time, five tons of the grass will have been brought from the Orient. The greatest difficulty is the degumming process, and Messrs. Phillipson know the secret. This will be bought by the syndicate and when it can be shown that it is successful, the company will be organized.

Ramie is a very strong fibre, its tensile strength being compared as follows: Ramie, 100; hemp, 36; silk, 13; cotton, 12. It is used in the manufacture of cloths for ladies' dress goods, muslins, curtains, upholstery, table cloths, napkins, underwear and fine cords for nets, etc., where great strength is required. It is susceptible of a very fine finish, nearly approaching silk in appearance, and has a sheen that renders mercerizing unnecessary.

It is thought that a success can be made of such an industry in this province, as it would be on the line of the world's trade, with direct connection with all the principal markets.

New Silk Importing House.

A. S. King & Co., a new silk importing firm, are occupying premises at 24 Wellington St. W., Toronto. The principals of this house, A. S. King and E. O. Slingsby, were formerly members of the staff of K. Ishikawa & Co., importers of Japanese and European silks, Mr. King having been head traveler for that firm since they started business here fifteen years ago, while Mr. Slingsby was buyer and house salesman. They are, therefore, young men of tried experience in the silk business, and this, together with the fact that their step is taken under very favorable circumstances, will contribute very materially to the success which will undoubtedly be theirs.

Display Scheme for Fast Blacks.

(Staff correspondence.)

Chatham, July 28.—The fast black quality of their hose was driven home recently by Wm. Foreman & Co., Chatham, dry goods merchants, in a striking fashion.

In the centre of an attractive window display of black hose they seated a diminutive colored lad, who, munching happily at a huge slice of watermelon, displayed the following sign:.

"Foreman's hosiery am fas' color; de black don't nebber run an' de price am low. Price, 12c, 25c, 35c, 50c."

One of the lad's limbs was stockinged in black, the other bare to the knee. "Both fast blacks" was the significant legend pinned to this section.

The display, shown on a Saturday night, drew a big crowd, and—as usual with displays where anything of a "live" nature is shown—proved a centre of interest for the buying public, and caused much subsequent discussion.

If you DO buy Fringe Nets, why not buy the very best?

ASK YOUR JOBBER FOR

PLEASALL

REGD.

FRINGE NETS

and show them. They speak for themselves. It means doubling the turnover in your Hair Goods Dept.

Sole Agents for Canada (Wholesale only)
HAROLD F. WATSON,
207 St. James Street,
MONTREAL

and at the Carlaw Buildings,
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TORONTO

It is a

Fownes

That is all you require to know about a glove.

Fownes Bros. & Co.
Coristine Building,
MONTREAL

Thisis the Newest Dutch Collar



No. 1196 Dutch Collar and Jabot Trimmed with Jet Price $4.00 per doz. sets.

Send us a sample order.

The Archer Manufacturing Co.
313-315 College Street - - Toronto

CANADIAN-MADE

Linoleums

Floor Oil Cloths

Table Oil Cloths

DESIGNS
QUALITY } ARE RIGHT
PRICES

This season we are showing a large range of excellent patterns in a great variety of colorings ; a pattern suitable for every need, and all combined to make a line of ready sellers.

MADE IN CANADA
MADE BY CANADIANS
MADE FOR CANADIANS

HANDLED BY ALL THE WHOLESALE DRY GOODS TRADE

Prepared Decorative Burlaps

THE MODERN WALL COVERING

Write for Sample Book and Prices of this Line

MANUFACTURED BY

The **Dominion Oil Cloth Co.,** Limited
Montreal

Furnishings and Decorations for the Home

Carpet Buyers Returning from the Old Country State that Business is in a Very Unsatisfactory Condition There---Weavers Coming to Canada---Hesitancy Over Advancing Prices---Period Designs Feature of Recent Drapery Importations --- Wall Paper Men Well Pleased.

WHOLESALERS who visited the English carpet market during the past month, state that business in the Old Country is in a very unsatisfactory condition. While advanced prices are about due, owing chiefly to the upward movement in wool, manufacturers hesitate because of the comparatively scanty volume of business, particularly from the home market. The Canadian demand has brightened, and there is a good market in South America, but the business from these sources alone will not keep the wheels moving. It is stated that very few, if any, of the large factories are fully employed.

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Carpet Trade Depression.

A writer in the Birmingham Gazette and Express, of July 17, states that robbed of the means to obtain a livlihood in consequence of the unfair foreign competition to which their former employers are subjected, many of the carpet weavers of Kidderminster were preparing to quit the borough and seek new homes across the sea. Only dire necessity and the tempting bait held out by Canadian manufacturers had induced them to leave the home land.

"I have only interviewed to-day Mr. Whitcomb, the president of the Kidderminster and District Weavers' Association," continues the writer, "who, as announced this morning, yesterday informed a meeting of the body named, that an appeal had been received from carpet works in Toronto, for a number of skilled weavers, and added that the wages offered literally made the mouths of the committeemen water—so glorious was the prospect. That this latter intimation is no mere figure of speech, I can authoritatively affirm. The terms offered are indeed generous, and although Kidderminster men would fain stop where they are at a much lower wage, there is little choice left to them in the matter.

"It is common knowledge that trade is very much depressed in Kidderminster, thanks wholly to the Free Trade System, which allows foreign carpet manufacturers to come in without charge, and undersell English firms, and the result is that operatives are working either on very short time, or are out of employment altogether. How really serious the state of things is can be gathered from the fact that the local Weavers Association—a Trades Union body, once a powerful and financially strong organization, has had to report an adverse balance of £145 on the past six months, due to the depression and the consequent inability of the members to pay subscriptions. In the last four years, a sum of £500 has been lost from capital account, so that it will be seen that the position has become really critical.

"The offer from Toronto has thus come at an opportune time, I may say there are already some former Kidderminister weavers, now located in the Canadian centre, and as the industry grows so, it is expected, will the demand for operatives, and although in time to come Toronto's gain will mean Kidderminster's loss, that is not a matter, with which the workers can be expected to concern themselves in the circumstances. When the Weavers' Association was first approached in the matter, the rumour grew that there must be trouble in Toronto, and that men were wanted to fill the place of strikers. Further inquiries were made, but everything turned out to be entirely satisfactory.

"I asked if any of the local firms would be affected by the departure of maybe, some of their best men, Mr. Whitcomb replied that he did not think so. 'So far as Kidderminster weavers are concerned,' he said 'the trade depression is so acute that at some of the manufactories the places of men who leave are not filled up. Their absence merely makes it better for those who remain, more work falling to their share, and accordingly more money. It is more a case of shortness of employment, rather than of no employment at all. I could give instances where married men are receiving no more, on an average, than 7s. 6d. per week.

"The representative of one of the most important firms in the borough, whom I interviewed, said that the employes could not complain if their operatives left them for better situations, however, they might wish to retain their services. 'In the present depressed state of trade,' he went on 'we cannot afford to keep them fully engaged. with the foreign competition to which we are subjected, in consequence of what I consider our altogether one-sided fiscal system, our turnover is little enough as it is. In Canada, of course, things are on a different basis. There the foreigner who wishes to bring his goods into the market has to pay for the privilege; in England he is received with open arms. It is not only a case of English capital, but, in view of this latest development apparently English people also are being driven out of the country by Free Trade. Of course, every foreign carpet that comes into this country, means one less for us to make, and so not only do individual firms suffer, but the State reaps no benefit either.

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Shortness of Employment.

"The introduction of the Budget, has also added to our difficulties. Carpets and rugs are more or less luxuries, and middle class people who might in the ordinary course of events, be renewing their carpets this year, are instead keeping the money in their pockets, owing to the feeling of insecurity which is abroad. There is, in short a lack of confidence, in the country, and until the present Government is replaced by another pledged to fiscal reform and a fairer basis of taxation, all around, I am afraid the present condition of affairs, in the carpet world at any rate, will continue.

"A member of the Town Council, who is also associated with the trade, said that the conditions at present were the worst that he could remember for thirty-five years. I do not anticipate fuller employment for the men until we have Tariff Reform, and if our trade and our men go to Canada, who is to blame? Only those responsible for the continuance of the present system, by which we are allowed to be undersold, and undersold by reason

BRINTON CARPETS

YOU KNOW

there's a difference in carpet quality. What's more, you know a good carpet when you see it.

That's why we want you to see samples of the Brinton carpets.

We know their superior quality will appeal to your business instinct as goods that you can readily sell with a positive assurance of good prices, fair profits and satisfied customers.

They are equal to the hardest wear, being made of the very best materials, while in point of patterns you will find the Brinton line hard to equal and impossible to excel.

Ask Your Jobber

to show you the Brinton Wiltons and Brussels and the Regina Axminster.

Your own good judgment will advise placing an order.

The Brinton Carpet Co.

OF CANADA, LIMITED

PETERBORO - - ONTARIO

Sales Agent: **W. E. WHITEHEAD**

28 WELLINGTON STREET WEST - - TORONTO

Also Kildare Irish Hand Tufted Carpets

of the methods of overproduction adopted in Germany, and elsewhere—with which all traders are familiar..

"From inquiries, that I made elsewhere, I found that the fear was also present in some minds that having a flourishing industry safely installed in their country, Canada will say, 'We have been giving you a preference in the past, without reciprocal treatment. Now we will close our doors, and treat you as a foreigner.' That there would be some justification for the adoption of this attitude, say those who take this view, nobody can deny, especially in view of the Liberal Government's action in 'Banging the Door,' in the faces of our Colonies, on the ocassion of the last conference regarding the question of mutual arrangement between the mother country and her daughters. 'Healthy competition with our kinsmen across the seas,' remarked one gentleman, 'we have not the slightest objection to. We should indeed even welcome it, but we protest and protest strongly against the under cutting methods of those with whom we have not the slightest connection.'

"Generally speaking, the men are not at all anxious to leave the town. 'But what are we to do?' enquired a weaver whom I questioned. 'I have been on short time for nealy twelve months, and if I told you what I have been earning per week, you would wonder how I have managed to keep the home together. I would much rather stop here than go away to a new country, where I know no one, even on half the wages I can get in Canada. But I feel that it is only a duty I owe to myself and family to accept the offer, if I can get one, although if ever trade looks up over here, I shall endeavor to come back again. I give you my word for that.'

"A notice which appears in one of the windows of a large black of buildings in Vicar Street, speaks only too eloquently of the present state of affairs in Kidderminster carpet industry. It runs: 'To be let. This complete carpet factory with offices and steam power engine.'"

Questioned with regard to their purchases for the Spring season, wholesale buyers state that there is little to say, that there may and may not be an advance in prices, or that designs show little novelty. Greens and browns are the two color sections chiefly spoken of. In high-class lines period effects are making their appearance, and this same feature is being taken up by the drapery trade.

Opinion seem to differ as to the future of piece goods. In some quarters it is stated that signs point to a revival, while in others it is predicated that squares will never be shifted from the position they have attained in recent years.

Good Wall Paper Business.

Wall paper manufacturers are well pleased with the reception that has been accorded their new lines. The new selling basis for borders has been welcomed by the trade. It was feared that the large departmental stores were going to hold aloof from any such proposition as would intail the doubling of border prices, and thus give dealers in small places an exceptionally good reason for holding off, but it is now understood that the departmental people are in favor of the change. Letters sent out by manufacturers to the trade explaining the significance of the change have been very favorably considered.

Reports from travelers, who are now out with 1909-10 lines show an improved demand for the better class of goods, and the volume of business is far in excess of that of last year. This very favorable introduction of the

Wall Paper Bulletin

Season 1909-1910 **STAUNTONS** LIMITED TORONTO No. 3, August, 1909

OFF TO A GOOD START

AS we write this advertisement the results of the first ten days' work of our travelers has just been placed before us. An increase of nearly double previous season's sales indicates how successful we have been in sampling our new lines for the season 1909-1910. We are proud of the manifestations of this confidence on the part of the trade—and glad of the ever-increasing confidence which it no less indicates in the house of Staunton and the Staunton lines.

We feel sure that when you realize the appreciable superiority, the many surpassing points of merit in the Staunton papers, we won't have to ask you for your order, you will give it to us as a matter of course, feeling confident that in buying the Staunton lines you are pursuing the course that commends itself to your very best judgment.

STAUNTON S LTD **WALL PAPERS**

this season are away ahead of anything in range and value that we have ever shown you. Sounds like a stereotyped claim, perhaps, but you'll find it all true. When our traveler presents you with the evidence contained in the sample case, we want you to inspect it carefully, critically and impartially. Judge for yourself. Compare the patterns and the prices offered with what you have been accustomed to.

Talk to the Staunton man when he calls. He is more than an order-taker, he is a salesman in every sense of the word and is fully informed on the lines he handles and of the policy of the house he represents. You will find him ready with helpful hints and valuable suggestions applicable to the profitable handling of your wall paper department.

JUST ASK OUR TRAVELER

If you haven't seen the Staunton line you have missed the most representative selection for the Season 1909-1910. It contains the last word in range and designs.

Stauntons Limited

MANUFACTURERS OF FINE WALL PAPER

941 Yonge Street **Toronto, Canada**

The Brand 

that sells

Our Range is Representative

in the line of

Down, Wool and Cotton Comforters

The Maple Leaf goods are so far advanced and complete that they add to the prestige and representation of any establishment. Wait till you see our new line of down comforters with goffered borders and frills. We will be able to show you samples shortly. The elegance of the effect will surprise you.

Our line of muff beds is in every way worthy of your attention.

The Harvey Quilting Co., Limited

33-37 Pearl Street, Toronto, Ont.

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Sole Selling Agent:
SYDNEY MOSS,
Empire Bldg., 58 Wellington St. W.
TORONTO

season may well be attributed to the high standards represented in the new lines. It is safe to say that there has never been a more strikingly beautiful series of lines issued by Canadian mills, and the business to date indicates that the country was ready for them.

This marked development emphasises the importance of the wall paper department. It is no longer a feature which will stand for negligent treatment. Merchants must give it location and facilities where demonstrating may be done to advantage. In an age when individuality is a pronounced feature of the house beautiful, people have ideas and the merchant has to show them that his lines are capable of developing those ideas. The trend of the demand was described by a retailer recently in these words. "It is no longer a pigeon hole, dust-covered wall paper trade that we are doing, but a hang-it-up-and-show-me trade, and the dealer, who is best at showing, and who keeps his stock brightest and cleanest and best is not going to regret it."

✝

Summer Mattings.

Mattings and all kinds of summer cottage or verandah goods have done well during the past two months. The verandah and balcony are entering more and more into the general living purposes of the home and many families have given them all the equipment of a room or apartment. Mattings and draperies suitable for that purpose are always profitable lines, particularly in the larger centres.

✝

Linoleum Trade.

Among the linoleum designs that have been selling well during the past two months, the small ornate effects have figured very well. Wholesalers and jobbers state that there is still a marked tendency to buy very cautiously, but that advance business shows a marked improvement in volume over last year.

Spring lines of Canadian oilcloths, linoleums and specialties will be in the hands of wholesalers early in September. A larger variety of patterns is the keynote of the Canadian range.

✝

Demand for Fabric Drapes.

The past season has been remarkable for the activity in fabric drapes and curtains, although laces have not suffered. Buyers predict that next season will see a still greater development in that direction. In the large city stores the drapery departments are being strongly specialized, and the consultative abilities of the salesmen are being tested as never before. Not only is he called upon to suggest effective combinations in color, but he is required to exercise his power of originality in making up special drapes, but the application of borders either of the plain or cut-out variety. Stenciling has been taken up by some stores, while others are contented with their success in production of pleasing effect by fabric-to-fabric combinations. Where there is a salesman who thoroughly understands this feature of the housefurnishing business the department may be made especially attractive to people who have ideas on home adornment.

✝

A new list of window shade prices was sent out by Canadian manufacturers this month. They will meet with the approval of the retail trade as several reductions are noted.



Border No. 2001—Cut-out over a plain stripe, also shown with matched hanging, in the W. F. Co.'s line for 1910.

IF you would leave a Wall Paper sample room perfectly content and with the conviction that you've "got the goods," wait till our man shows you

The Watson-Foster Line for 1910

No deadwood, bright, clean, well-colored, low and medium goods, a large range of original, catchy and artistic practical novelties, "cut-out" borders, etc., low-graded in price. Every book has something you need and can easily handle if you wish to make your business

An Artistic and Commercial Success

The WATSON-FOSTER CO., Limited

Montreal

THE MOORE CARPET COMPANY

SHERBROOKE, QUEBEC

Spring Announcement

Our new lines of

Carpets and Rugs

in both

Wilton and Brussels

for the Spring Season of 1910 are the largest and most complete we have ever brought out. We have given special attention to our

Various Rug Lines

including our

Princess Wilton Carpet Size Rugs

Sirdar Wilton Rugs

(in the smaller sizes)

Togo Bath Rugs

Magog Brussels Rugs

(in all sizes)

and each line has been strengthened by the addition of many new patterns and colorings, all of which are our

Own Exclusive and Original Designs

Our Sirdar Wilton Rug line will be almost completely new, containing several new designs in Hall Runners in 3/4 and 4/4 widths, in which beautiful Oriental designs have been faithfully reproduced.

Our famous

"Windsor Brussels"

range of patterns has been brought up to a perfection never before attained and we will again have a large line of patterns in three, four and five frame Balmoral Brussels at a popular price.

Our representatives will cover the entire Dominion with our full lines, and we feel sure that the inspection of same will be of interest to every dealer.

WATCH OUR LINE FOR A NEW FABRIC. FIRST TIME SHOWN IN ANY MARKET

Good Working Plans for the Furniture Department

Demand for Better Class of Goods Noted — Reduction Sales Feature of July—Responsibilities of Salesmanship and Management — Importance of Location and Well-Planned Advertising of the Department.

REDUCTION sales have been a feature of the past month and retail houses who adopt this method of July clearings, state that there has been a good response. Here, too, the best sales have been made in the higher grades.

"People are more particular, though," remarked a merchant. "When a woman comes in to buy furniture now she is almost as particular about it as a new hat, and she looks at it from as many angles. Furniture today has to have style about it as well as solidity of construction, because people like to talk about effects, period or otherwise.

Salesmen Must Know.

"The salesman has to know his business, particularly in the large department. If a piece or set of furniture has that about it which represents some historical reproduction or adaptation, the salesman can with little difficulty find out about it. Very often this will prove a good talking point and help him clench a sale. People do like to have pieces in their houses that may be talked about among themselves, and all that kind of thing promotes good business. For example, a young couple came into this department a few days ago and took a fancy to a certain bedroom equipment of mahogany. The price seemed too steep for them and they were about backing out when the salesman gave them a line of talk upon the colonial design of the construction. The couple may not have known much about colonial effects for the set was a very good representation. As soon as they heard of it, however, they recalled some other person's colonial set, and thought they would like something on the same plan. That sold the outfit. The salesman must know and customer has to be shown."

Watching Defects.

That merchant who gives most careful attention to unavoidable and sometimes insignificant defects in furniture sold in his department will find it well worth the trouble. An interest in goods after they leave the store is very often the one thing which will bring customers back for more. A distinct understanding that defects, existing prior to delivery, will be remedied should be given the customer, but at the same time this should not reduce the responsibility of the merchant to deliver his goods in the best possible shape. Mail order houses placed great emphasis on the satisfaction-or-return-the-goods rule, and the wise local merchant will leave no loop-hole.

The location of the department is important. Some stores are large enough to admit of a representative section on the ground floor. This very often takes the form of a completely furnished room, in which it is very often possible to introduce other lines of house-furnishings, such as wall paper, draperies, curtains, carpets and bed equipment. This room, if located on the ground floor, will serve effectively as an introduction to the actual furniture department which may be on the second or third floor. Very often a window will serve the same purpose.

Advertising Essential.

Manufacturers and wholesalers express the opinion that where furniture is carried by a general or departmental store in a town or small city, one difficulty is that the merchant does not always give his lines the the benefit of sufficient publicity. Sometimes he is content to handle only a commonplace line of goods with which he could make but an indifferent display at best. In some of the general stores throughout the West, the furniture department has been well developed. In not a few instances they have outgrown the facilities of the stores, and merchants have had to remove them to other buildings. Furniture is made an outstanding feature of advertising and careful attention is given to window and store arrangement.

Demand for Better Grades.

The Summer's trade has been remarkable for an improved demand for better grades. Wiltons and Axminsters are said by some retailers to have shown considerable activity, with business still very good in Brussels as a staple covering.

In the drapery department it is noted that many very handsome lines of period cretons have recently been important. Some of the most dainty of these are of the Elizabethan order, and there are decorators who will go as far as to declare that the favor of period effects or adaptaions is such as to suggest an influence from the trend of garment styles. Certainly, he points out, the possibilities in the home furnishing lines are such at the present time that styles of the Middle Ages—those approved for indoor wear—need not languish for want of appropriate setting. That there is some reason for this statement is evident from an inspection of recent improtations by large retail houses. One of the newest things was a series of old Rheims tapestry reproductions, varying in width from four to six or eight inches, such as might be used either for bordering curtains or draperies or for dados. These pieces are very rich in colorings, are not without a suggestion of age and, what is more, are comparatively inexpensive.

Early Closing in Montreal.

Montreal, July 29.—The Early Closing Association has succeeded in enforcing the early closing by-law which they have been striving to bring about for a number of years. On July 21st, the new by-law was in operation for the first time and the Association celebrated its victory by a parade through the streets of the city. Dry goods and grocery stores are most affected by the new by-law, drug stores, ice cream parlors, etc., being exempt. The new enactment provides for the closing of business places at 7 p.m. on Wednesdays and Thursdays. Very few places remained open the first evening, but steps will be taken by the Association to prevent any stores infringing on the new law. The retail merchants, however, have decided to appeal the by-law to the Privy Council. The majority of those attending a special meeting favored this course, it being held that the by-law was ultra vires and a restraint of trade. If pointed out that the by-law was particularly unjust to the Jewish community as the laws of their church already obliged them to close their stores twice a week.



N7069—THE EMPIRE

Manufactured only by COLIN McARTHUR & CO. (Incorporated). It is not necessary to add that OUR SAMPLES ARE MEETING WITH THE APPROVAL OF THE TRADE.

COLIN McARTHUR & COMPANY, (Incorporated), Wall Paper Manufacturers, Montreal.

The Bargain Department as an Outlet for Slow Stocks

Location, Supply and Advertising the Three Factors in Bargain Success—Every Item Should be Prominently Displayed and Plainly Priced.

By Lynn Sumner in System.

CLEARING house for over-stocks, outlet for remnants and broken lines—what the by-product plant is to the factory—such is the bargain department to the retail store.

Another purpose, too, it serves; it is the constant source of ideas, the court of last resort, for the advertising man. When the season is slow, when reiteration of regular line qualities becomes monotonous, there is always a bargain, a real bargain, understand, to catch the eye, bring back trade, hold interest.

In the smaller store, these two general principles of purpose may not find complete application. Many a bargain store or department stands on its own merits, serves as an independent institution. But we speak of it primarily in its sense as an auxiliary to the standard medium of retailing, the ordinary general store.

Most retail houses which have established a bargain department as a permanent feature consider it almost in the nature of a separate store. Its relations with the other departments are clearly defined and its sales are watched almost as closely as though it were a store independent in itself.

Three Elements of Success.

Three things enter into the successful operation of any bargain department—selection and maintenance of stock, location and arrangement, and methods of advertising.

In order to attract all classes of buyers, the bargain department must have leaders (genuine bargains, desirable because of their newness or usefulness, just as any successful department should have. If the left-overs and dead-stocks are depended upon entirely for the department, they will create unfavorable instead of favorable impressions.

The very first thing to do in opening a new bargain department, or in stimulating interest in one already in operation, is to select a line of quick-selling and popular priced new leaders. Possibly the most successful line comprises new ideas in staple goods, merchandise which is bought and used in the home at all seasons of the year. These leaders should be offered at prices which the public will recognize at first glance as unusual.

Location an Important Feature.

Aside from the leaders, the bargain stock may consist of underpriced merchandise of many kinds which has been obtained from the various departments of the store and from jobbers' and manufacturers' special sales. Before transferring goods from a regular department to a bargain department the selling value of the goods should be fixed, and then a discount taken off. This discount should be considered as the loss of the department from which the goods are transferred, and the bargain department's margin in selling.

Whenever possible, a merchant should place his bargain department on the second floor or in the basement, but if neither of these arrangements is practicable, a bargain booth, counter or square may be located at the rear of the main floor. The object of this is obvious—customers coming in with the sole aim of making bargain purchases must pass through the main section of the store to reach the goods desired, and all merchandise displayed along the aisles receives attention.

In the bargain section proper, every item on sale should be prominently, openly displayed. To place all goods within easy reach and make them subject to quick selection—this is the most certain route to quick sales. Tables and counters around which buyers may pass freely, an arrangement which the five and ten cent stores best typify, are the best mediums of display.

Furthermore, every article or group of articles should be plainly priced. A bargain displayed without an easily read price ticket is really no bargain at all, for price is the factor on which quick decision depends.

Two principal kinds of advertising serve to keep a bargain department before the public. One is the ordinary newspaper advertising, exploiting specific offerings; the other scheme, advertising methods which depends for their success on drawing crowds to the department through some unique attraction in the store.

Exploiting Special Offerings.

Newspaper advertising should ordinarly describe but a few of the most desirable bargain leaders. Prices on these should be quoted boldly. Some stores make a practice of featuring in their regular newspaper space each day some one particularly desirable item, using it as a means of drawing readers to the department should they happen that day to be in the store or in the shopping district. Displays of goods in the store are depended upon in such cases to create desire for additional articles when the customer is on the ground.

One way of stimulating sales is to announce in the advertisement that the quantity of goods to be sold and the quantity obtainable by each customer will be limited. This naturally impresses the reader with the fact that his or her chance of securing the articles is reduced and has a tendency to start off a certain day's sales with a rush.

One clever method of advertising a bargain section was a popular shoppers' contest used by a North Carolina retailer. This plan was to give away free on every advertised bargain day a ten-pound box of chocolates to the shopper receiving the largest number of votes given to customers of the bargain department. One vote was given away with every 10-cent purchase, three votes with every 25-cent purchase, seven votes with a 50-cent purchase, and fifteen votes with every dollar purchase.

Voting Contests.

The store's idea in using this contest was to interest all the shoppers in the town and get them to induce their friends to buy something at the bargain department and thus get votes for them. The votes given out had to be cast in the ballot box at the department as they were issued. Interest was maintained by advertising a contest every week, thus giving customers something to which they could look forward.

In many places the bargain department has been overworked and a scheme of this kind is necessary to stimulate interest. In this store the contest feature was found a decided success, as it moved the articles offered for sale in the bargain department at better prices than could have been secured by leaders alone.

A departemnt house in an Iowa town achieved remarkable success in attracting customers to its bargain depart-



ment by conducting "hour sales." This sale plan, based upon the theory that people will make an extra effort to obtain articles when they are obtainable for a short time only, drew crowds every day it was put on.

One of the unique and effective features of this sale was the method of advertising it. The newspaper space used was divided into as many separate spaces as there were specials to be offered and in each square was a cut of a clock face with the hands pointing to a certain hour. Just below, the reading matter ran something as follows: "From 8 to 9 special offering in wash goods. Ten pieces of silk gingham, small checks, regular price, 25 cents; this sale for one hour only, 15 cents per yard." Other offerings were made from 9 to 10, from 10 to 11, from 11 to 12, and so on through the day.

In the store the sale periods began and closed sharply on the hour, but many customers who had taken advantage of one short opportunity remained to obtain later bargain offerings. This was exactly the result desired, as the hour sale was only designed as a method of drawing people to the store so that they would be induced to make purchases from the regular and more profitable stocks.

Oddities in Sales that Bring Business.

A Wisconsin retailer caused a carnival of fast buying in his store by conducting a "Nine-Minute Nine-Cent" sale. This plan is based on the principle of having every article offered priced with some variation of the value, nine cents, and having many of the bargains available only for the period of nine minutes.

For example, smaller articles should be marked at one for nine cents, two for nine cents, three for nine cents, and so on. More expensive goods should be quoted at such figures at twenty-nine, fifty-nine, and seventy-nine cents each. For very short periods, such as from 9 to 9.09 a.m., some of the bargains should be offered which will appear to customers as exceptional values. Thus, while the novelty will keep customers interested all day, there will be certain times when buying will be accelerated by the special offers.

Such schemes as these, used occasionally as a supplement to straight newspaper advertising, serve to keep the public alive to the possibilities of the bargain department as a money-saving medium for them. And once the department has become an established feature, recognized and watched by buyers, the retailer has won his point.

A Pleasant Outing.

Montreal, Aug. 5.—The annual picnic of the Retail Dry Goods Association, took place on the 15th of last month. A special train, carrying 500 people, left early in the morning for Coney Island, Que., where a very enjoyable day was spent. Amusements consisted of well contested races and dancing for which suitable prizes were awarded.

Among the officers in attendance were. M. O. Lemire, pres.; J. P. Gervais, 1st vice-pres.; Eug. Viau, 2nd vice-pres.; E. Lamy, treas., and A. Rouleau, secretary.

Owing to the scarcity of crude material, all grades of rubber have been advanced from 40 to 60 per cent. during the past year. This is 20 per cent. higher than they ever were before. All rubber supplies have been advanced over 10 per cent.

"EXCELDA"

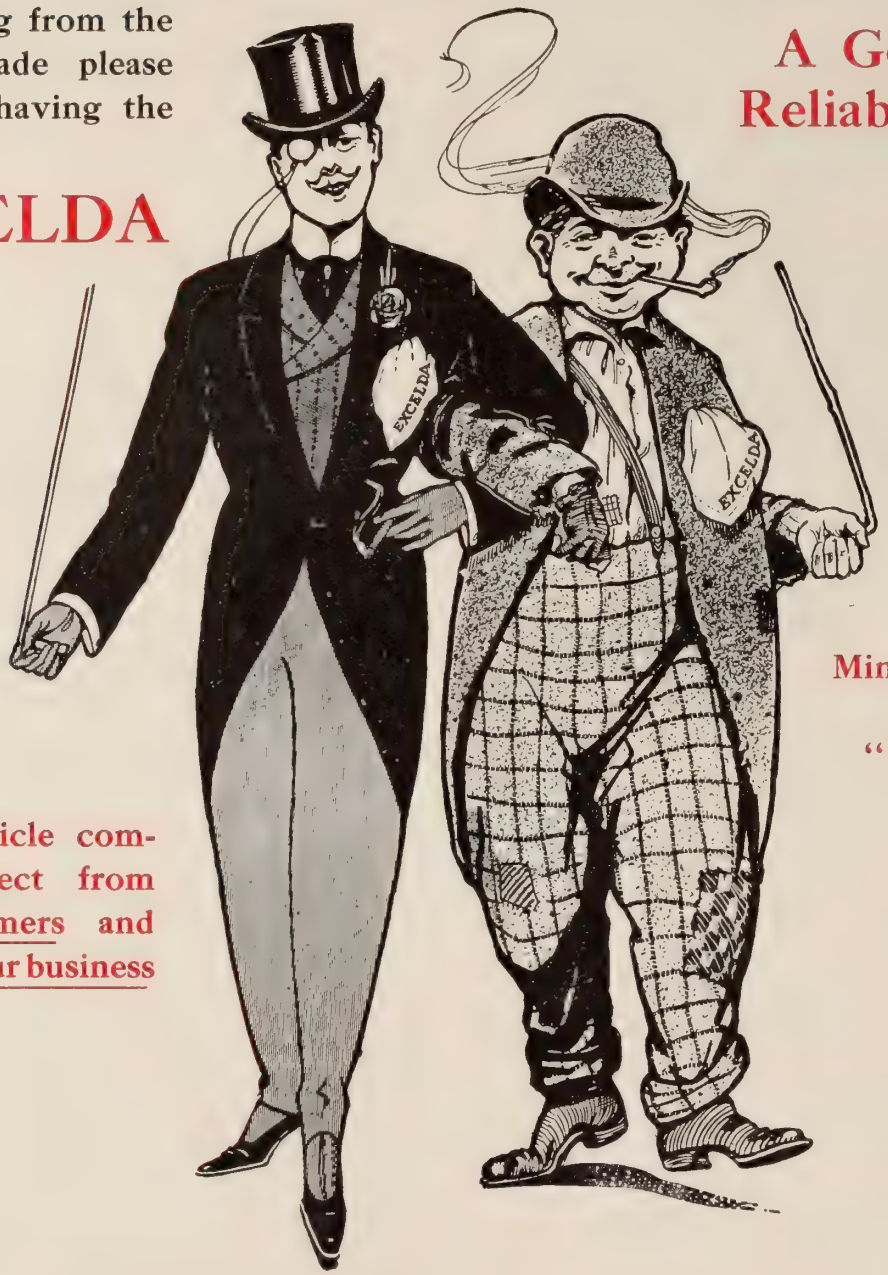
Handkerchiefs

Made from a new Fabric of superior quality.

When buying from the wholesale trade please insist upon having the genuine

EXCELDA

A Good and Reliable Article



Mind you get the Genuine "EXCELDA"

A good article commands respect from your customers and increases your business

Happy and Contented, We use Excelda Handkerchiefs.

Two Gold Medals Already Awarded for Excelda Handkerchiefs.



Men's Furnishing Department in the Cressman Store, Peterborough.

Men's Clothing and Furnishings News

Business in Many Lines for 1909 will Exceed that of 1907 — Good Prospects for Fall and Spring—Advance Information with Reference to Shirts, Neckwear, Clothing and Men's Woolens — Higher Prices.

MANUFACTURERS and wholesalers of men's furnishings are well satisfied with the present season's volume of business. In some quarters it is said to be in advance of 1907, even though that season was remarkable for liberality of buying. There is now, however, a very cautious feeling which will undoubtedly become reduced according as very encouraging prospects are realized. There is one feature of this so-called hand-to-mouth tendency which some wholesalers, now that the clouds have cleared, are disposed to consider in the nature of a blessing. They unhesitatingly declare that it spells stability, and that, in proof of this, the number of assignments of late has been very few. A manufacturer of men's furnishings also remarked upon this condition and pointed out that, in the latter part of last year, his losses were considerable. During the past few months, however, they have been comparatively negligible, and he attributes it to the caution exercised throughout the trade. He maintain's that, although he may have to carry larger stocks through the season, there is every reason to believe that business will work back to normal on a more satisfactory basis than ever before, and that each section of the trade will better understand the other's position.

The New Shirtings.

It is predicted, and lines already prepared bear it out, that men's shirts for Spring will follow the general tendency in apparel styles in favor of less extreme effects. The past two seasons have emphasized bold stripes ; winter lines show modifications and Spring will do some better in this direction. Neater effects in black and white, blue and white and grey and mauve grounds are prominently shown in some of the latest shirt fabrics manufactured, the relieving stripes being very narrow.

While there has been little change in Fall values, owing to the fact that the cotton prices did not begin to soar until after manufacturers were well supplied, it is likely there will be some slight changes in Spring values. Enquiry among manufacturers indicate that the extent of the advance is a matter of doubt. One man pointed out that the increase to date on certain lines of material was only about one-quarter of a cent a yard, and that if it went no further, garment values would not be affected.

Fall business in fancy vests indicates a good feeling for greys. Tan effects have also taken well and these colors are among the leaders for Spring. Highly mercerized Egyptian yarns are being largely used in vests, and also silk striped worsteds. While opinion does not appear unanimous with regard to the popularity of the knitted vest, there are many retailers who still give it very favorable consideration. The new lines are very neat, and suggest that care and good taste in shaping, fashioning, trimming and designing of fabric so characteristic of all lines of knitted goods. Silk braids are much used for trimming the edges and pockets, and very often tiny silk patterns in contrasting or self tones are introduced.

Collars.

There has been a heavy summer business in hot weather lines of collars and Fall trade has also been satisfactory. For next season very little that is decidedly new has made its appearance in turndown styles as the productions of the last couple of seasons has about run the limit of possibility in that line. Some houses are giving favorable consideration to the rounded wing article, but others state that, as this will call for the introduction of the stiff-bosomed shirt, it will not have an extensive run. In the retail houses, these collars have been given a prominent place in the wing class and, it is stated, is a popular collar with those who prefer that type.

brown mixtures will also be given a trial. Owing to the reign of the close-fitting collar, widths will remain in the vicinity of two inches. There is still some demand for knitted ties in silk grades. Reefer scarfs, about 45 inch long and 18 inch wide have been placed in large quantities for Fall.

The latest word from across the border, and one which retailers rather than manufacturers more readily confirm is that the puff tie will have a revival for Fall, and that already good orders have already been placed for silk Ascots and large folded squares to tie in puffs.



Men's furnishing window by Anderson & Logan, Niagara Falls, consisting entirely of the product of the Dominion Suspender Co., Niagara Shirt Co. and Niagara Neckwear Co., of that city.

✣

Men's Ties

In ties, stripes are still the thing. They are featured in the Fall lines, and will be repeated for Spring. The Summer trade in wash goods, and in plain-colored bengalines and baratheas has been very satisfactory. Batwings have been in good demand for Summer. The The green shades have been very strong sellers, the bulk of the business being in self-tones. It is predicted that reddish shades will be well received for Spring, and Greens and dark reds have sold well for Fall on the other side of the line, and greys have also done well.

Clothing manufacturers are well pleased with the season's business. Fall orders are now being delivered, and while there have been years in which advance buying had greater volume, the record is incouraging and everything points to a sorting season which will bring up the averages. Novelty effects are still supreme for the popular trade and, manufacturers state, will be repeated next season, although it is predicted that new lines will show some inclination towards quieter designs. There has been very good business in small boys' lines, suits of the Buster Brown type being among the leaders. The two-piece suit for men is said to have fallen off in favor considerably this summer and there are those in



PATENTED U.S.A. CHESTER SUSPENDERS

ALL FABRIC

BETTER THAN LEATHER

SEMI-ELASTIC MODEL

(Non-elastic shoulder straps, elastic back straps) affords the firm support to trousers that is absolutely necessary to good fit.

The best selling models ever put on the market. So attractive that everybody who sees them wants them.

FULL-ELASTIC MODEL

The top notch of perfect comfort. Lisle webs meeting new standards of beauty and merit.

Both models carry our new patented fabric ends (leather shaped), chemically-toughened wear-points, and solid, woven inserted back buttonholes.

An advertising campaign is just being started in the leading papers to acquaint the people of Canada with the merits of this new Chester line.

Send for sample dozens. Price, $4.50 per dozen

Made by THE JAMES HALL CO.

Brockville, Ont.

Best for Looks
Best for Comfort
Best for Wear

ARE

XYLONITE (Pronounced Zy-lo-nite) LINEN
Collars & Cuffs

They will not wilt, tear, fray or get out of shape. They wear well, look well, feel well and have that style of distinction, fit and individuality which stamp them as superior.

Profits are Assured

Xylonite is not distinguishable from the best class of linen and the profit from stocking this ready, steady selling line is attractive.

We can make money for you as well as ourselves if you will only write us for samples and prices.

GEO. RIDOUT & CO.
TORONTO
Canadian Selling Agents

Large Stocks available in the following Cities:

77 York Street
Phone Main 3003
TORONTO

56 Albert Street
Phone Main 3864
WINNIPEG

123 Coristine Building
Phone Main 3921
MONTREAL

the manufacturing end who state that fancy vests have not measured up to the usual mark.

Manufacturers confirm the statements of woolen men that the grey and bronze order will be leading features of the Spring lines. Buyers who have just returned from abroad state that they have stocked heavily in those colors. Tweeds are also coming in for greater consideration. In the new weaves the tendency in favor of very neat designs is also noted, neither stripes nor checks being as strongly emphasized as during the past two seasons.

Referring to the strong hold which fancy effects in ready-to-wear suits has taken upon a large portion of the trade, a manufacturer stated that while novelty had been responsible for a great degree of the good business of the past two seasons, it confronted the maker with the necessity of frequent and varied changes in garment patterns, and that styles had become a matter requiring the closest application on the part of designers. The trade also had to be consulted, previous to production, to a greater extent than ever before. Some years ago it was largely a matter of selling the output without preliminary samples or consultation of the trade. Now conditions have been practically reversed.

Commenting on this same development, the New York Journal of Commerce states:

"It has been found in the clothing trade that manufacturers no longer take chances on what will sell in fancies in the sense that such chances were taken a few years ago. The salesmen go the retailers now with sample pieces or even sample garments. The clothing manufacturer does not go ahead and make up hundreds of suits to be offered at a certain figure if the fabric in them is of a fancy shade or construction. He first assures himself of his market. Even on the staple goods very much more care is used in producing stocks, for styles change quickly and a garment that may sell finely in Chicago will hardly move in some other sections because of cut or trimming.

"In almost every line of trade that can be mentioned into which fabrics enter as raw materials the same care in getting orders first is now a very common rule. Of course there are some staples made year in and out that have a sale in keeping with the rise and fall of purchasing power in the community, yet even in these lines it has come to be the custom of manufacturers' agents to seek first hand information of the conditions of jobbers' and retailers' stocks from time to time, so that there shall be no overproduction.

"If the large corporations find that a certain pattern effect, as fugitive as a side-band, for example, is forcing large buying in advance, they are constantly on the lookout to note the moment when the fashion has had its run. The days of trying to force things on the market at a price are passing in many places and the days of trying to find what the trade wants and supplying it, are at hand."

Hosiery and Underwear.

There was a wealth of color in the hosiery specials at retail during the past month, and these represented, to a certain extent, the great emphasis placed on the somewhat extreme color card during the past season. Buyers and heads of departments state that there will not be the same strength of color for Spring. Those who have just returned from Europe and are inclined to speak of the new season's shades state that plain colors, and neat stripes and checks have been largely bought.

TWO RULING SPECIALTIES

FOR THE COMING HAT SEASON

EGERTON & CO.
"THE AIRFLEX"

Health and Self-Conforming Stiff Hat

BELMONT & CO.
"THE LITEASAIR"

Absolutely the lightest Stiff Hat on the market. All in the latest blocks

SECURE THE AGENCY FOR EITHER ONE OF THESE SPECIALTIES IN YOUR TOWN

Our Spring, 1910, line of Stiff and Soft Hats will be shown you shortly.

We Furnish Attractive Sales Helps

BOULTER, WAUGH & CO.
LIMITED
Fur Manufacturers Hat Importers
491, 493, 495 St. Paul St. 57 St. Peter St.
MONTREAL

SPRING - 1910

HATS CAPS STRAWS

¶ We are now preparing our range of samples for the Spring season, and in them will be found goods from leading hat-manufacturing centres of the world.

¶ If you have not handled our line, write us so that our traveler may call on you and show you the celebrated

Royalty
Robson & Woodrow
Hats

and our extensive range of

Caps and Straws

Swift, Copland & Co.
LIMITED
MONTREAL

They are Great Sellers!



Challenge BRAND Collars and Cuffs Waterproof

THE great talking point in selling Challenge Brand Waterproof Collars and Cuffs is this: —

They possess all the advantages of fine linen goods—style, comfort, long wear, without the great disadvantage of linen — laundry expense.

Point out to a man that if he wears seven linen collars and two pairs of cuffs a week, his laundry expense on these items alone will amount to nearly a dollar in a month. Then show him how he can eliminate this expense without sacrificing one atom of good appearance by wearing Challenge Brand Collars and Cuffs and the sale is practically made, because you can demonstrate the truth of your assertions right on the spot by smudging a Challenge Brand Collar and then removing the smudge by a rub with your dampened handkerchief.

A Free Collar Case.—We want to make you a present of a handsome outside Collar Case, made of British Plate Glass and Quarter Cut Oak. Write our agents about this !

Besides our Challenge Brand Collars and Cuffs, we manufacture the well-known Arlington Collar Supporters, Dressing Combs, Fine Combs, Martingale Rings and Harness Loops.

The Arlington Company of Canada, Limited

54-56 Fraser Avenue, Toronto, Ontario

Western Representatives *Eastern*

J. CHANTLER & CO., Toronto DUNCAN BELL, Montreal

Fall business in underwear has been very good. There is a decided development in favor of medium weights. Retailers report that during the past month goods in the mesh, porous and zephyr weight class have been very strong and there has been good sales of combinations on the athletic order.

It would not be surprising to see an upward move in glove prices on repeat orders. Leather has been showing a tendency to soar, and in both shoes and gloves, values in the finished articles may not escape, although wholesalers point out that there has been no move in that direction as yet.

Spring Hat Prospects Excellent.

Wholesalers will commence showing at the end of this month Spring lines and a full sorting range of stiff and soft hats and the staple Spring range of caps. Buyers have returned from the English market, and domestic selections are also complete. There is more enthusiasm regarding the new lines than in many seasons. The Canadian trade has expanded and progressive methods on the part of wholesalers have contributed largely to this.

Shapes in stiff hats lean decidedly to the conventional ideas. Flat effects are somewhat abandoned and curled brims are the rule. This is obtained largely through having the bindings curled, which gives a decided roll effect. Increased demand is expected for soft hat shapes for young men. Many additional styles are shown in small soft shapes, showing the dip front or dropped side.

The decided novelty in soft hats is the range of colors. Green which has done so well during the past season for the young men's trade is still represented, but will take a decided setback in the novelty way compared with the new blue wine and plum shades. Navy, sapphire and cadet are the blue shades represented and every wholesaler shows a small number of styles. It is expected that the new colors will aid in an increased sale of soft hats.

Colors are represented in men's stiff hats, such as brown and cadet, but black will as usual largely predominate. Odd colors in stiff hats are confined in sale to metropolitan cities, and will sell in a limited degree in Canada.

Retailers will share an exceptional co-operative sales plan of many wholesalers. Attractive sales helps in the form of window and interior cards and novelties are furnished and some firms go so far as to advertise their leading brands locally for retailers. In no branch of trade have more progressive methods been used than by wholesale hat firms.

Cap manufacturers are preparing their Spring lines, and greys and browns have been well considered. Fawns Cubas and green shades have sold well for Fall and will be well eepresented in next season's lines.

The past month has seen very good business in straws. Exclusive hatters, however, deprecate the fact that large departmental houses have seen fit to put on specials very early in the season, thus discouraging all possibility of a second season in straws which was considered feasible by some dealers.

The Crown Hat Co., Galt, has decided to add the manufacture of men's hats to their range of work, and the machinery for the purpose has been installed. The new line will give employment to several additional hands and will enable the factory to run continuously in future instead of closing down for a short time each year.

250 Kinds of Deacon Shirts—

EVERY ONE OF THEM OF EXCEPTIONAL VALUE

We want to send you samples of the Deacon line, comprising Working and Negligee Shirts, because, if we can get you to examine the samples, we are pretty sure of your order. They are made of the best domestic cottons and woolens, and their unstinted success with other dealers gives us confidence that YOU will find them to be real money-makers. Examine the samples, anyway—we shall be pleased to send you a set on request. *Write us for them to-day.*

The Deacon Shirt Co., Belleville, Ontario

Wreyford & Co.

TORONTO

WHOLESALE MEN'S FURNISHERS

Sole Agents in Dominion for:—

Young & Rochester's

Shirts, Collars, Neckwear, Fancy Vests, Dressing Gowns. Best selection Flannel Shirts in Canada.

THE NEW VESTS have military edging.

FACTORIES: London and Londonderry

T. H. Downing & Co., Leicester

Underwear, Hosiery, Cardigans, Club Jerseys, etc.

Be Clothed in Air

Now in stock all sizes

Cellular 'AERTEX' Underwear

Short Drawers Union Suits

SPECIAL KNITTED NECKWEAR

Two tone, Bars and New Bias design, $3.00 doz.

Our CARDIGAN SWEATER COAT

is best value and style shown this season.
See it before placing Fall Order.

TRESS & CO.'S noted Hats and Caps

THE ALLIANCE MANUFACTURING COMPANY, LIMITED, MONTREAL.

MANUFACTURERS OF

WHITE SHIRTS, NIGHT SHIRTS

AND

FINE NEGLIGEES

Spring Range for 1910

NOW COMPLETE.

THE WHOLESALE TRADE ONLY SUPPLIED.

THE ALLIANCE MANUFACTURING COMPANY LIMITED

15-19 Clark Street, - MONTREAL

Toronto Representative:
V. Norman Smallpeice, 76 Bay Street

Maritime Representative:
J. Pope Barnes, 85 Germain Street, St. John, N. B.

Globe MAKE
SUSPENDERS
BEST SUSPENDERS MADE IN CANADA
GUARANTEED TO GIVE PERFECT SATISFACTION TO THE WEARER
Globe Suspender Co
ROCK ISLAND, P.Q.

HERE'S THE PROTECTION we give you and your customer:

Manufacturers' Guarantee
THIS SUSPENDER IS WARRANTED TO WEAR TO THE SATISFACTION OF THE PURCHASER, IF FOR ANY REASON IT FAILS TO DO SO, MAIL IT TO US. WRITING YOUR NAME AND ADDRESS PLAINLY UPON THE PACKAGE, AND IT WILL BE RETURNED TO YOU IN GOOD CONDITION, FREE OF COST.
The Globe Suspender Co
ROCK ISLAND, P.Q.



Price 50c.

The Berlin Suspender and Button Co., BERLIN, ONT.

GOOD COAT LININGS

ARE ESSENTIAL

if you wish to please your customers.

The BEST Linings

whether Alpacas, Mohairs, or Italian Cloths bear the stamp of

S. KIRK & SONS, Ltd.

as below:



BDA

KIRK'S PERMANENT FINISH †

THERE ARE TWO FINISHES WITH THIS NAME AS A GUARANTEE OF EXCELLENCE IN BRILLIANCY, PERMANENCY and STRENGTH

(1) The Original

'Permanent Finish.'

(2) 'Velper'

(Reg.)

The Velvety Permanent Finish for those who prefer a soft handle.

BDA (Copyright)

PATTERNS SHOWING EITHER FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD.

39 WELL STREET, BRADFORD, ENGLAND

Studying Canadian Commercial Field.

F. A. McKenzie, one of the special correspondents of the London Daily Mail, and whose brilliant articles on various matters of public importance have charmed readers of the great London paper all over the world, is on a visit to Canada studying the Canadian commercial field in the interest of the British manufacturer. Probably no man is more competent than Mr. McKenzie to undertake such an important commission, certainly no man could have a wider experience of momentous public matters, both of peace and of war; or who could so readily grasp, on a short visit, the salient facts of the situation, and so quickly assimilate the best pointers for his British clients.

Both in peace and in war, Mr. McKenzie is thoroughly at home. He was out in the Russo-Japanese war, through the Russian Revolutionary movement, and in the Korean rebellion of 1907. As bearing on his present commission Mr. McKenzie took a leading part in the Japanese open door question—breaking down the barriers that kept the British merchant from the Japanese consumer. He has done a great deal of commercial investigation work in Australia, Japan, and other countries, and it may be mentioned in passing, thinks nothing of travelling 40,000 miles a year for his paper. Mr. McKenzie was the originator of the great phrase, "The American Invasion of England"—created when the American traveller went over to London to capture the British trade and—failed. Mr. McKenzie wrote a series of articles—afterwards published in book form—which was of lasting good to the British manufacturer, and although many were inclined to resent his trenchant expressions at the time, his advice, when followed, was the means of driving the American competitor out of the field.

We mention these points in order to show that no inexperienced writer is taking up this Canadian inquiry, and that British merchants will be given a good idea of how they can best grapple with the difficulties of the Canadian market, and so set to work to realise the opportunities that undoubtedly lie before them, if the situation is tackled with intelligence and acumen.

Mr. McKenzie, when interviewed by a representative of the MacLean Publishing Co., at the Windsor Hotel, Montreal, was busily at work at the typewriter. He was wasting no time, although he had only arrived the day before. As he explained his visit was not one of pleasure, but of hard work.

"Of course, Mr. McKenzie, British merchants are taking a great deal of interest in your trip?"

Mr. McKenzie had only to point to the heavy mail from the old country, to show how his visit was regarded.

"What is your exact commission, Mr. McKenzie?"

"Well, I have been sent out to Canada by the Daily Mail mainly on account of the great interest aroused among British merchants by our Canadian articles, showing how England had fallen behind in the Dominion market. Hundreds of British firms, many of them with names that are known throughout the Empire, have written asking for information, how to make a start, and how to get to know Canadian needs. As to the business side of my mission, I am simply acting as a faithful reporter of Canadian opportunities, requirements, and methods. The Daily Mail especially interested itself in this matter because it believes in the fututre of Canada. We know that here there is the greatest white market of to-morrow that will be open to the British manufacturer. If he is to occupy the place he should in Canadian trade, when Canada is a State counting its population by the tens of mil-

CRESCENT MANUFACTURING CO., Limited

Manufacturers of HIGH-GRADE CRAVATS

2 INSPECTOR STREET - MONTREAL

COMBINATION BOX

Containing

Merc. Lisle Hose, Silk Handkerchief and Cravat

FOR AUTUMN AND HOLIDAY TRADE



PUT UP IN TWELVE COLORS, ALL TO MATCH

Grey, Pansy, Myrtle, Gun Metal, Violet, Harvard, Alice Blue, Buster Brown, Indigo, Leaf Green, Moss, Black.

One of the newest and most attractive packages on the market

Packed in single boxes: 3-12th doz. of a color in carton.
Hosiery sizes, 10, 10½ and 11. : : : : :

A Little Talk on the Glove Question.

You know there is a style, distinction and individuality about gloves, perhaps as there is about nothing else in the smallwear line. That's the reason you should sell Imperial Gloves.
They give evidence of the highest skill in workmanship and honesty in material — a combination that makes for good fit, good looks and good wear. Every pair of our gloves and mitts is guaranteed. The Imperial Goods are the kind that keep trade moving the year round.

Let us send you quotations.

Imperial Glove Co., Ltd.

DUNDAS, ONTARIO

Manufacturers of specially good Gloves and Mittens for farmers, railroadmen, drivers, hunters and automobilists.

lions, he must set to work now in the days of comparatively small things."

"The British manufacturer has the goods," continued Mr. McKenzie. "No one, who has studied methods of production in the great producing centres of the world, as I have done, can do otherwise than admire the soundness, the good workmanship, and the good material of the average British production. Sometimes the niceties of appearance might be improved, but British products are sound through and through. Canadians could do with many of them. It is simply a question of the British producer understanding this market, catering especially for it, studying Canadian needs, and meeting them. This he can do, this he wants to do, and it is my business to give him a preliminary inclination of the way to start."

This we are confident that Mr. McKenzie can do, and will do. By the way in which he tackled the writer on the Canadian consuming field and the relationship of the British manufacturer to it, it is certain that he means to lose not time, or to fail to grasp every opportunity of securing information. Mr. McKenzie has been given a glorious opportunity to instruct the British merchant, and we are sure that he will utilise it to the full.

Mr. McKenzie was fully aware of the good work that the MacLean Publishing Company has done, both here and in the Old Country, from its Fleet Street office, to promote a better understanding of the Canadian field. On visiting the Montreal office he was greatly struck—experienced newspaper man as he is—with the extent of the MacLean papers, their grasp of their subjects, and the excellency of their printing and general get up.

"I have heard of your papers," said Mr. McKenzie, "but I had no idea that you published so many or covered such a vast range of subjects. How is it that you are so much in advance of the other countries in your trade papers."

Mr. McKenzie understood when he was told that it was merely a question of specialization, of spending money freely, and of sparing no pains to instruct and please each reader. He was supplied with a copy of each of the MacLean publications. We were rather sorry for him in one way, as the day was hot, and an express wagon not handy.

Mr. McKenzie is going through to Vancouver and Prince Rupert, seeking information on every side, and his articles will be watched for with interest on this side of the Atlantic as well as on the other.

Excursion Over St. Lawrence Route.

Many dry goods men, who are looking for an opportunity to combine business with pleasure, will undoubtedly be interested in the arrangements made by the Ontario Retail Hardware and Stove Dealers' Association for an excursion from Toronto over the St. Lawrence River route, via the Steamer Kingston, of the Richelieu and Ontario Navigation Co. The excursionists will leave Toronto on Monday, August 23rd, at 3 p.m., and calls will be made that evening at Charlotte, N.Y., and the following morning at Kingston, Brockville, Prescott, Thousand Island Park and other places along the St. Lawrence before shooting the rapids. Montreal will be reached at 6.30 p.m., Tuesday. A program is being arranged for the sojourn in Montreal.

The majority of the party will return together on the boat leaving Montreal, Saturday, Aug. 28, at 1.30 p.m., and arriving in Toronto Monday, August 30, at 7 a.m., the opening day of Toronto Exhibition.

Tickets are on sale at the office of the Secretary of the Ontario Retail Hardware Association, 10 Front St. E. Toronto, the rate being $20 for the round trip, meals and berth included. Some of the party will make a side trip. Return tickets will be honored at any time up to the close of the season with stop-over privileges at any point. A good many of the excursionists will be accompanied by their wives.

Pastor Discusses Printed Traps.

A Chicago pastor has been preaching a series of sermons on "Traps," before large and interested audiences. Recently he spoke on "Printed Traps," and referred to the mail order catalogue houses thus :

"Those who have been making purchases from mail order houses should think before patronizing them further. Who sympathized with you when you had sickness in your home? Was it Sears & Roebuck? Who carried you when you were out of work and had no money? Was it Mongomery Ward & Company, or was it the home merchant? When you want help for your church or for some other worthy object, do you write to May-Stearn Company at Cincinnati? How much does Siegel, Cooper & Company give towards keeping up sidewalks or other city expenses? When you had to borrow money to pay taxes, did you get it from the out-of-town firm or from the home merchant? When your love was buried, was it the home merchant who showed practical sympathy, or was it Marshall Field & Company? If we stop to think this over, we shall be less ready to ask the local dealer for credit, while we send the cash order elsewhere."

Eclipse

Our Travelers Are Now on the Road

Write, Wire or 'Phone Us if They do not Reach You as Soon as Wanted

You Know

from experience that business founded on friendshsp is friendship ended. Friendship founded on business is friendship assured.

Eclipse Goods

assure friendship for your Whitewear Department, because their sale is based entirely on *merit*, attractive style, perfect material and careful manufacture.

It's not what we *claim*—it's what the goods *prove*.



The Eclipse Whitewear Co., Limited

Toronto

See next page

Eclipse
TRADE MARK REGISTERED

1000 Dainty, Crisp, New Styles

Write, Wire or 'Phone if Our Travelers do not Reach You as Soon as Wanted



That Something Different

is just what distinguishes Eclipse garments, and makes them easily sold. It is a blending of good taste in trimmings with perfect fit and satisfactory wear that has made our goods so popular.



Your Sales

can be doubled. We have helped others to do this and can do the same for you. *It is the something different that does it.*









The Eclipse Whitewear Co., Limited

Toronto

See Next Page

Eclipse
TRADE MARK REGISTERED

We Have Prepared for a Record Year

Write, Wire or 'Phone Us if Our Travelers do not Reach You as Soon as Wanted



Your Customers

are not permanent and pleased if the garments they buy from you have not *quality. Attractive styles lead them to buy, but quality is necessary to bring them back for more.*



The Secret of Our Success

is the union of attractive daintiness with satisfying quality. This is our claim—This is what the goods themselves prove.









The Eclipse Whitewear Co., Limited

Toronto

See next page

Eclipse

We Want a Still Larger Share of Your Orders

Write, Wire or 'Phone Us if Our Travelers do not Reach You as soon as Wanted

The Best Advertising

you do is no good if the customers are not pleased. It is the feeling of satisfaction *after* their purchase is made that brings them back.

This Is What Eclipse Goods Do

The styles are so dainty and the prices so attractive that to see is to buy. Then comes the real trade-winner "*quality*" and perfects the good impression and makes the pleased purchaser a permanent one.



The Eclipse Whitewear Co., Limited

Toronto

Best Vogue in Ready-to-Wear Garments

Factories Very Busy and 1909 Promises to be Record Year in Garment Trade — Heavy Orders for Strictly Tailored Two-piece Suits — New Lines of Lawn Blouses — Bleached Linen in Marked Favor.

FALL orders are practically complete with the big majority of stores, though some of the larger stores, and border town stores have still to place many orders. However, broadly speaking, the approaching season has been encouraging to the majority of manufacturers. Merchants who formerly would not place orders a reasonable time ahead have this season realized the advantages in placing orders for all staple lines and getting deliveries so as to make a good early showing.

In smaller towns the ready-to-wear trade has not shown all the development that it should, particularly in suits and coats. In Quebec province many manufacturers only have their salesmen call upon merchants in Sherbrooke, Quebec and Montreal, as results are so poor from the smaller places. This has meant that Quebec province is a fertile field for mail order concerns. Undoubtedly many merchants are realizing the possibilities of the ready-to-wear trade, even in Quebec Province.

It is clearly evident that as the Fall season develops that 1909 will be a very big year in the garment trade. Montreal and Toronto factories are busy, and in both centres there is a scarcity of labor. Montreal factories particularly have had a great deal of trouble during the past few weeks. One of the marked developments of the trade is the exceptional demand for suits although later in the season long coats will be in request. The fact that all suits have such long coats means a big trade for them and small furs will be sold to accompany them. However this is not cutting into the sales of coats and separate skirts as much as might be expected.

Fall Suits.

Each year retailers seem to show an inclination to make the date of their Fall openings of suits earlier than the year before. At the present time active preparations are being made for the early showing of Fall costumes. While every retailer realizes that in order to make his opening a success, he must have a few of the extreme styles, the degree to be determined by the class of trade done by the department. He also realizes that the practical suit will be most called for during the early part of the season. The average woman who buys perhaps only two suits each season, will buy a simple tailor-made for early wear, and later will buy a more elaborate suit, while the first will do duty for rough wear. A few of the novelty suits should be stocked for the opening, even if they have to be sold at cost. Whatever actual loss there might be in handling such goods, could be considered as having been spent in advertising the department, on opening.

The two-piece suit is proving the big seller and early orders are largely for the strictly tailored garments. The lacey coat is rapidly growing in favor, and is made to give the long-waist, slender hip effect. Many of the coats are trimmed to give the elongated waist, trimmings being placed over the hips.

Suit skirts are, in practically every instance, pleated in some form, and many have the deep yoke with the lower part of the skirt laid in pleats.

Trimmings consist of jet buttons, soutache, satin cord, bengaline and moire silk.

What the Department Means.

Retailers in small towns are criticized for their lack of development of the ready-to-wear department. A good Ontario retailer from a small town was recently in Montreal, and, in a measure, defended the attitude of retailers regarding the ready-to-wear development. His general contention was that the development of the ready-to-wear industry was at the expense of the piece-goods trade to a large extent. Yet retailers have to carry a complete assortment of piece goods, and the ready-to-wear trade is becoming more intricate each season, and requires a good assortment before business is possible. As much as $1,500 may be locked up in



Semi-fitting jersey cloth coat — Manufactured by Eclipse Cloak Co., Montreal.



Paris tailored suit of tillule cheviot with vest of russet satin. The trimming is of soft silk embroideries in russet, rose and blue, outlined and worked up with silver threads. Note the sleeve with the fullness at the elbow and the cuff in one with the under half of the sleeve.



Style 111
All shades in striped silks

Increased Sales
AND PROFIT FOR YOU

in Showerproof, Rubberized and Waterproof Coats is the message for you of THE SCOTTISH RUBBER CO.

We have introduced materials that have really revolutionized the industry and made new business for retailers.

Our salesmen will soon show for immediate and future delivery:—

The largest range in Canada of Ladies' and Men's Showerproof and Waterproof Coats. : : : :

We've aimed to put into this line just a little more style, just a little more care in making, and just a little more value all through than really might have been necessary. The garments and prices tell how well we have succeeded. : : : :

CUTS FREE for your advertising.



Style 115
All shades in Moire silks.

One of our New Materials

is a light-weight striped fabric in fawn, gray, drab and olive. It is guaranteed Waterproof, and like so many other cloths is confined to us for Canada. It is one of the patterns of the Gaberdine cloth. : : : :

If our salesman does not call upon you, samples will be gladly submitted

Watch this space for new styles each month

SCOTTISH RUBBER CO.

Mfrs. Thistle Brand Showerproof and Waterproof Garments

316 Notre Dame Street West Montreal

suits and yet comparatively a small showing is made. An investment in coats, skirts, waists, whitewear, petticoats, house gowns, misses' wear and children's wear totals up very largely. Yet a retailer finds it hard to largely increase his business. He is under the necessity of carrying a complete piece-goods stock as well as a complete ready-to-wear stock if he wishes to keep in the running. A few years ago only a piece-goods stock was necessary.

In this connection it is well to bear in mind that where a retailer does not carry a good-sized ready-to-wear stock he leaves a big opening for ready-to-wear trade for mail order retailers.



Caracul Coat — Manufactured by Eclipse Cloak Co., Montreal.

The Specialty Ready-to-Wear Store.

Bright salesmen for Canadian manufacturers are authority for the statement that the specialty ready-to-wear store is sure to come in Canada even to a more marked degree than in the United States. The dry goods trade has not always been keen to develop this feature of the business, and in certain towns the specialty ready-to-wear store has already made a hit.

Within the memory of most merchants the specialty clothing store was unheard of. There are those who contend the ready-to-wear trade will follow the same development.

In this connection it is certain that women will continue to trade at dry goods stores that feature prominently ready-to-wear garments.

A small eastern Ontario town furnishes a fruitful tale for many merchants.

The stores of this town had never handled suits. An interest in one of the stores was bought by a Montreal manufacturer. This Spring he stocked suits much to the disgust of his manager who said sales were impossible.

The investment proved profitable, as a satisfactory number of suits were sold at a good profit. The manufacturer figures that he kept this trade away from either Toronto or Montreal retailers doing a mail order business.

✣

Dresses.

Blouse manufacturers, who have branched out into the making of dresses, find that they were wise in doing this. The demand for princess or one piece dresses has developed at an astonishing rate, and the end is not in sight.

The new dresses are very elaborate. The favorite materials are taffetas, mersaleines, and directoire satin. The majority of the samples show the moyen age effect. These dresses have elaborate yoke effects, usually a tiny yoke of tucked net or chiffon, the effect of a larger yoke being given by other trimmings, tucks, etc. These dresses are more like the close-fitting princess dresses, being fitted to well over the hips, with the skirt resembling a deep pleated flounce.

Sleeves are an important feature. In most cases they are very elaborate. Some have the lower part of the sleeve of tucked net, and others show an inset of tucked material forming a puff at the elbow or wrist. The latter gives the bishop sleeve effect, and when the puff is at the wrist, the sleeve is finished with a narrow cuff.

There is a very wide range of colors in the new dresses.

Smart dresses in princess and modified moyen age effect are being developed in panamas, fine serges and worsteds. These have either a yoke and transparent collar of net or lace or the high Gibson collar of the material. The long plain sleeve is tucked across and touches of soutache or embroidery are the most used trimmings. The T. Eaton Co. are already making a large showing of dresses of this description at popular prices, and they are finding a ready sale.

✣

Placing Liberal Orders.

Encouraged by the large sale of ready to wear garments during the summer season, and by the prospects for another successful selling season in the coming Fall, the cutting-up trade is placing liberal orders with manufacturers for fabrics for the Spring of 1910.

Not only are the orders larger than usual but they are including higher grade fabrics than they have ever bought before, showing that there is an increasing demand for a better article from the retail trade, and also a decided advance in manufacturing methods.

The trade has sampled quite freely mannish worsteds in melange effects and in black and white stripes, also in the new steel and greenish greys with faint stripes formed of a thread of color running through them.

Both plain and fancy panamas have been taken in quantity. Fine coating serges are another fabric bought for Spring in both plain and fancies. Evidently the garment makers expect a big demand for white serges with pencil stripes. These come in white grounds with black stripes, and with alternating stripes of black and a color, as black and blue, black and dull red, etc.

Duchess BRAND

DUCHESS BRAND Garments are the only lines advertised to your customers. We will use strong "ads" in the leading newspapers of Ontario from Sept. 1 to Dec. 15, and Jan. 1 to July 15, 1910. All enquiries are referred to you for the goods

Share in the demand for DUCHESS BRAND Garments.

White-wear

FOR SPRING and SUMMER 1910.

Our salesmen are now making a special trip through Ontario with a complete range of DUCHESS WHITE-WEAR, the finest ever shown the Canadian Retailer.

Look the Range over. Place your order now to make sure of December delivery.



All illustrations are either drawn or photographed from living models.

The cut used on this page is one of our new popular-priced Empire Nightgowns.

We not only give you the right goods at the right prices, but we help you sell them.

J. E. McCLUNG, 8-10 WELLINGTON STREET EAST, TORONTO

Sales Agent for Toronto.

DUNLAP MFG. CO., 525 ST. PAUL ST., MONTREAL

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Blouses and

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The W. R. BROCK

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Whitewear

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COMPANY (Limited)

REAL

BIGGER SALES— MORE PROFIT

A department devoted to Children's and Misses' wear in your store will increase your sales – and your profit.

We know this, because live merchants who have tried it tell us.

There's other proof, too. Their first orders were small; the repeats show increases of 100 to 400 per cent.

If you have not stocked a Children's Department with Home & Watts' dresses, you are missing a splendid chance of adding heavily to your profit. It's no chance either; it's a sure thing.

We are specialists on Children's and Misses' Dresses. Nothing else to think about but making smart, perfect-fitting and good-wearing garments. That's the reason behind the success of the merchants who have a Home & Watts' Children's Department in their store.

A postcard request will bring you further particulars — information which will mean money in your pocket. Send the card to-day.

HOME & WATTS, Ltd.

Duncan and Adelaide Sts.

TORONTO, - ONT.

Waists.

Manufacturers are now showing their new line of lawn blouses for December delivery. These include many samples of tailored blouses which are still in high favor, but the fact that many of these show embroidery in some form, looks like a tendency to get away from the severely tailored garment. Bleached linen is in marked favor for tailored blouses, and is the material most in use for the tailored embroidered styles. Colored linens, repps, poplins and chambrays are also in good demand for this class of waist.

Embroidered lingerie blouses seem likely to be a strong feature in the new range, and manufacturers are showing some beautiful waists of this variety.

Sleeves show some slight changes in the new samples. There is a tendency to more fulness, though the long close-fitting directoire sleeve, is the predominating style. These show more trimming than last season and, in some cases, are very elaborate. Sleeves of tailored waists show a little more fulness at the cuff, being in reality a much modified bishop sleeve, with a narrow close-fitting cuff.

Collars show a good deal of variety. Tailored waists in many cases show the laundered collar. The separate Dutch collar has by no means outlived its popularity, and many of the new waists, those which might, perhaps, be termed semi-tailored have the broad Dutch collar attached. The lingerie blouses in most cases have the high collar.

There is sure to be a big demand for net blouses for the Christmas and Winter trade. Manufacturers are preparing for this demand, and expect that it will be as heavy as a year ago. The big end of the trade will be in the staple black, ecru and ivory, but it is likely that colors to match costumes will be in greater demand than last season.

Tailored taffeta waists are good sellers and satins and messalines are doing well.

Juvenile Garments.

Firms making a specialty of children's dresses have big orders on their books for Fall selling. This is due to the fact that the retail trade generally are waking up to the importance and profitableness of this line. Many firms that went into juvenile wear on a small scale have greatly extended operations this Fall, and excellent repeats are coming in from this portion of the trade. This is a department that is easy to run as the alteration problem is practically nil in this department, and any little change that has to be made, mother, as a rule, can do it. Even in the smaller centres women are becoming alive to the fact that they can buy the ready-made garments so cheaply that it does not pay to attempt to make them at home while the dressmaker is hopelessly distanced.

Smart, snappy, simple styles are those selling. For the bigger girls, up to sixteen, suits made of fine quality serge, with double breasted box coats, with patch pockets and trimmed with buttons are the big sellers. The skirt accompanying this coat is side-pleated and has suspender straps over the shoulders. The Peter Thompson dress is also a favorite developed in serge. The gored skirt is buttoned up the side of the front and the blouse is closed with a lacing while the V at the neck is filled with a cream flannel vest. The sailor dress never goes out of style, and is never out of favor. Smart one-piece dresses with side pleated skirts are shown in serges, etc., trimmed with catchy military straps and brass buttons, and also with fancy piped straps and buttons to match.





Allen Manufacturing Co., Limited

Incorporated 1886

The Leading Whitewear House in Canada Still in the Lead

On the Way to You

Our travelers are on the road, covering the ground from the Atlantic to the Pacific, with our samples of Whitewear for Spring, 1910.

Our range comprises the newest and most up-to-date conceptions of the designer's art in Ladies' and Misses' Underwear, Aprons and Children's Dresses.

We solicit your inspection of our range.

Allen Manufacturing Co., Limited



Cor. Simcoe and Pearl Sts.

TORONTO



Some very effective jumper dresses are developed in all wool Scotch plaids with fancy shaped collar and directoire sash of all wool cashmere and buttons to match.

Natty little dresses of plaid tweed suiting, trimmed buttons and pipings of blue or red, or having a smart side-band trimming of blue or red ornamented with brass buttons and patch pocket with flap of the same.

Many mothers prefer washing-dresses even for winter wear, and in this connection a soft-finished galatea has been introduced that is having a big sale. These come in blue and white spotted patterns in checks and stripes and stylish dresses are shown in a number of models. Some have the princesse front effect, while others have the military side trimming in stripe and strappings of blue or red and brass buttons. A particularly good model has the Gibson waist attached to the side pleated skirt by a narrow piped belt. The overlapping side of the waist is cut out in pointed tabs, each tab piped and finished with a button and the sleeve is trimmed to match. The pipings and buttons are either red or blue.

Advance lines of misses and children's lingerie dresses are now showing and while there is no radical departure from well settled styles of garments there is introduced little touches of novelty that serve to distinguish the new models from those produced a year ago. Many models are very elaborately trimmed, and Valenciennes lace, fine Cluny imitation Irish and embroideries are freely used, the trimmings being selected in the fine effects and dainty patterns suitable for children's wear. The novelty for the coming Spring is the use of crossbar muslins in the development of children's dresses and some of the most attractive of the new models are of this fabric.

Whitewear.

Buyers planning for the January sales have an exceptionally good prospect before them as values offered in this line were never more attractive. This is due to the fact that both cottons and trimmings were selling on a considerably lower price basis than now rules when manufacturers placed their orders for materials. This has given designers an opportunity to put out attractive garments which they have fully made the most of. And this they have done, not by any over elaboration of trimming schemes, but by the elimination of the cheap and showy, and the using of laces and embroideries of a better quality.

Princess slips and combination garments are sampled in larger numbers than ever before. Indeed, it may be said that these garments have entered the staple class, and can now be retailed at popular prices.

High-class novelties already show the influence of the new dress styles and are very long-waisted and semi-fitting. They are, as a rule of fine nainsook, trimmed with embroidery flouncings and edgings, or with embroidery combined with valenciennes lace. Imitation Irish and fine cotton Cluny is used in their development. The very greatest care is taken in the shaping of these garments to eliminate all unnecessary fullness around the waist and hips, and yet to have the requisite width around the hem of the skirt. Buyers are most favorable to the stocking of all these combination garments and the line of samples of princess slips, corset-cover and drawers, corset cover and skirt, etc., is an extensive one.

A Paris novelty shown to The Review in one of the retail stores is a chemise-pantaloon garment. This gives no hint when worn of its dual capacity, but looks exactly like a chemise. The drawers are most ingeniously formed of a straight piece inserted into the back and caught with the front of the garment. Exquisite hand embroidery and very fine torchon lace trims this unique garment.

Buyers are advised to look closely to the shaping of the drawers they are buying, particularly in the better grades. Fashion calls for the perfect shaping of the back and to obtain this, corsets lacing in front are selling. Therefore no bunch of gathers at the waist line can be tolerated and drawers must be so cut and darted that they give the fullness without the gathers. All but the very cheapest numbers in drawers are either circular in cut or are darted and finished with French bands.

The new nightdresses are distinctly dainty garments, developed as they are from fine cottons and nainsooks. The cheaper garments have yokes of four or five-inch width embroidery edging, often with a softening frill of val lace. Beautiful round yoke effects in embroidery and Irish, or embroidery and valenciennes are shown, or there is a row of shaped medallions across the front. A few show the baby waist with the beading and ribbon trimmings. This style of gown has the short puff sleeves and this sleeve is a feature of many gowns. The short kimona sleeve, and short wide embroidery edged sleeves are very generally used. The slip-on type of gown is now a fixture and it is only the cheap gown that has the open front.

Crossbar muslins were introduced as a novelty last Spring but chiefly owing to the fact that for the best part of the season this fabric was in short supply and garments made in this material were little shown. This year cross-bars are included in all lines, and not only corset covers, but combinations and gowns are developed in this fabric. It is also favored for children's and misses' dresses.

The cutting up trade has expanded of late years and many new branches have been established that employ a large number of machine operators. The great demand for all classes of goods experienced this fall has led to the employment of a large number of hands. Even now the manufacturers are finding good operators scarce and trouble is predicted on all sides from this condition. Coupled with slow deliveries in other lines the scarcity of operators is bound to retard manufacturing, and the buyer who delays ordering until the last minute will feel the full force of these conditions.

Corsets for Fall.

Staff Correspondence.

New York, July 28.—This season it is interesting to note that while a great number of new corset models are being brought out, many of the old-time favorites are still on the line. There is a growing demand for better corsets in the trade, the women realizing that the success of her gown depends upon the well fitting corset she wears.

Merchants throughout the country are featuring and making their corset departments more prominent than ever before. They find that the corset department is not only an aid to the store for the money it brings in, but it is also an aid to the ready-to-wear department, the garments being more or less dependent upon the correct fitting of the corset. The corset is unquestionably the foundation of all good dressing and it is therefore of great importance in the wardrobe of every woman.

The lace-in-front corsets are rapidly coming to the front and buyers think pretty well of such models.

TRADE Laurentian MARK

THIS LABEL GUARANTEES

Laurentian Quality and Careful Workmanship

Waists, Whitewear, Hemmed Sheets and Pillow Slips.

Our whitewear samples have received wherever shown an exceptionally favorable reception. Don't fail to see this line.

NOW IT'S

LAWN WAISTS

You are accustomed to expect a distinctive line of Laurentian Waists. Your expectations will be exceeded this season. Our styles conform with the latest ideas and we show some new wrinkles in Long-Sleeved Waists.

Our reputation for $9.00 Lawn Waists is more than maintained.

Wait for the Laurentian Man.

Samples are now in our Salesmen's hands.

LAURENTIAN WHITEWEAR CO., LEVIS, QUE.

WINNIPEG	TORONTO	MONTREAL	EASTERN TOWNSHIPS	ST. JOHN, N.B.
Western Fabric Co., 63 Albert St.	W. H. Piton, Empire Bldg.	Z. P. Benoit, Mark Fisher Bldg.	and PROVINCE of QUEBEC, R. Dionne.	Alex. Burr, Magilton's Sample Rooms.

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are perpetual advertisements that carry your name farther, longer and at less cost than can be accomplished by any other means. They are a most potent force in the creation of a national reputation. Perhaps you use labels—are they distinctive enough? Our woven silk labels leave nothing to be desired in artistic effectiveness and perfection of workmanship. They will impress a name and brand upon the memory wherever they are seen. We invite your correspondence.

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It will be with you

No. 2170, Children's 26-oz. Frieze Loose Coat
From 4 to 12 years.

Colors--Black, Blue, Brown, Green, Red and Grey.

Self trimmed and gilt buttons. Gibson effect shoulders.

Price, 4 years, **$3.10**

Graduated 15 cts. each size

Cuts free for your advertising.

Samples upon request.

Griffin Brand Suits, Coats and Skirts provide the right garments for your Fall trade.

The Eclipse Cloak Co.
323 St. James St., Montreal

2170

Corset departments are including a variety of styles in the lace-in-front corsets that are being generously taken by the consumers. When once a woman wears a front laced corset you cannot get her to take any other kind.

Corset manufacturers are constantly keeping in touch with the changes of figure-lines in costumes and are making up front laced corsets after the newest and latest cuts. Many of the models show the long skirted effect, the medium low bust with a fairly high back, the rounded waist and the suppressed hip, with slight spring just at the back, below the waistline,—all of which tend to give the new and desirable silhouette to the wearer.

Brassieres Becoming More Important.

Every season finds the brassiere a more important article in women's attire than before. That the coming season will find this article even more important is not doubted from the orders that are constantly being placed with houses catering to such models.

The brassieres of this season are made in all the latest designs and patterns possible to bring out and accord in every particular with the present demands of fashion.

The lowering of the bust line in corsets which is a decided departure this season, will even more than ever necessitate the wearing of a brassiere for the full figure. Women who have grown accustomed to the trim look of the higher bust corset, in adopting the lower bust models will make greater use of the brassiere than ever for it tends to hold in the bust and gives a slighter effect to the figure.

There are many styles of brassiere that vie with each other for favor. The models that are made in pretty designs to simulate corset covers, employing laces and ribbon threaded beadings to trim them are indeed worthy of note. All brassieres are boned, the bones being detachable for laundering. There are models that fasten at the back straight up and down or those that cross each other at the back in surplice styles, the parts that cross being brought to the front and fastened by tape or button and buttonhole.

There is also the combination brassiere which is a combination of cover and skirt or cover and drawer. These garments are indeed very practical as the skirts or drawers are made in the very latest styles brought out in garments of this kind.

Howard R. Wellington is Sales Manager.

The business of the Imperial Raincoat Co., Toronto, has been discontinued and the secretary-treasurer, Howard R. Wellington, now has charge of the sales department of M. Pullan Sons, corner of Bay and Wellington streets, Toronto, manufacturers of read-to-wear suits, skirts, coats and rainproof coats. Mr. Wellington's active experience in the garment business has made him particularly fit for this position. He will have supervision of all mail order requirements, and "hurry-up" orders will receive his personal attention.

In this connection, it will be of interest to the trade to note that M. Pullan & Sons have become established in their new quarters at the corner of Bay and Wellington streets, and now have an equipment and facilities which will place them in a better position than ever before to serve the demands of the trade. The interior of the building has been entirely remodeled with the firm's purposes in view. The offices and showrooms are located on the ground floor. The building is particularly well situated, being in the centre of the wholesale dry goods district,

EGYPTINE
UNDERSKIRTS



The material that looks like silk, has the rustle and brilliancy, wears ever so much longer, and costs one-third. The fabric is right and the styles are distinctive.

Egyptine Underskirts give you a better profit, and you give your customers better value.

Prices range from $15 to $24 per dozen.

Blackeye Silk Moire Underskirts meet the demand for stylish, serviceable underskirts.

The material is confined to us for Canada.

It will neither split nor crack, and has both rustle and lustre.

All good styles and colors. Prices range from $30 to $52 per dozen.

Canadian wholesalers can show these lines during September. If your wholesaler has not these lines, we will give you a list that have.

These skirts are guaranteed to be full size and to give satisfaction to your customers.

Manufactured only by

The Canadian Converters' Co. Limited.
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THE "CRAVENETTE" CO., LTD., affix their stamp only to such goods as are suitable in quality for Showerproof purposes.

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DUST-PROOF
as well as
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The 'Cravenette' Co., Limited
Proofers to the Trade, BRADFORD, YKS.

YOU CANNOT AFFORD TO PASS
our Fall line in Quiet Elegance Suits, Coats & Skirts
WHY ? THEY SELL.
Watt & Shapiro Manfg. Co. 507 St. Paul St. Montreal

Dry Goods Review has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad. Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.
Address: Business Manager, DRY GOODS REVIEW, Montreal and Toronto

Garment Manufacturers Complete Plans for Fall

Long-Waisted Effects Regarded as the Outstanding Feature of the Season — Revival of Jersey Fabrics for Dresses and Waists — Full-Length Outer Coats More Form-Fitting — Garments for Children.

Staff Correspondence.

Office of The Dry Goods Review,
160 Broadway, New York, July 28, 1909.

EVERY manufacturer, every designer and every garment merchant is interested in the Moyen Age styles. It has now become the firm belief of everyone that this style of dress will be a great success with all classes of trade and that it will also infuse life and prosperity into Fall and Winter business, as the style is radically different from those that have preceded it, and women must adopt it or look hopelessly out of fashion.

Short-waisted effects are decidedly passe and the long-waist lines, well down over the hips, have taken their place. Gored skirts have given way to pleated and gathered skirts. The lines of the figure are more closely defined by the form-fitted costumes. As the season progresses there is liable to be even greater style variety than at present is apparent.

Fashions in Fall Suits.

The initial line of Fall garments comprises many interesting styles this season. Nearly all the models accentuate the long waist-line, the close-fitting sleeves, the pleated skirts and low draperies. This style and its many variations are being exploited in all manner of fabrics from the hairy surface diagonals to the softest of satins, and in coats, suits, dresses and costumes suitable for day and evening wear.

Particularly noticeable are the form-fitted garments which, while not exactly tight-fitting, are more closely fitted to the figure than was the case last season. This is more conspicuous in the dresses than in anything else, the corseted figure beneath imparting a certain youthful vagueness of outline to the wearer.

It will indeed be interesting to note the influence of the new modes as the season goes on. Many manufacturers are of the belief that many women will declare in favor of the close-fitting dresses, such a belief being based on results of previous experiments. Usually extreme styles are only taken up by the very fashionable women and not by the majority, but so far it is surprising how quickly and unanimously the mediaeval styles are being recognized and adopted by every woman who is in the least fashionably inclined.

It is with the suit, however, that most of the interest lies at the present time. Suits may be spoken of as belonging to two classes, namely, the two and three-piece suit and these again subdivided into the tailored and the dressy suit. The tailored model is in greater evidence just now, but there are examples of the other type which will doubtless have additions as the season advances.

The lengths of coats vary from forty to forty-five inches. There is some endeavor being made in the better class garments to get away from the marked characteristics of the Moyen Age fashions, but as yet nothing definite has materialized in this endeavor.

Many of the garments are cut on very straight lines that fit the figure a little more closely than models of the past seasons. They fasten, generally in single-breasted effects, below the waist-line. This feature is a marked one of the new style developments in fashions for coats for the Fall. Some very smart results have been brought out by the shaping of the sides of the coats, thus in a way accentuating the narrow hip arrangements that continue a big factor in all coats.

The necks of the tailored coats are in tailored effects. Small collars, with an additional sailor collar, long, narrow tapering revers and fancy and odd cuff arrangements, all aid towards making the garments attractive.

A great number of two-piece suits are modelled to stimulate the cuirass fashions. One particular garment of this kind is shown with panels at the front and back and the panels at the side to form a deep border, or elongated skirt effect against the semi-fitted body of the coat. A braided yoke effect on the skirt accentuates the lengthened waist-line. The front is in single-breasted fastening of ornamental braid and buttons. The sleeves are plain, save for the braid-trimmed cuffs. The skirt is in pleated effect from the yoke which is knee depth.

Pleats Decidedly Marked Feature.

The pleats that have been so universally adopted by all garment manufacturers as the decided thing for skirts this season, are also being adopted for some of the new coat models, as well. One of the latest models in coats shows the garment featuring a long hip with the lower section in pleated effect, introduced on either side of the edges of the panel front and back. It is believed that the coats with pleated skirt effects will have much recognition this season as they are very pretty and so different from the average styles shown.

The past season the belt effects on coats proved of much interest and for this reason it is expected that some of the new Fall models will have some sort of belt tendency. The belt is employed mostly to accentuate the waistline which it does very nicely in every particular. When used, the belt is passed through slit arrangements of the coats. They constitute a trimming feature in themselves. Usually the belt is of contrasting fabric, although when of self fabric it is also very smart.

Revival of Jersey Fabrics.

Up to this season jersey has only been employed for making of undergarments of a luxurious character. Today, jersey has become one of the most interesting talking features of the moment in fashions. It is no longer being looked upon as a possible fabric for undergarments, but it is being adopted for dresses and waists as well.

The jersey lends itself admirably to the popular tailor lines, as the best results are obtained from the untrimmed bodices. Some of the models are buttoned up on one side; others are fastened down the back and others have two rows of buttons in double-breasted effect down the front. The necks are finished with military collar effects and the sleeves are long and closely-fitted in nearly every instance.

Many of the jersey costumes shown have the jersey extending about eight inches below the hip line, and at

this point the pleated skirt of silk cashmere or other like fabric is joined. It is untrimmed and in tailored simplicity, giving a very elegant effect to the garment.

Black jerseys are the most favored, but models of this character are also shown in colors. Manufacturers anticipate a bood season on jerseys, especially in dresses. It is also to be brought out in separate blouses, to match the cloths of the suits it is to accompany. Later on it is expected that some jersey fabric garments will be brought out, but of this little is known as yet, except that manufacturers look for such materials sooner or later as soon as jersey is generally taken, in the garment market.

Separate Coats and Evening Wraps.

There seems to be a general feeling among the trade that next Fall and Winter will bring the separate coat into greater prominence than it has had for some years. The great vogue of the costume and dress has done much to reinstate the separate outer wrap. Although the separate coat will to a great extent take on the shape of a utility coat garment, a great many novel effects are being introduced along that line.

Buster Brown effects, low belted and hip trimming designs are a few of the novel coat features. There are also a number of new applications made on the collars.

The novelty in style will be the general application of the new Moyen Age or mediaeval fashions which take the shape of hip trimmings, low set waistline, close-fitting sleeves and the truly barbaric splendor and exaggerations of trimmings which are applied artistically.

The new full length outer coats are more form-fitting than they were last season. There seems to be a general tendency for cape effects where dressy wraps are concerned. These are either made in close-fitted military or draped effects.

Low set hip trimming in strapping and pocket form, belted effects and back and front panels, are a few of a number of models which are cut high in the neck and buttoned from chin to hem in dress-like form, but these are not very numerous, the general tendency being rather for flat collars and general wrap-like appearance.

Skirt Shapes and Materials.

Skirts that bid fair to become popular this Fall have their forerunner in several of the later summer models. They are in the nature of novelties as yet untried and without any particular position in the realm of fashion. The general opinion prevails, however, that the semi-pleated, semi-gored and semi-yoked skirts will be prime factors in the Fall showing. Already their introduction has been made among the high-class trade and a fuller acquaintance will be made during the weeks intervening before the Fall fashion exhibitions take place.

With the passing of the Empire modes, it is likely that the high-waisted separate skirts will also pass out of style. The yoke will form the most important feature of the Fall skirts this year regardless of whatever else may happen.

Pleats are the fashionable feature of the Fall models and the pleated skirt will be the leader undoubtedly. It is already being shown extensively in skirts accompanying suits, as well as in the separate skirt lines. It seems that this season is favorable for a good skirt season. For one thing, the styles are new, and also very attractive.

For separate skirts indications are favorable for one-tone fabrics in dark colors. The greatest showing will be in blacks, in broadcloth, diagonals, serges and the semi-rough weaves.

Skirts of velveteens and velvets are likely to appear among the later models, their full representation among the Fall showing to depend somewhat on the showing of suits, costumes and coats of that material. The separate skirt of velvet will be included only among the high-class garments and its use will be a special complement to the coat of fur, of rich cloth or of corded silk.

New Fashions in the Separate Blouse.

There are many interesting features in the Fall blouses this season. New materials have been added to those that were brought out earlier in Fall productions, and the color list has been extended somewhat and the styles have been improved upon considerably.

The Fall season promises to open up with a demand for the tailored blouse and those colored effects which match the tailored suit will undoubtedly receive first favor. Those blouses are very simple in cut and design. The closer fitted outer wraps will permit of no fluffiness or fulness in the blouse. The sleeves of the models will be close-fitted, and some novelties show the puffs below and at the elbow. The shirt sleeve of course, is much in evidence among the plainly tailored shirt-like blouses.

The materials for the blouses include plain and fancy taffetas, satin crepes, chiffon and chiffon cloth and the finer voiles, satins, moire, cashmere de soie, and novelty silks and satins in the newer fabrics.

It is expected that moire waists will be welcomed as a change from the satins and taffetas of the past two or three seasons. It is likely that moire will be employed to greatest advantage in the exploitation of the tailored blouse in colors to match the skirts and suits of which the blouse will form a part.

Fuller Petticoats for Fall.

Taffeta is again the leading fabric for the petticoats for Fall. Satin, messaline and other soft materials will be shown, for dressy wear, but for practical and every-day use, there is nothing to compete with the taffetas. Also for the tailored suit nothing can take its place. While the Fall petticoats will show more fulness from the knee down, the upper portion is as closely fitted as ever, for with the skirt yoke dresses, the fit of the petticoat will be even of greater importance than last season. Many pretty yoke effect petticoats are being brought out with accordion pleated effects falling from the yokes, which are knee depth.

Garments for Children.

The styles for children are again planned and designed after those of their elders. Coats especially are fashioned along these lines. The Buster Brown revival is most apparent in the coats, although dresses are also employing this style. Side and diagonal fastenings, roll collars and revers, and fancy slashed effects are among some of the features borrowed from the styles of women. The plainly tailored effects show the simplest self and button trimming, but the little fancy garments show collars, cuffs, revers, pipings and strappings of such fancy fabrics as moire, bengaline, satin, velvet and etc. Braided effects, frogs and loops and elaborate button ornamentations are also conspicuous features among the little coats of various cuts and styles. There is also a strong tendency for fur trimmed effects, among the better class of garments. Plush and fur imitations are employed extensively for Winter selling goods.

Reader Enquiry Brings Batch of Eaton Advertising

Mail Order Directions and "Money Saver" Tip Sent to Man who Asks for Information with Reference to the New Books --- Strong Indication that the Contract will be Used as Advertising Lever.

WHAT may be regarded as a preliminary though none the less significant evidence of the use which the T. Eaton Co. intend making of the school reader contract, recently awarded them by the Ontario Government, has been brought to the attention of The Review by an enquirer for information concerning the new books. Accompanying the reply which he received was a batch of Eaton mail-order literature, samples of which are here reproduced.

An Advertising Lever.

No more forceful confirmation of The Review's contention that the contract will be employed as an advertising lever for the huge departmental store could have come to light at the present time. It is striking proof that those who let the contract, though properly impelled by the consideration of cheap readers for the schools, entirely overlooked the possibility of unjust application of advantages of enormous value when placed in the hands of such a concern as the T. Eaton Co. Hon. Dr. Pyne, Minister of Education, cannot fail to recognize, in the face of this latest evidence that it would be only reasonable to the hundreds of retailers throughout the country to take such steps as may be necessary to prevent the discharge of the contract in the manner described. As already pointed out by The Review, the Government can stipulate that the imprint of the Education Department be placed upon the books instead of that of the T. Eaton Co. The Education Department also has power to take over the distribution of the books. By requiring the observance of these clauses in the contract, the Department would greatly modify an evil foreseen by country retailers, and one which is already taking actual form, judging from the manner in which the enquirer's letter was treated.

Delivery Guarantee
2c EXTRA with each order over **50c** guarantees safe delivery of your goods if they are to be sent by mail. We will deduct 2c from your remittance for above purpose unless otherwise instructed.

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THE T. EATON Co LIMITED
TORONTO CANADA

Our Terms are CASH WITH ORDER
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Shall we ship by Freight instead of Express if cheaper? ANSWER .....
If you instruct us to ship free delivery orders by Express we will pay only the amount of freight charges.

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OUR LIBERAL GUARANTEE—If goods are not satisfactory, tell us the reason why and return them within ten days; we will pay transportation charges both ways and exchange or refund the money. Read paragraph "Exchanging Goods" in General Catalogue Instructions.

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If any amount is due us from last order please enclose with this order								
Allowance enclosed for Postage on this Order, or Express or Freight Charges if to be Prepaid								

Eaton Mail Order Instructions enclosed with reply to School Book Enquiry.

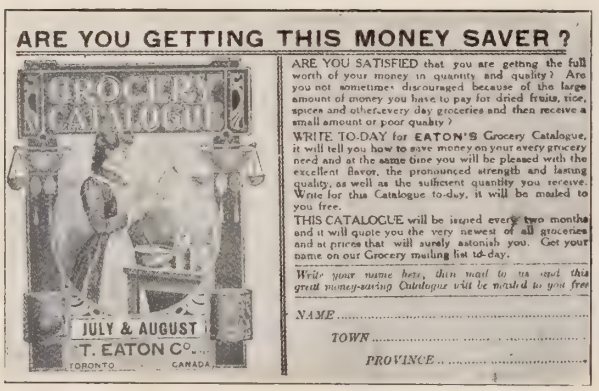
School Book Monopoly.

A very considerable number of those newspapers in which the new contract has been commented upon hold that steps should be taken whereby the sale of school books will not become a monopoly. The Hamilton Herald for example, states, that "it is not only unjust to the retail trade of the province, but also to the general public, to give any one retail firm the power to concentrate

the sale of school books in its own hands by making the sale of them by any other dealers unprofitable. Evidently this is what may be done under the contract. The Eaton company has the legal right to refuse to sell books to retail dealers at any but the retail price. Probably it will take advantage of this right. The result will be that retail dealers will be obliged, for the convenience of the public, to sell school readers at a loss, or the people of Ontario will be obliged to buy their readers from the Eaton company only. Such a condition would entail a great deal of inconvenience. The contract should have stipulated that the contracting firm must sell the readers to the retail trade at a reasonable discount. The objection to the school books being used to advertise the retail business of the Eaton company is also a sound one. No advertising matter ought to be allowed within the cover of these school books."

Patronizing Home Merchants.

Every country newspaper in the Province has, from time to time, exhorted its readers to patronize home merchants—the men who pave the streets, who contribute to the maintenance of schools, churches and charitable in-



An Eaton "Money-Saver" tip sent to the man who enquired about school books.

stitutions and who help out the local newspaper by advertising. Yet there are newspapers who see no injustice in this contract, who have not noticed how it will undoubtedly endanger the business of country merchants, and who claim, like the Ridgetown Dominion which presumably voices the opinion of Phil. Bowyer, M.P.P. for West Kent, that the contract is not an advertising coup pulled off by the T. Eaton Co., whereby another means of access to the homes of the people in smaller towns and cities is obtained, thus extending the mail-order business, and cutting in upon the trade of the local mercantile houses.

To those who have not sized up these phases of the matter, The Review presents this latest proof. Every enquiry, every order will undoubtedly bring a bunch of Eaton advertising literature. No person is interested in Dr. Pyne's free information to the effect that so-called electric corporations are responsible for the opposition to the contract. This line of talk is rendered somewhat nonsensical when ranged alongside the serious weakness of the contract, and the absolute freedom from political consideration with which the matter has so far been considered. The Review is entirely ignorant of any such influence. It feels that it has taken a stand well within its province as a trade newspaper, and that the injustice of the proposition made its duty in the matter imperative. The Review advocates no course that would detract from the public benefit to which the Department of Education so commendably pledged itself in this matter. At the same time, it strongly disapproves of any action by which a public contract might be employed to the serious disadvantage of a large section of the mercantile community.

New Branch Store.

E. J. Kenen, general dry goods merchant, St. Stephen, N.B., has opened a branch dry goods store in Fredericton, N.B. The name he has applied to it, "The Golden Fleece," is one that has helped make the location famous. The store is opposite "Officers' Square," and was a dry goods establishment back in the early days when the 15th and 22nd regiments of the line were located in Fredericton. W. H. Foster is in charge of the new store.

Our Travelers

will be on their routes the end of this month with a full line of the newest ideas in

NATIONAL BRAND NR CANADA TRADE MARK

RAINCOATS

During Toronto Exhibition Mr. S. M. Hansher, King Edward Hotel, Room 757.

NATIONAL RUBBER CO. of CANADA
Canada's Largest Exclusive Raincoat House
MONTREAL

SOUTHALLS'
SANITARY TOWELS
FOR LADIES—The ORIGINAL and BEST.
SOUTHALL'S ACCOUCHEMENT SETS
Containing All Requisites, in Three Sizes.
SOUTHALLS' SHEETS FOR ACCOUCHEMENT
and Other Sanitary Specialties.
SOUTHALL BROS. & BARCLAY
BIRMINGHAM, ENG. LIMITED
Representative in Canada—J. M. SCHEAK
CARLAW BUILDINGS, Wellington Street West, TORONTO

Notable Fashion Features of French Racing Season

Inspiration Found in Mediæval Pageants for Many of the New Creations — Velvet Greatly Favored for Millinery—Probable Changes in Latest Fall Corset Models — The New Lavandiere Skirt Drapery.

Staff Correspondence.

Paris, France, July 23rd.

THE weather for the Grand Semaine, the culminating period of the Paris season, was simply detestable, and anything but calculated to favor the extensive dress parade, which the whole fashion world looks for at this season of the year. The day on which the French Derby, or the Prix du Jockey Club, as the French call it, was run was dull and grey with occasional down pours of chilly rain. Drag day, and the Grand Prix were also disappointing, because of the cold and showers and the beautiful toilettes which Paris dressmakers and milliners had been preparing and planning for many weeks—the gowns and headgear that will set the fashions for the coming season—were, for the most part, hidden under rain cloaks and umbrellas.

Directly traceable to the wet weather are the new draped toques that have attracted so much attention, and to which the Parisian women have taken so favorably. The fact that so many of these hats have been worn recently is no doubt due to the impossibility of protecting effectively the enormous headgear now worn with an umbrella. The inspiration for many of these new draped toques undoubtedly comes from the many mediaeval pageants that have been held recently. Some of these



Dress at the Grand Prix. One Gown shows Draped Overskirt. Gown on the right is in Moyen Age Effect, with Tunic of Net, heavily Embroidered.

new toques or turbans are made to fit very low over the head, and have a high crown. Straw is seldom used in their development, but they are made of velvet, satin, foulard, or silk and lace. The only trimming is a wing or aigrette, or, newer still, an eagle's quill in gold, poised on the right side, in an almost upright position and slanting towards the back. Many are of black velvet with simply the gold quill before spoken of. Suzanne Talbot



Dresses at the Grand Prix—Pamier Drapery is strongly indicated in Paris.

is responsible for the launching of this hat, and some of the smartest French women wore them at the Prix du Jockey.

Another new toque was shown that is still more Moyen Age in outline. It is of velvet, in black or dark shades, and is surmounted by a low crownlet something like a Juliet's cap, its most conspicuous adornment being a hinged brooch of metal set with large colored stones. Milliners will make no mistake in showing these new toques for the Autumn season.

Parisian Millinery.

Velvet is greatly favored for millinery. Many of the large hats have full Beefeater crowns of velvet with the brim of Leghorn or Tagel.

The brim will be deeply faced both underneath and outside with velvet, and the crown is formed of puffings of the new lapis blue tulle or of black tulle. These large

hats are trimmed with aigrettes either black or white or both combined and with mammoth bows of lace wired and formed of broad insertion of filet or Venetian. The latest mode is the yellow Leghorn or Tagel raised sharply on the left side, the velvet crown of lapis blue or black, the velvet slightly shirred in Beefeater fashion. On the right side is set a paradise or ostrich plume or a jet or lace cockade.

Hats of black and white braid have widespread wings with a dash of vivid red introduced and another Autumn



Hat of Almond Green Shantung, with Plume Trimming of Pleated Satin Ribbon.

note is the hat of blue straw wreathed with a rose garland shading from crimson to the deepest claret and fastened under a blue velvet bow at the back.

Some very high crowned hats of fine black straw with flexible brims that can be bent to suit the face of the wearer are seen. These hats are smartly trimmed with willowed mounts in groups of as many as six plumes drooping gracefully at the side. The crown is encircled by a very wide satin ribbon tied at the side in a large looped bow.

A new idea is the plume effect in ribbon trimming. The shape is a most becoming one and is covered with leaf green Shantung, the satin ribbons forming the trimming being of a somewhat lighter shade. This ribbon is closely pleated to simulate the form and effect of an ostrich plume. This feather effect first passes around the crown and over the brim in the pretty effect shown in the illustration. A garniture of this kind is capable of many ways of development and should be noted by milliners as it will form a very useful trimming when the Fall season opens.

It is notable how completely white has dropped out of fashionable favor, and its place taken by the bise or old lace color, cream and ochre. The fashionable hats are no longer seen in dead white straws, but Leghorns and Tagels in ochre and khaki shades are the favorites and they are trimmed with bows of velvet, wired lace or embroidered tulle and wheat or grasses.

Hats turned up at the side and trimmed with wings or ribbon bows are worn with tailored suits. Large hat pins with scintillating jewels seem to come more and more into favor as they enliven the heavy crowns of the hats.

Fall Corset Style Tendencies.

Little change is anticipated in the new Fall corset models which always make their appearance after the Grand Prix is run. The new Moyen Age models are bringing corsets laced in front into even greater vogue, because a model laced in this manner gives a better outline to the back of the figure. As far as can be seen the only changes for Fall from the present shape of corsets will be a shortening of the extreme lengths and a lower cut to the bust line. The same light flexible models with the wide gores and light boning, and, made as a rule of tricot or jersey fabrics will still continue in favor.

In gowns, as well as in millinery, pure white seems to be under an eclipse. There are many lovely lingerie gowns worn, but the majority were in the new bise or in pale yellow shades. These were trimmed with embroideries, the long waist being heavily embroidered and with the skirt shirred onto the waist. The linen gowns are more generally in color and were embroidered and lace-inserted, and with chemisettes and long lace sleeves. There is a notable revival of lace for this purpose that was not confined to linen gowns. Though one cannot say that the vogue of Irish crochet is over, it is certain that Venetian lace is first in favor in Paris at present.

The Cuirasse Corsage.

The lavandiere skirt drapery is the infatuation of the moment. It has the cuirasse corsage cut diagonally across the figure, and often longer in the front than the back. Many of these cuirasse waists are overlaid with spangled or embroidered net. There are signs already that this cuirasse waist style will be followed during the coming Fall. The braiding, as a rule, forms the trimming.

Some very dainty looking dresses were worn by actresses. These gowns were of silk muslin mounted over satin, the muslin being used to veil artificial blooms negligently around the skirt and upon the corsage.

One or two flowered muslins, made with soft fichus and worn with flower-trimmed hats in Louis XVI fashion, were seen. There is a decided attempt to introduce fashions of this period. Should this revival meet with success, it will mean a revival of taffetas and flowered and patterned silks.

Very many of the smartest women wore tussore gowns; foulards were well represented and many smart



New Turban by Suzanne Talbot, as worn at Longchamp.

gowns were of silk voile. A novel idea is the chiffon tunic. Draped skirts and tunics were much in vogue.

Besides the new toques already described, there was a new cloak, the inspiration for which comes from the Henri III period. The cloak is of embroidered chiffon or muslin and is worn from the shoulders at the back.

MILLINERY FOR FALL

Eleven Salesmen are calling on the trade of Eastern Canada in our interest, but possibly our good style and good value millinery has not been introduced to you.

A Post Card will bring about an introduction that will be of especial interest to you, should snappy, stylish, and saleable millinery be the goods you want.

Ask for our samples of Millinery for the Gen- Dry Goods dealer. "La Duchesse" Trimmed eral and

The Millinery House of Eastern Canada

MAIL ORDERS OUR ESPECIAL HOBBY.

BROCK & PATERSON LIMITED

WHOLESALE ONLY

ST. JOHN, N.B.
HALIFAX, N.S.



Another Big Hit!

The "Hello People" Sailor to be a Winter Winner

Made in Satin, Epingle, Moire, Bengaline, Velvet' Silk, Plush, Hatters' Plush Cloth, and in all other seasonable fabrics, and in all colors and combinations, including a new French Enamel Cloth, in combination with all materials.

Also new and desirable dress shapes in Side Roll, Back Roll and Quarter Roll in the latest Parisian models.

Popular Hats——————Popular Prices

All live dealers will stock the "Hello People" Sailor for Fall, as it will be a big seller. Send for samples. Do it now!

Canadian buyers are invited to call when in New York on Fall buying trip.

Jacob Wechsler,

46-48 E. Houston Street,
NEW YORK

Fall Millinery Opening

We beg to announce that our Fall display of Imported and Domestic Millinery—Models, Novelties and Staples—will be held on

Monday, 30th August

and following days at our Toronto Warehouse,

100 Wellington St. West

THE

Smith-Runciman Co. Ltd.

NOTE :---
Will be ready for early buyers in all departments by Monday, 16th August.

The Millinery Trade Review

Many Toques and Turbans Being Shown—Brimming Schemes Very Simple—Beaver a Favored Material — Soft, Flowing Effects in Trimmings – Brims Straighter From the Crown — Facings and Bandeaux.

THOUGH the season will start in with a free showing of the larger models, and picture models of this class promise to have a great vogue for dressy wear, there is a marked tendency to more medium-sized hats. Many toques and turbans are shown but these can in no case be termed small hats though they are certainly small looking besides the immense hats now worn.

The appearance of velvet as a leading millinery trimming on late summer models indicates how strong will be its vogue in the coming fall. Straw hats now have large beefeater crowns of velvet and, in the Fall, brims of beaver or plush will be shown with softly draped velvet crowns. The only trimming for a hat of this class will be a plume of ostrich or fancy feathers fastened in with a cabochon. Velvet, hatter's plush beaver and moire are the leading trimming fabrics and fancy feathers, particularly coque in all colors, breasts and wings are much in evidence. More of these in the aggregate will be worn than ostrich, but rich willowed plumes and spray are used in the more expensive hats.



Large toque, draped with velvet, with] bandeau of Bohemian trimming and trimmed with soft wings — Shown by Debenhams (Canada) Limited, Montreal.

The trimming schemes are very simple and need to be carried out in rich materials. Trimmings are applied in such a manner that they accentuate, rather than conceal the outline of the hat, and trimmings are more a part of the hat than they were in the past season.

Favored Materials.

The most popular material for the toques and turbans is the beaver strip, a piece of beaver cloth which is draped over the foundation. This promises to be the rage. Velvet, both plain and moire, plush, moire silk and ottoman



Large hat of velvet, faced with beaver, showing fancy bandeau, large soft wings and ribbon ruchings — Shown by Debenhams (Canada) Limited, Montreal.

silk are also in vogue and will be used extensively for hat foundations.

New turbans are somewhat like the beehive shapes, but these do not set so low on the head as those of the Summer season. Instead, the use of a wider bandeau raises the hat higher.

In the large hats, the drooping brims are not seen. Brims are straighter from the crown, and are turned up sharply, either at the side or back.

The three-cornered Marquis shape with the round crown gives evidence of popularity for Fall in the simple styles.

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Next Season's Trimmings.

Soft, flowing effects are favored for Fall—Coque feathers and ospreys, are good also ostrich plumes and osprey. Very few flowers will be used, and seguin trimmings will be featured to a marked degree. Seguin and chenille combinations are strong, and Bohemian trimmings will be featured. These consist of alternate long and

Grand Millinery Opening

Messrs. S. F. McKinnon & Co. Ltd., take pleasure in announcing that their Semi-Annual display of French, English and New York models—

New Millinery Materials, Hats, Ribbons, Flowers, Ostrich Feathers, Wings, Bandeaux, Ornaments, Buckles, Hatpins, and Parisian Millinery Novelties

takes place on

Monday 30th August

and following days

They extend a cordial invitation to all Merchants and Milliners to be present on that interesting occasion.

Their new Autumn stock is coming forward rapidly, and after the 16th inst., they will be quite prepared to receive and serve all buyers from distant points.

Inspection respectfully solicited.

S. F. McKinnon & Co.,

LIMITED

Cor. York & Wellington Sts., TORONTO, Ont.

round beads which are worked up into different shaped ornaments. Cabochons will be favored again, and large hat pins will also be used which will serve as cabochons. Fancy bandeaux will be featured, and an extensive use will be made of ribbons.

There is a good range of colors for Fall. Black, and black and white combinations will be in high favor. Some of the past season's shades have received new names. One of the Fall shade cards gives as the leading shades, the following; Vendange, which is dull wine; passi flore, on the amethyst order; cythare, which is really copper; chantecler, really old rose; mammoth the new name for taupe; and aeroplane, which is a greenish grey.

At the French races a new blue called lapis which is between Prussian blue and bright navy was very much worn and this color promises to be much in evidence in Fall millinery.

There are, however, more shades of green shown than in any other colors. Prominent among these is rhubarb and spinach greens which approach the Empire shades. Another new green is cosaque which is darker than hunter's green but in that order.

There is little to suggest any vogue for the true brown but such shades as beige and castor are shown and a new shade on this order is carlin or pug-dog color. Another animal color that came to the front late last winter is pointed fox, and still another brown, named caramel, is shown.

Khaki, tans, mustard and old gold are all leading colors, and there is a copper brown named renoncule. Indications point to a strong color season with no one color predominating.

Beaver came to the front in the late Fall season last year, and is extensively shown for the coming Fall. A good demand for beaver shapes is expected. Some very long napped beavers are shown and it may be said that the longer the nap the more fashionable the hat will be.

Facings are in high favor and the majority of hats will be faced with velvet and on felt hats this velvet facing is often of a contrasting color. Many of the new hats have bandeaux which comes now almost in the nature of an innovation, and quite a number of the new shapes are tilted on the head in a decidedly fetching fashion.

The two extremes of hat styles for the coming Fall are the large Gainsborough shapes, and the high hussar turban. This turban promises to be popular and is seen now in beaver, though later it promises to be developed in fur. The trimmings of the hat are extremely simple consisting of a plume standing upright and fastened with a cabochon, stiff wings placed upright or a cockade bow of velvet.

For early Fall there, are some practical street hats of felt and sheared beaver simply trimmed with small wings and rosettes of velvet.

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Activity in Montreal.

Montreal, August 2.

Millinery houses are preparing actively for Fall openings, and are anticipating a most successful season. Buyers who have visited European markets are enthusiastic regarding the new styles, and predict great popularity for them as soon as they are shown. Styles show radical changes, and the materials and trimmings to be used are such as to make sure of rich and attractive showings.

FALL, 1909

Cockburn & Rea, Ltd.

TORONTO

Fashionable Goods

for this season are ready for early buyers on

August 16th

Millinery Openings

on Monday and Tuesday,

August 30th and 31st inst.

Variety is the spice of life, and we cordially invite you to inspect our complete stock of Feathers, Hats, Silk Velvets, Jet Allovers, etc. Moire Silk and Ribbons are the correct novelties for this Fall.

Our Color Range contains an unlimited array of New Shadings

COCKBURN & REA, Limited

54 and 56 Wellington St. West, - Toronto

Fall, 1909

Paris Pattern Hats

AND LATEST NOVELTIES

Satin, Beaver and Felt Hats, Velvets, Feathers, Ribbons, Laces, Mechlins, Veilings, etc.

Opening

Monday, Aug. 30th

AND FOLLOWING DAYS

Stock complete and ready for early buyers Monday, August 16th.

ROBERT TAYLOR

(Formerly Taylor & Smart, Limited)

New location, 76 Wellington Street West

TORONTO

Visit Montreal Openings

FOR

Our Fall, 1909, Opening

AUGUST 30th

We will show a select range of

Imported Pattern Hats

and a

Wealth of Exclusive Novelties

The steady expansion of our business is due to our careful attention to every detail of our business.

Your inspection invited.

Farrell, Belisle & Co., Limited

257 Notre Dame Street West,

MONTREAL.

Charles C. Punchard & Co. Extending.

Chas. C. Punchard & Co., Toronto, makers of cloth caps and hats, took an important step recently when they moved into larger premises—130 Wellington St. W.—and added the manufacture of men's stiff, soft and straw hats to their industry. They are also extending their ladies' and children's lines, and will have a large range of felt shapes in their display rooms during the millinery openings. These shapes are designed in accordance with latest millinery vogue and should be of particular interest to milliners visiting the city during the openings and the exhibition.

Chas. C. Punchard & Co. intend going to the retail trade and samples will be on the road by September 1st. In the manufacture of cloth hats and caps they have been very successful in producing goods of a distinctive class and this will be the aim of their industry in connection with their new lines.

Having Postmasters Help Them Out.

The Review recently called the attention of the Post Office Department to the fact that certain departmental stores, in distributing their catalogues, directed special requests to the postmasters throughout the country to place uncalled for or misdirected catalogues where they would do the most good. For example, the envelope enclosing the catalogue would bear the following tip or something similar to the postmaster:—"If this catalogue is not called for within 30 days, the postmaster will confer a favor on us by handing it to someone who is not in the habit of getting our catalogues. They are for general distribution and any assistance rendered us will be greatly appreciated. When the catalogues are so distributed kindly return us the original wrapper. It helps us in checking our letters."

The ground taken by The Review in connection with this matter was that it was somewhat unreasonable on the part of the retail mail order stores to ask postmasters to assist them in placing catalogues where they would do the most good, or to thus help them in building up their mail order lists in competition with local merchants. It was also pointed out that such a privilege might pave the way to indiscriminate dumping of mail order literature under meager, speculative or insufficient address, relying upon the postmaster's good nature and intelligence for proper distribution.

The reply received from the Department to The Review's communication pointed out that, in complying with such a request, a postmaster would be violating the regulations of the Department and that the companies concerned would not only be advised of that fact, but called upon to discontinue using wrappers upon which the request has been printed.

Notices have been sent out to postmasters not to comply with the request, as to allow it would lead to gross abuses in connection with the delivery of mail matter. The instructions sent out to postmasters require them to treat such requests in the regular manner presented by regulations.

Rudolph Heller and wife, of Manchester, Eng., were the guests recently of W. McComb, Morrisburg, president of the Canadian Sheet Steel Corporation. Mr. Heller is one of the owners of the John Nicholls Co., Manchester, large manufacturers of heavy duck. This was his first visit to Canada.



Fall Opening Dates

Pattern Hats and Millinery Novelties

Toronto Montreal Winnipeg	Week commencing August 30th
Quebec Ottawa	Week commencing September 6th

For Early Buyers

On and after Monday, August 16th, we will be prepared to show our new importations of Millinery Novelties and Pattern Hats as well as the original designs from our own workrooms.

The trade's inspection cordially invited..

THE JOHN D. IVEY COMPANY, LIMITED

Hindoo and Beefeater Turbans Distinctive Novelties

Wholesale Millinery Openings in New York — Little Likelihood that Big Hats will be Ousted — New Turbans Almost Cover the Entire Back of the Head — Fancy Feathers in Parrot Colorings are Good.

Staff Correspondence.

Office of The Dry Goods Review,
160 Broadway, New York, July 28, 1909.

THE wholesale houses have come into their own again. Once more the buyer is in town and once more the French Hat is supreme. Openings began July 5th, and, in many instances, are a weekly event. August 3rd is the date of the second openings which, as is well known, are really the openings that count. Until after La Grande Semaine, there is little really done in Paris, and until that great week, the American buyer feels little confidence in the goods offered. The postponement of the Grand Prix and other events delayed the arrival of the hats in America in many instances. Quite a number of firms, advertising openings for the week of the 5th, had no hats to show but, at the time of writing, the market is flooded with patterns although there are fewer novelties than usual.

The most distinctive novelties are the Arabian or Hindoo turban, variously called the Sultana, Turkish, Moorish and Oriental, and the Henry VIII. Beefeaters, both turbans of exaggerated size.

Chance for Medium Sizes.

There seems little likelihood that big hats will be ousted, but there is apparently a chance for the medium sized hat as well. There is little new in crowns. They continue prominent and extremely large in the headsize, but brims bear out the trend of the summer and turn or roll up at front, back or sides, if not all over.

With the back turn, to preserve a balance, the trimming is placed at the back and arranged high, falling often forward over the crown. While bandeaux are not used extensively, with the exception of the flat halo like bandeaux, to keep the crown from swallowing the head, in hats that turn up and are trimmed at the back there are often horseshoe-shaped bandeaux introduced, the back being cut away to make room for the low coiffure. The Oriental turbans, as well as the Henry VIII effects, almost cover the entire back of the head, the brim hugging the ears.

Rough Effects Lead.

As to material, the rough effects lead. Beavers are shown in abundance, not only in pressed hats but in draped effects. The shaggier the material, the more it is desired. Corded satins, Ottomans and goods of that ilk are in great demand, as also is moire. Ribbons carry out the same characteristics as are shown in yard goods. Small bows of pleated Ottoman ribbon are tucked away in unexpected places. Such bows one finds frequently on the upturned side of a hat, bows not more than five inches or less from tip to tip. Ribbons are treated to many complicated arrangements, pleating being the most frequently observed. Ribbon can be used in many clever ways to cover crowns, which are almost invariably draped or smothered with some sort of ornamentation. Beaver moire, corded silk effects and velvet appear in the order named for the favorite hat foundations.

Fancy Feathers.

While fancy feathers, with coque in the lead are followed closely by huge wing and cockade effects and of course paradise, aigrettes and ostrich, it would be difficult to mention any fancy feather that was not in the running. Large wings, larger than have ever been used for millinery purposes, in this generation at least, were a conspicuous feature at all of the displays, while coque was the trimming used on the majority. Coque is frequently used in matching the foundation of the hat; beaver, usually, is more fashionable than the Spanish coque, although on black hats this dark greenish black variety is most frequently noted. Designers have a way of combining coque and wings with pleasing effect. Quills and coque are also used in combinations. Fancy feathers in parrot colorings are good. In reviewing the fancy feather stock, goura shows up prominently. These, like feathers of all varieties, come in all colors. Pasted ends are a novelty introduced on these effects. Goura, paradise and aigrettes are extremely elegant, aranged almost in every way, but, to be absolutely up to the minute, they must shoot out or up from the back of the hat.

Trimming Conceals the Crown.

The idea of decorating the back of the hat is one of the most radical changes to which hats have been subjected. In practically every case the trimming conceals the crown, either partially or as a whole. Coque for example is mounted in clusters, alternating from front to back and from back to front, a most unusual arrangement. There are endless varieties of cascade, and pin wheel effects in fancy feather clusters suitable for covering of the crown. Sheath-like arrangements of Paradise and heron are very elegant for side trimming.

While there seems to be a decided preference for hats in monotone, there are, of course, many combinations of color particularly in feathers, where no contrasts are deemed impossible. As has been previously hinted, there are no decided changes in the color situation. While all half and faded shades are preferable to the clearer shades, the color of colors at the present are the fruity purples heading the color card. The trade is calling it in its various shades, crushed raspberry, catawba, vintage purples, wine purple and raisin. In every showing these shades appear, and almost as prominent, but hardly as successful, are the mustard, sulphur, old golds, russets, maple sugar and other yellowish brown. Greens, particularly the olive and alligator shades, are to the fore, and blues on the Copenhagen order are not neglected. Undoubtedly blacks are going to be very strong, as are combinations of black and white, which by the way are in great favor for late summer wear. Color is so often a matter for individual selection that the situation is best covered by reporting that all colors in some shades are good.

Floral Trimmings.

While fancy feathers, not forgetting pilet, one of the season's most successful offerings, are unusually strong, it

Come to McCall's Fall Millinery Opening

Exclusive

Novelties

and

Dependable

Millinery

Staples

On MONDAY AUGUST 30th

and following days our Fall Opening will be held, and we will present then for the consideration of the millinery trade the finest display of imported pattern hats for the coming season we have ever shown. Make it a point to come here first.

Stocks in all departments will be complete and ready for early buyers

Monday, August 16th

Branches

at

Winnipeg

Montreal

Quebec

Ottawa

The D. McCall Co., Limited

94-96-98 Wellington St. West

Toronto

must not be imagined that flower decorations have been entirely eclipsed. Silk and velvet flowers, particularly orchids, are seen. Wheat is another decoration. Roses, on the Rococo order, but larger, appear in "dead colors," often inserted at the base of ostrich, which is not infrequently shaded in. It is the fad to use the loosely curled ostrich as well as the willow and uncurled effects. Plumes of all lengths find their uses. When not arranged at the back, feathers tumble over the entire top of the hat, concealing the crown, which is this season more unadorned, since draped crowns are very much in vogue.

Jet Coming to its Own

Jet, not only for milliners, but for all dress accessories is coming into its own. It is, however, not used for the body of a hat, but as trimming, although heavy looking, jetted crowns are sometimes seen. Spangled feathers are an attractive novelty, and beaver stripes are finished with an applique or embroidery of beads. Bugles are much to the fore for these effects.

Lace bows appear on several of the French hats. These are very dainty on hats of silk and satin, and are usually poised at the back. Lace and fur are seen together. Fur, by the way, is expected to be very strong for trimming and for entire hats. It is expected that the draped varieties of turbans will be the popular hat, on a par with the exaggerated peach baskets. This shape is, by the way, relegated to the background and brims are now made straight or upturning.

Scantiness of Trimming.

Extreme simplicity is never a feature of the first importations, but this season, at one or two displays a scantiness of trimming was noted. Plain felt hats with bands of velvet were trimmed with severe cockades, tiny mercury wings, owl or coque heads, or a single quill. With but a few exceptions, the Fall hats are not sensational, and are serviceable-looking, not only in color, but material as well, since beaver is the foundation of the majority and the more durable feathers most in demand. Goura, however, with paradise and aigrettes can hardly be so classed, and these varieties are in high favor for the dressier moire and Ottoman hats.

The second openings will verify or ignore what is now on hand, and until these hats arrive it is largely a matter of speculation.

Dominion Textile Co.'s New President.

Chas. B. Gordon was elected president and managing director of the Dominion Textile Co., Ltd., at a special meeting of the directors on July 19th. Mr. Gordon succeeds Mr. David Yuile, who died some weeks ago. Senator Forget was elected vice-president and the directors are H. V. Meredith, C. R. Hosmer, H. S. Holt, J. P. Black, J. Baillie, Hon. R. Mackay, D. Morrice, G. A. Grier, A. B. Mole.

Mr. Gordon is also a director of the Montreal Cotton Co., Canadian Converters Co., Ltd., and other concerns in dry goods lines.

Upon the organization of the Dominion Textile Co., in 1905, Mr. Gordon was picked upon by interested financiers as an ideal manager for their big organization. He was made 2nd vice-president and managing-director. His record as manager of the Standard Shirt Mfg. Co., now part of the Canadian Converters Co., Ltd., had attracted the attention of prominent banking and manufacturing interests. He built up an enormous business from a beginning which was very small indeed, and has always been a genius at organization in both manufacturing and selling. His early experience in the dry goods trade was with McIntyre, Son & Co., Ltd., Montreal.

The destinies of the Dominion Textile organization are considered bright and Mr. Gordon is expected to make still greater strides. He is still under forty years of age.

Mr. Macdonald's Kind Co-operation.

The Review feels that it is deeply indebted to H. C. Macdonald, trimmer for the W. A. Murray Co., Toronto, for the article on new draping forms in last month's issue. It was through Mr. Macdonald's instrumentality that its publication in connection with the Art of Display Department was rendered possible. Inadvertently The Review neglected to mention this fact last month, and we therefore take the present opportunity to thank Mr. Macdonald for his very kind co-operation in the matter.

New Companies Incorporated.

Sparks Bros., Ottawa, have been incorporated with $40,000 capital, to carry on the business of general wholesale manufacturers, merchants, and manufacturers' agents to manufacture and sell clothing of all descriptions and to deal in dry goods, etc.

The Colonial Furniture Co., of Strathroy, Ont., have been incorporated with $49,900 capital. The incorporators are J. A. Minchner, A. W. Bixel, H. E. Mihell, R. M. Pincombe and J. C. Scott.

The Brinton Carpet Co., of Canada, has been incorporated with $250,000 capital to take over the undertaking of manufacturers and dealers in carpets and rugs carried by the Brinton Carpet Co., of Canada.

New Ready-to-Wear Store.

A. F. McQuarrie, who formerly had charge of the A. E. Rea retail ready-to-wear store, Toronto, which now forms part of the Simpson store, has opened a similar establishment at 282 Yonge street. It presents a very fine appearance, having a frontage of about forty feet, with large display window on each side of the entrance. After two weeks' business, Mr. McQuarrie states that he has reason to believe that his venture was well timed. Having made a close study of the ready-to-wear field, he determined to specialize in high-class garments at popular prices and the record so far has shown the wisdom of this course. At the present time the stock consists of ready-to-wear suits, skirts, coats and underskirts and neckwear, belts and waists, but an extension proposed by Mr. McQuarrie in the near future will take in hosiery, gloves, children's wear and probably furs. The expansion may be such as to require the occupancy of two splendid upper floors.

The store has a depth of 80 feet. It is equipped with wardrobes and dressing cabinets finished in mahogany, and a line of silent salesmen divides the floor. One-half of the store is occupied at the present time by the millinery establishment of Miss McKenzie.

Mr. McQuarrie has adopted the cash system. He regards this as the most satisfactory in every way, and that he has met with very little difficulty in that connection.

AN INVITATION

G. Goulding & Sons

request the pleasure of your presence
at their exhibit of

Exclusive Fall Millinery

which has been planned for

Monday, August Thirtieth

and following days

This invitation is to the TRADE ONLY, who will be most cordially welcomed.

This season we have had four representatives in Europe, and no effort has been spared in making our selections for Fall the most attractive we have ever shown. The patterns and novelties for the opening have been personally selected by our Miss Whitson, who has just returned from abroad.

55-57 Wellington Street West, Toronto

MONTREAL—230 McGill St. WINNIPEG—65 Albert St.



American-made Pattern Hats lead

Buy the American styles direct from the Manufacturer

Save one to two profits

We lead in the manufacture of popular price Pattern and Trimmed Hats, ranging from $12.00 to $60.00 **per dozen.** Our business in Canada is increasing in leaps and bounds—**Why? Because our American-made Pattern Hats have the style-touch and chic appearance that means quick sales**—you can buy a Pattern from us for the same price you would pay for an ordinary hat in Canada—**our prices are so low that after the duty is paid you still gain a substantial saving.** Bear in mind, you can get goods from us in a few days, with the added advantage of buying in the style center of the United States; **also that we prepay express charges on bills amounting to $35.00 or more.** Our large illustrated 52-page Catalogue will place you in touch with thousands of popular-price, quick-selling styles in the various branches of the Millinery business. Write for Catalogue No. C 130. Free to dealers on request.

CHICAGO MERCANTILE CO.,

106-108-110-112 Wabash Ave., - Chicago, Ill.

Hit of the Season The Latest Styles

MILLINERY POSTCARDS

(Up-to-date milliners should not be without them.)

Are the best ADVERTISING MEDIUM. The Best Opening Card.

A DIRECT-TO-CONSUMER communication which will be RETAINED.

Printed WITH YOUR NAME and address, and other advertising matter.

250 assorted cards, $3.50; 1000 assorted cards, $8.50.
500 " " $6.00; 2000 " " $15.00

Special quotations for larger quantities.

Photogravure Millinery series, Embossed High Art and Silk Applique Millinery Cards quoted on demand.

ILLUSTRATED POSTCARD AND NOVELTY CO.

334 Notre Dame St., West, MONTREAL

5 per cent. discount if order is accompanied with cash.

The Ribbon House of Canada

is exceptionally well prepared to look after your Ribbon wants. :: :: ::

WALTER H. BARRY & COMPANY

Cor. St. James & McGill Streets :: MONTREAL

NEW YORK
600-602 Broadway

DETROIT
340 Lafayette

"A FEW DOLLARS'" worth of "LIGHTNING COLORS" will, in a few minutes, change hundreds of dollars' worth of unsaleable goods into what the popular fancy demands.

A POWERFUL STIMULANT TO BUSINESS

Probably the most vital discovery affecting the Millinery business that has occurred in twenty years, it marks the beginning of a new epoch in colors and meets the demand, never so strong as now and ever increasing, for soft, rich, harmonious tints and shades of every color, and enables the dealer to have unlimited quantities of the color that is wanted, when it is wanted, without the enormous risk of carrying a stock of 25 colors that are not wanted.

LIGHTNING COLORS

Particularly adaptable for Ostrich Feathers, Flowers, Braids, Ribbons, Velvet Ribbons, Veilings, Malines, Aigrettes, Paradise Feathers, Silks, Cottons, Velvets, etc. Embroidery Silks and Beltings, Dress Braids and Trimmings, Gloves, Hosiery, etc.

"LIGHTNING COLORS" when dissolved are perfectly clear, have no sediment and no odor, work equally well on cotton or silk, no boiling for 12 hours, no difficulties nor wastes.

A FEW THINGS this wonderful process enables anyone to do:

Turn Ostrich Feathers from white to any one of 50 different shades.
Ribbons, veilings, malines, braids—both silk and cotton, and hand-made hats already made up can be similarly changed, tinted, retinted or shaded exactly as desired.
Fancy braids may be dyed without changing the crimp or character of the braid.
Wire or buckram frames can be dyed, thereby saving covering.

The Immense Risk of having fancy colors in all kinds of braids and Ostrich Feathers can be eliminated by confining the purchases mostly to black and white and from white all fancy shades can be made by the use of "LIGHTNING COLORS."

Our goods are carried in stock by all the leading wholesalers of Millinery in the following cities in Canada:
TORONTO, Ont. WINNIPEG, Man. MONTREAL, Que. ST. JOHN, N.B.

We will daily demonstrate at our Toronto office, 54 Wellington St. West, the various uses of "LIGHTNING COLORS." *Do not fail to see this wonderful item when attending the Openings.*

If your wholesaler does not carry them in stock, or if there is any particular color you want that your wholesaler has none of, you may order direct, enclosing Post Office Order for the amount. Price for single color 45c. or $5.00 per dozen, or single color Post Paid to any place in Canada 50c., or 12 assorted colors Express Prepaid to any part of Canada, $5.50. Send list of colors wanted.

Order any color except Black for use on all materials. Regular size any color except Black will be sent post paid to any Milliner on receipt of 50c. in stamps.

We are conducting demonstrations in our New York office, 600 Broadway, showing the various materials our "LIGHTNING COLORS" *are applicable to and their methods of use. In the past 4 weeks we have added to our customers some of the largest manufacturers in the United States.*

Canadian Sales Agent, **R. C. PARSONS,**
54 Wellington St. West, - TORONTO

Send for pamphlet describing the "PROCESS"

National Color Co.

Address all communications to the Detroit office.

We are making all of the New Syndicate Colors.



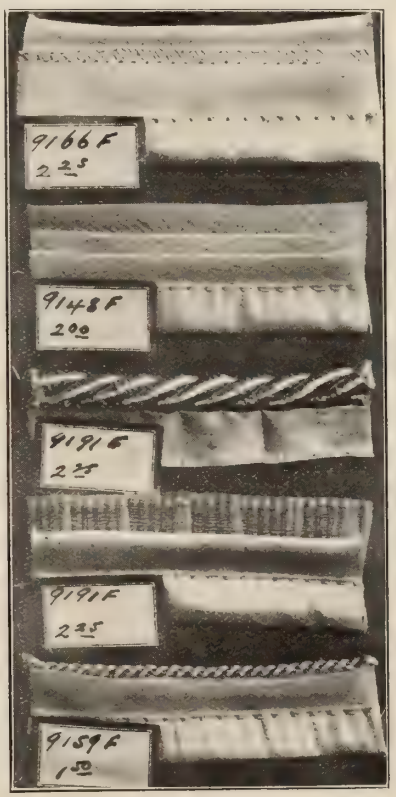
MILLINERS are invited to examine our stock of

Ribbons—Chiffons—Silks—Velvets—Satins

We have some bargains.

The W. R. BROCK COMPANY, Limited.

MONTREAL.



Neckwear Novelties FOR FALL

We have originated for the coming season a range of neckwear styles of distinction—styles which will be big sellers, and which will attract women to any store in which they are shown.

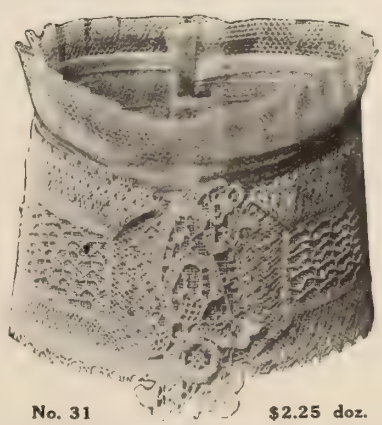
The store which features these goods FIRST will get the most business. Let us send you a sample order of this neckwear. If it is not the most stylish you ever saw send it back to us. We know you'll keep it and that it will sell.

We are also headquarters for Veilings, Nets, Belts, etc.

See our Travelers' Samples



No. 9 $4.50 doz.



No. 31 $2.25 doz.

Sandersons, Ltd. 66-68 Wellington St. West, TORONTO

Please mention The Review to Advertisers and Their Travelers

MILLINERS ARE INVITED

to see our display of new Felt Shapes for Fall. When in Toronto for the Millinery Openings or Exhibition be sure to visit our show-rooms at 130 Wellington St. West. You will be interested in the goods we have to show, and it will pay you to inspect them.

COME HERE FIRST WHEN YOU VISIT TORONTO

CHAS. C. PUNCHARD & CO.
130 Wellington St. West ✦ TORONTO

MILLINERS

are invited to visit our immense warehouse when in Montreal. Our stocks of

Ribbons, Veilings and Millinery Accessories

will please you.

Milliners visiting Toronto openings are invited to call at our commodious sample rooms

Carlaw Building
Wellington Street

Greenshields Limited
MONTREAL

Factories: Boston, Providence, New York, Philadelphia, Rochester.

American Novelties and Up-to-date Specialties

DIRECTORY:

The Anthony F. Xavier Co., Boston, Mass.,
Mfrs. of Metal and Jewel Buckles, Sash Pins and Dutch Collar Pins.
The K. A. Kelly Co., Boston, Mass.,
Mfrs. of "Kelemade" Leather Bags.
Boston Leather Goods Co., Boston, Mass.,
Mfrs. of Ladies' Belts and Leather Specialties.
Franklin Manufacturing Co., Boston, Mass.,
Mfrs. of Ladies' Belts.
Chadbourne & Moore, Boston, Mass.,
Mfrs, of Fine Elastic Belting.
Smith, Taylor Co., Boston, Mass.,
Mfrs of "Maid Best" Aprons and Skirts.
M. Sharaf & Co., Boston, Mass.,
Mfrs. Ruchings and Neckwear.
Providence Pearl Co., Providence, R.I.,
Mfrs. of Pearl Buckles and Pearl Novelties.
New York Pearl Works, New York City,
Mfrs. Pearl Buttons and Pearl Novelties.
Henry Wallbott & Son, New York City,
Mfrs. of Pearl Goods of every description.
The Gotham Pearl Button Works, New York City,
Mfrs. of Fresh Water Pearl Buttons.
Empire Co., New York City,
Mfrs. of Ladies' Belts, Neckwear and Novelties.
S. Rosenau & Co., Philadelphia, Penn.,
Mfrs. of Millinery and Dress Trimmings and Braids.
Franklin Button Works, Philadelphia, Penn.,
Mfrs. of Covered Buttons.
Rochester Button Co., Rochester, N.Y.,
Mfrs. of Fine Ivory Buttons.

THINGS TO REMEMBER

That Novelties come quick and go quick.
That it is the man in front that wins the race.
That Novelties arriving too late are dead ones.
That our lines are all made to order.
That we have no old stock to work off on the trade.
That our orders are executed in from one to two weeks.
That our lines are before the consumer while they are new.
That we are months ahead of Europe in our deliveries.
That we are *not Jobbers, but Manufacturers.*
That new novelties are arriving constantly.
That our address should be in your *little book.*
That buyers should see all others and then see us.

FRANK GOUDY
64 Wellington St. W., (Empire Building) TORONTO



A. D. BURGESSER & CO.
Makers
NEW YORK
TRADE MARK

Messrs. A. D. Burgesser & Co., 172 Fifth Avenue, New York, take pleasure in announcing their Summer Felt Hats for Vacation Days and advanced styles of their Fall Models of Tailored Hats and Dress Shapes, to which your inspection is invited when in New York.

On sale at all leading dealers throughout the United States and Canada.

Some Seasonable Hints to Buyers

From information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

PALMENBERG'S EASTERN BRANCH.

J. R. Palmenberg's Sons have just established their own salesroom at No. 30 Kingston St., Boston. The quarters are commodious and conveniently situated. There is an entrance also on Bedford Street at No. 110. This permanent branch will enable the firm to give more direct personal attention to the requirements of their trade in New England. Complete sample lines of its window fixtures and display forms will be always on view, the assortment being increased from time to time, as novelties are introduced. A stock of the regular, staple goods, ready for immediate delivery will be carried. Messrs. Palmenberg's interests in Boston and nearby are under the management of F. S. Kent, who will likewise travel for them throughout the New England States.

POSTCARDS FOR MILLINERY TRADE.

The Illustrated Postcard and Novelty Co., 334 Notre Dame St. West, Montreal, are making a specialty of postcards for the millinery trade. They are designed for milliners who desire something unique and exclusive in the way of an opening announcement. Leading milliners in the United States have welcomed this new feature, and progressive milliners in Canada are recognizing the splendid advertising value to be obtained from cards of this nature. The Illustrated Postcard and Novelty Co. has an attractive range of these cards to choose from, and the milliner's name and date of opening will be printed upon the front of the card. Prices for these special cards are reasonable.

WATERPROOF COATS.

The Scottish Rubber Co., 316 Notre Dame St. West, Montreal, are responsible for many new ideas in showerproof and waterproof coats for the coming season. Their lines should make it easy for retailers to do an increased business in this type of garment. They make a specialty of showing exclusive cloths and styles and their range is said to be the largest in the trade. Their salesmen are now showing a complete line of ladies' and men's coats both for immediate and future delivery.

IMITATION JET HATPINS.

Alfred Burke & Co., Leominster, Mass., are making a specialty of imitation jet hatpins, ornaments, etc., and their lines are meeting with the approval of the trade. They claim that the material is indestructible, and will not scratch, chip or dull. Their hatpins and other ornaments are exact copies of the newest styles of real jet goods, and retail at popular prices. This firm is advertising these goods extensively, with the result that they already have a wide distribution throughout Canada and the United States.

THE EFFECTIVENESS OF A LABEL.

The identification of an article of merit leaving the merchant's store with the name of that store and merchant is coming to be recognised as an essential feature in a store's advertising, and progressive merchants are appreciative of the fact that their own label attached to every garment which leaves their store has a wide influence in producing future business. The same argument which makes it desirable for a manufacturer to stamp his name or trade mark upon goods which leave his factory, may aptly be applied to the merchant who sells articles which he knows will give satisfaction. The Canada Label & Webbing Co., 9 Morrow Ave., Toronto, is manufacturing a very superior line of labels for this purpose and business is being attracted not only from manufacturers, but from the best class of drygoods merchants and milliners. This firm will be glad to furnish samples and prices of these labels upon application.

THE OXFORD KNITTING CO.

Attention is directed to the advertisement of the Oxford Knitting Co., Ltd., Woodstock, in this issue. Illustrations are shown there of two of the leading lines manufactured by the company, which has been in existence only about three years, and is now moving into a new and much larger mill recently erected for the manufacture of "Oxford" underwear. This company makes a specialty of fine Swiss ribbed underwear for summer use for ladies and children.

A feature of this firm is the excellence of their "Lisle" goods made from specially manufactured lisle yarns. High grade goods are made and from the demands made it has proved that Canadian merchants can sell these lines when they can be made at reasonable selling prices.

This company is the only firm in Canada making the "Ilet" or elastic porous cloth for summer underwear. It enables ladies to keep cool during the hottest weather and a heavy demand has been experienced for these goods.

Special mention should be made of the pureness of the bleaching done by the firm, which has called forth praise from the leading American underwear makers who have seen the goods.

Strict attention to the business is given by the two young men in charge viz., K. Harvey, manager, and W. Barrowclough, secretary - treasurer, who have lots of business ahead.

SPLENDID UNDERWEAR RANGE.

The Eagle Knitting Co., Hamilton, are now showing their new range of Spring samples for 1910 to the wholesale trade, and it has already called forth much admiration from the different buyers who have examined it.

They have shown their progressiveness by introducing a considerable number of improvements in the way of finish and new trimmings, and besides, have increased their range in number of styles, so the wholesaler has now no trouble in selecting a variety that will please him and his customers.

They have recently installed machinery for making ribbed cloth, in fine gauge ; in fact, the finest that can be produced at the present time either in United States or Canada. This cloth is being put into lines to be retailed at 35c, 50c and 75c, and much business is expected from it.

Their range includes a variety of styles, and they especially call attention to the values being shown in Summer Drawers and OS Vests. They have been complimented on all sides for the excellent manner in which their products were turned out and deliveries made during the past season, and they guarantee to do as

well, if not better, this coming season, so that those buyers who select "Hygeian" Underwear for their range, will be sure to be well looked after.

HEADQUARTERS FOR NOVELTIES.

Dry goods merchants visiting Toronto during the Exhibition should make a point of calling on Frank Goudy, Empire Building, 64 Wellington St. West. Mr. Goudy has samples of the latest American novelties and up-to-date specialties. These are goods which bring trade to a store; stamp it as progressive, and pay a good profit. Mr. Goudy represents fourteen of the largest American manufacturers of leather goods, ladies' belts and neckwear, aprons and skirts, pearl buckles and buttons, millinery and dress trimmings, jewelery, etc., and has a full range of samples of these goods, which it will pay visiting merchants to see.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St. Toronto — 465 Temple Bldg. Montreal

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal
MERCANTILE REPORTS AND COLLECTIONS
Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985

LEGAL CARDS.

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal; Chas. A. Duclos; Henry N. Chauvin.

Cable Address "MACKER," Winnipeg — Office 511 Ashdown Block
McRAE & WALKER
Manufacturers' Agents and Wholesale Jobbers, WINNIPEG.
Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

J. SPROULE SMITH
Manchester Building - TORONTO
Representing: Paris Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Ltd., Carpets, etc., Rochdale, Eng.; Wm. Clark & Sons, Canvas, Hollands, etc., Upperlands, Ireland; Albert Godde Bedin & Cie, Chiffons, Laces, etc., Paris, France; Perret Gros & Million, Malines, Veilings, etc., Lyon, France; Melrose Knitting Co., Socks, etc., Glenwilliams, Ont.

Dieckerhoff Raffloer & Co.
OF CANADA, LIMITED
DRY GOODS COMMISSION MERCHANTS AND MANUFACTURERS' AGENTS
Montreal—525 St. Paul St.; Winnipeg—400 Hammond Block; Toronto—154-160 Wellington Street West, cor. Simcoe Street—Head Office.
Importers of Buttons, Smallwares, Laces, Tailors' Trimmings, Linings, Velvets, Felts. Stock carried in Montreal and Toronto.

HOTEL DIRECTORY.

WINDSOR HOTEL
HAMILTON, BERMUDA
This house is pleasantly and conveniently located on the east side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNicol, Prop.

VICTORIA LODGE
HAMILTON, BERMUDA
Mrs. J. F. SMITH, - - Proprietress
Opposite Victoria Park and Cedar Ave. Private Board $12 to $14 per week.
Open November — Closes in May

THE GRAND UNION
The most popular hotel in OTTAWA, ONT.
JAMES K. PAISLEY, - - Proprietor

HALIFAX HOTEL
HALIFAX, N.S.

WHOLESALE HOUSES.

BROCK & PATERSON LIMITED
ST JOHN, N.B. HALIFAX, N.S.
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY

$10,959.99 Collected!
That's the amount we've collected for clients during the past year—our first year in business. In May, 1907, we handled 140 new claims. In April, 1908, we handled 425 new claims. No wonder our clients are satisfied. They have the proof of our collecting ability.
Let Us Cure Your Slow Collections
The Beardwood Agency
313 New York Life Building - MONTREAL

Condensed Advertisements

AGENTS WANTED.

AGENTS WANTED—Calling upon the retail trade to handle the productions of a high-class lace and novelty house. An interesting line for any agent with good connection amongst high-class retailers. Address, Laces, care DRY GOODS REVIEW, 88 Fleet Street, E.C., London, England.

WANTED—INDUSTRIAL AGENT for thriving western town. Must be a capable organizer, able to inspire big commercial ventures and to write literature that will attract attention. A newspaper man would be preferred, but high class applications will be considered. Salary $2,500 to start, $3,000 second year, and there is practically no limit to the money provided the man can "make good." Answer in confidence, "G.H.," care the MacLean Publishing Co., Montreal, Que.

AGENT WANTED—To call on the retail trade and costumiers with attractive line of trimmings, linings, embroideries, braids, buttons, etc. Supplies for ladies' tailors. Good class. Box 4K, DRY GOODS REVIEW, 88 Fleet St., E.C., London, Eng. (tf)

MANUFACTURING OPPORTUNITY

A MONTREAL MANUFACTURER with a prosperous business and connection all over Canada offers a splendid opportunity to a man with $25,000 capital. Security first class and investment highly profitable. Apply for particulars to Box X, DRY GOODS REVIEW, Montreal.

MISCELLANEOUS.

CUT DOWN YOUR PRINTING BILLS one half by installing a "Writerpress." Your office girl or boy can with it print your circulars, price lists, etc., at the rate of 1500 to 2000 copies per hour. Best machine ever made for printing facsimile typewritten letters. Prints from printers' type, half-tones, etc. Retail stores could greatly increase their business by using a Writerpress to run off circulars and letters, sending them out to their customers and probable customers announcing special sales, etc. Send for illustrated catalogue and samples. The Canadian Writerpress Company, 33 John St. South, Hamilton, Ont.

DICTATING to the Dictaphone saves 50 per cent. We will prove it to you if you will send us a post card for full particulars. Toronto Phonograph Co., Limited, Dictaphone Dept., 40 Melinda St., Toronto, Canada. (tf)

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513, No. 83 Craig St. W., Montreal, and 129 Bay Street, Toronto.

KEEP AN ACCURATE ACCOUNT of your employes' time. The Syracuse Dial Time Recorder is the most practical time recording machine for dry goods and millinery stores. Entirely automatic. Nothing to confuse employes. A turn of the pointer, a pressure in the hole opposite the employe's number, and the hour and minute is recorded. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 15 Alice Street, Toronto. (tf)

LIVE BUSINESS MEN insist that their business correspondence be typewritten. Keen, progressive merchants find personal typewritten letters bring the best advertising results. They are secret, individual, powerful business getters. The Light Touch MONARCH is especially attractive to the merchant. Write for interesting literature. The Monarch Typewriter Company Limited, 98 King St. West, Toronto, Ont. (tf)

MEN SELLING ON COMMISSION, or men whose time is not fully employed, should become our agents. The Canadian Grocer, Dry Goods Review, Hardware and Metal, Printer and Publisher, Bookseller and Stationer, Plumber and Steamfitter, Canadian Machinery and Power House are all well known and highly regarded trade papers, with a large circulation throughout Canada, United States and Great Britain. The circulation must be maintained and increased. We pay large commissions to men who push for new subscribers. If you can do anything in this way write the Circulation Department, giving references. THE MacLEAN PUBLISHING CO., Toronto. (tf)

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling and greatly facilitates the loading of cars, drays, etc., and for handling goods in and about the warehouse and factory reduces the cost of labor because far less warehouse help is required. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

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WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references to the Canadian Writerpress Company, Ltd., 33 John St., Hamilton, Ont. (tf)

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Eclipse Umbrellas

Comprise Every Umbrella Want

For Ladies, Men and Children

The Variety of Handles, Fabrics, and Styles Will Please the Most Exacting Taste

Values are Unsurpassed

IMMEDIATE DELIVERIES OF ALL LINES

The Eclipse Umbrella Co., Limited

454 St. James St., Montreal

Our Sales are Increasing Every Month in

CAMPBELL'S

Linen Threads

We would ask you to try them.
They are Strong, Smooth and Best Quality.
For Household or Manufacturing Purposes.

All Large Wholesalers carry them in stock, or can procure at once from us.

AGENTS FOR CANADA

JOHN GORDON & SON

TORONTO MONTREAL WINNIPEG

To the Trade *August, 1909*

When in Toronto

¶ Come and visit us. You will find our stock complete in every department, and prices, terms and discounts liberal as usual. : : : : :

We want you to make our warehouses your headquarters while you are here whether you are buying or not. : : : : :

We want you to make yourselves **At Home** here and shall be delighted to do anything in our power to help you to do so. : : : : : :

JOHN MACDONALD & CO., Limited

TORONTO

VOL. XX.

Special Feature
Boot and Shoes

DRY GOODS REVIEW

Sept. 1909

Posed for the Dry Goods Review by Miss Virginia Earl

Photo by Marceau, Fifth Ave., New York



Turning Every Yard into Dollars

Modern day business is based on the resolve that there shall be no "left-overs" to carry from one season into another.

These may help to swell the stock inventory, but they help mighty little to liquidate a bill payable when it comes due.

For reasons such as these the Dyeing and Finishing Works of R. PARKER & Co., of Toronto – the largest and most completely equipped in all Canada – are constantly being called into service by Dry Goods Merchants and Milliners—wholesale and retail.

At a small cost lines that have become unsaleable because off-color, faded or soiled, are made to take their place again among the new goods fresh from wholesaler or manufacturer, and thus every yard of fabric, every plume and feather, is transformed into dollars the only coin that pays one's bills.

IF MORE PARTICULARS ARE NEEDED, ADDRESS

R. PARKER & CO.

787-791 YONGE ST. ESTABLISHED OVER 30 YEARS TORONTO, CANADA

Rooster Brand



"I CROW OVER ALL"

SHIRTS

Big enough for full-grown men.

HEAVY SCOTCH FLANNEL—With Stock Collars and Ties to match.



NOTICE

This Shirt is *Full Size, Double Stitched* and won't rip. Will keep its color if washed with pure hard *Soap and Boiling Water.*

Don't destroy the garment with washing compound or chemicals.

ROBERT C. WILKINS CO.
MONTREAL Limietd

FINE ENGLISH BOX CLOTH—Plain Shades, Red, Brown, Royal Blue and Black, Reversible Collars.

KHAKI—Soft-finished Sateen and Twills, with Reversible Collars.

Hard-finished Drills and Ducks, with Snap Buttons.

Military Flannel, Navy Flannel, Grey Flannel, Black Sateen and Striped Drills.

OVERALLS, PANTS, RIDING BREECHES, WHITE COATS, SMOX

ROBERT C. WILKINS COMPANY, Limited

MONTREAL

SORTING

Every department in our warehouse is ready to serve you. Get your stocks in shape for a record Fall trade.

DEPARTMENTS

A-1—Printed and woven Flannelettes, Colored Saxony Flannelettes, Dress Ginghams, Apron Ginghams, Shirtings, single and double width Cotton Dress Goods, Flannels, Cotton and Wiil Eiderdowns, Moles.

A-2—Wash Goods, White and Black Muslins, Prints (including the celebrated Crums' Prints), Printed Sateens.

A-3—Linings, Sateens, Percalines Buntings, etc., Jap Soie and Miretta Linings, Moreens, Cotton Cashmeres. Turkey Reds.

A-C—Grey and White Cottons, Sheetings, Pants, Overalls, Flannelette Blankets, Cotton and Jute Bags, Denims, Cottonades, Tickings, Hessians, Horse Covers, etc.

B—Tweeds, Woolens and Tailors' Trimmings, also Priestleys' Cravenettes for men's wear.

C—Carpets, Curtains, Linoleums, Oilcloths, House Furnishings, etc.

D—Men's Furnishings, Underwear, Waterproofs, Half Hose, Ties, Umbrellas.

E—Laces, Ribbons, Embroideries, Veilings, Nets, Neckwear, Ladies' Umbrellas.

K—Hosiery, Fabric Gloves, Knitted Goods, Ladies' Underwear, etc.

G—Kid Gloves, Mitts, Moccasins, etc.

H—Dress Goods, including Priestleys' well-known Dress Fabrics, Blousings, Waistings, etc.

L—Linens, Table Linen, Napkins, Towels, Towelling, Fancy Linens, Handkerchiefs, etc.

O—Ready-to-wear Garments, Blouses, Skirts, Children's Suits, etc.

S—Silks, Velvets, Velveteens, Crepes, etc.

T—Smallwares, Notions, Trimmings, Embroidered Shams and Runners, Fingerings and Fancy Wools, Fancy Goods, Dolls, Mechanical Toys, etc.

Prompt and Efficient Service

Greenshields Limited

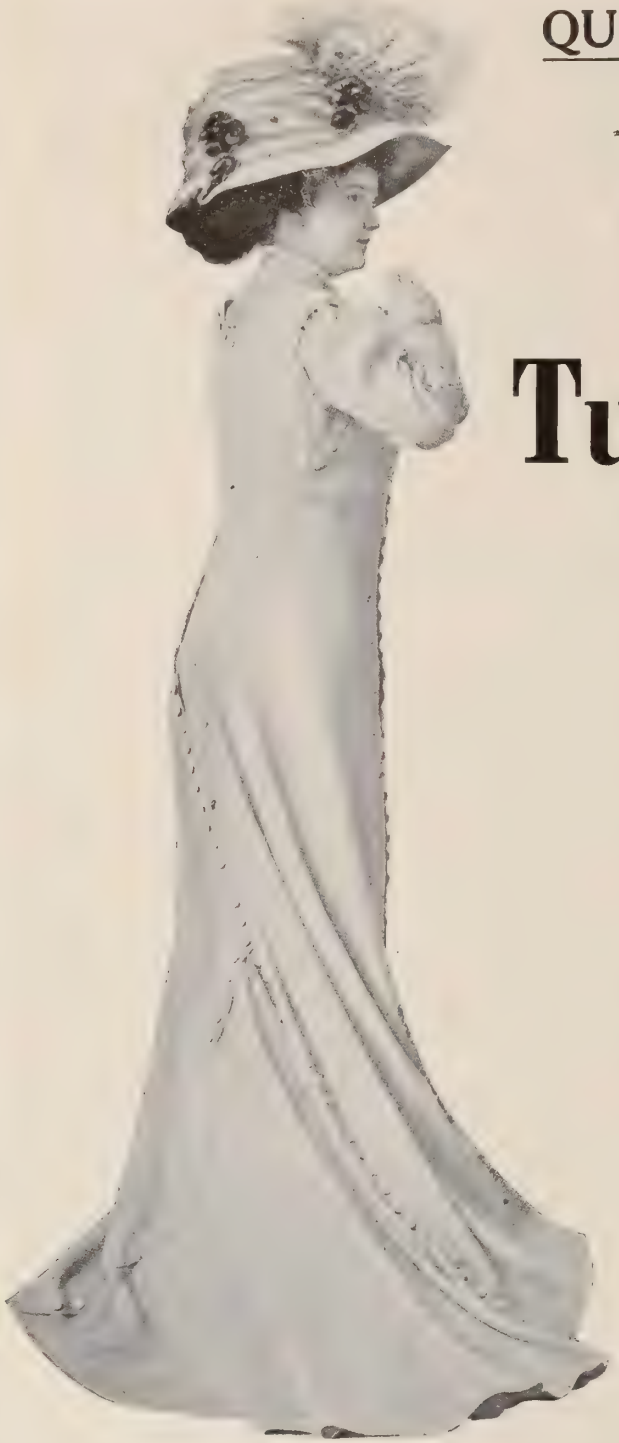
Victoria Square : : : : : : : : Montreal

QUEEN OF DRESS GOODS

Priestley's'

Tussah Royal

IN ALL THE NEWEST SHADES



THE NOW FAMOUS

500-BUTTON COSTUME

lately exhibited at the Dressmakers' Conventions in New York, Boston and Chicago. It was made from

Priestley's

ENGLISH TUSSAH ROYAL

Austrian Satin
Belvoir Satin
Clarence Satin
Alexandra Satin
Wool Travers

All of these Cloths are shown in the leading Fall shades.

These beautiful materials, accepted by the fashionables in London, Paris, and New York, will ensure the success of your Dress Goods Department. Make these cloths leaders in your Dress Goods Department this coming Fall.

SOLE AGENTS FOR CANADA

Greenshields Limited

MONTREAL

The Lines of Novelties
THAT LEAD FOR AUTUMN

We are now showing in our Montreal and Toronto Warehouses

Moire Silk—Cachemire de Flore
Diagonal Brillant
AND
Newest Shades in all Plain Silks
Dress Goods (Cheviots, Bedford Cords)
Crepons and Cachemire Finished Dress Materials

Novelty Shades are Vendange, Passiflore, Cyrhare, Chantecler, Mammoth, Aeroplane

Millinery

Our Montreal stock is now complete in the latest Millinery ideas:

Bohemian Trimmings, Sequin Bandeaux, Beaver Strips, Fancy Flowing Feathers, Wings and Ornaments

Debenhams (Canada) Limited

MONTREAL
18 St. Helen Street

TORONTO
Bay and Wellington Streets

Debenham & Co. London (West), Paris, New York, Melbourne, Cape Town
London (City), Brussels, Boston, Sydney, Johannesburg.

THE GAULT BROTHERS CO., Limited

MONTREAL

SPRING SEASON, 1910

Woollen Department



Tailors' Trimmings

OUR special travelers for this department will begin showing our new collection early in September. It represents a complete new stock of fancy suitings and trouserings, the finest range ever shown in this country. Place no orders until you see it.

Ask to see the new honey shades.

We will also show a large range of "Belwarp" and Neptune Serges, clear cut and natural finishes, Vicunas and Cheviots, Llamas and dress suitings. Special ranges of novelty and staple Spring Overcoatings. In a word, our woollen department leads the trade.

THIS department constantly watches the changes in suiting colorings, and matches all shades in plain Italians, Beatrice twills, Princess twills, and Brilliantines. In some lines we stock as many as twenty shades. There is nothing in linings which this department does not keep. Do not forget your old friends, the *Canada* and *Earthquake* mohair twills and Tyrone duck. If there is a tailor in Canada who does not buy these lines, we would like to meet him.

CARPET DEPARTMENT

FALL, 1909 - - SPRING, 1910

Our Spring samples will be in our travelers' hands about September 10th. *Wait for the range.*

A large number of exclusive designs in Piece Goods, Squares and Linoleums. Every make and quality.

Our reputation for assortments and values is more than maintained for the new season. : : : :

Ready to Fill Your Sorting Wants

Our Fall importations are particularly comprehensive. More new patterns in stock than ever before for the Fall trade. : : : : : : : :

Crescent Brand Clothing

Three of the leading lines shown by our travelers for spring, 1910



Young Men's Suffolk Coat



Combination for Young and Old Men



Silk-faced Chesterfield

Crescent Brand Clothing is medium priced, hand-tailored, best workmanship, good fitting. : : : Excellent values.

See the line and be convinced. Ask our salesmen for our special booklet to be sent to YOUR customers. We help YOU sell Crescent Brand Clothing.

The Gault Brothers Co.

Limited

ST. HELEN STREET, MONTREAL



Established 1791

The Test of Time!

HORROCKSES'

Longcloths, Nainsooks, Cambrics, India Longcloths, etc.
See Horrockses' Name on Selvedge.

Sheetings, Ready-Made Sheets (Plain and Hemstitched)
See Horrockese' Name on Each Sheet.

Flannelettes of the Highest Quality.
See Horrockses' Name on Selvedge.

Horrockses, Crewdson & Co.

Limited

Cotton Spinners and Manufacturers

PRESTON MANCHESTER LONDON, ENGLAND

Quality Wins Because the World Demands It



Corticelli



Leads All Other Spool Silk In Popularity and In Sales, Because It Is Superior

BUT WE WANT YOU TO PASTE THESE FACTS IN YOUR HAT:

¶ We are not content to stop at making the best spool silk.

¶ We are not content to stop at selling more spool silk than any other manufacturer.

¶ We demand for Corticelli that unquestioned leadership to which it is entitled, because it is the best spool silk made.

¶ We purpose a country-wide distribution so thorough that no man, woman or child who asks for Corticelli will need to take a spool of "just as good."

¶ Wherever spool silk is used, there Corticelli can be obtained.

¶ And wherever Corticelli is used, there also will the Corticelli European Fashion Service wield a powerful influence.

¶ We invite the co-operation of leading merchants everywhere in making it convenient for users of Corticelli to get Corticelli.

¶ In this way the consumer is pleased and satisfied, and the dealer avoids all the annoyances inevitably connected with the sale of inferior spool silk.

Fall Fashion Service Soon Ready—Send for it.

CORTICELLI SILK COMPANY, LIMITED, Head Office: ST. JOHNS, Que.

Address nearest office

Sales Rooms—22 St. Helen St., Montreal, 399 Cordova St., Vancouver. 56 Albert St., Winnipeg.
24 and 26 Wellington St. West, Toronto 91a York St., Sydney, N.S.W.

SUCCESS



SELLING FEATURES

High Back
Wide Legs
Extra Pockets
Open and faced at both sides

SUCCESS OVERALLS

are guaranteed to give satisfaction to your customers.

The Canadian

OVERALLS

SUCCESS OVERALLS are appreciated by discriminating wholesalers who find retailers have been waiting for

Dependable, Full-sized, Guaranteed OVERALLS

This label identifies them



SUCCESS Overalls

The synonym for generous size, careful workmanship and all up-to-date improvements. : :

SUCCESS Overalls cover a range of overalls, bibs, smocks, in 6, 7, and 8-oz. weights, and black, blue, and gold back colors. : :

Your wholesaler can sell them to you at these prices:

6-oz.	7-oz.	8-oz.
$8.25	$8.75	$9.50

The days of unsatisfactory Overalls and trouble with your customers are over, once you stock SUCCESS Overalls

WRITE US IF YOUR WHOLESALER DOES NOT SHOW THEM

Converters' Co. Limited.
Montreal

Revillon's Selling Systems

Lowest Possible Prices
Dependable Merchandise
Reliable Service

A word with you, Mr. Buyer, please—

We sell General Dry Goods for Import with a small commission as our profit, and a whole bumper of enthusiasm for the satisfaction we get out of it.

Our terms are "3% 30 days 1st following or 3 months net."

We ask every progressive Buyer to compare our Values with the Best Lines in his Department.

Our system of grouping orders enables you to buy half pieces at perhaps less than you are used to pay for full pieces. (Make us prove it).

Commencing September 10th we shall offer a monthly series of (Star) advertising lines at prices that will create big business for you and make history for us.

Don't forget to read the Star "line" page.

Revillon Freres, Limited

Importers and Exporters of General Dry Goods
134, 136 McGill Street - - - MONTREAL
(Headquarters, Paris)

You buy at the Mill when you place your orders with us

Revillon's Selling Systems

We do not carry stock of these lines; that is why we can give you Mill prices

Our Star Broadcloth Special

A beautiful soft, silky cloth, 52 inches wide, 8-oz. in weight. Comes in all the latest colorings for spring.

We take orders for one month only

at 69c per yd.

Our Star Line of Silk Tamaline

Extra heavy cloth, with lots of brilliancy, 20-in. wide. All colors.

We take orders for one month only

at 32c per yd.

Our Star Line of Dyed Shantung Silks, 25/6-in. wide. Has all the appearance of a cloth you used to pay 45c for.

We take orders for one month only

at 38c per yd.

Our Star Fabric Glove Line

Number 338. A two-dome Taffeta Glove of real merit. Has a delightful silky finish.

We take orders for one month only

at $2.25 per doz.

Our Star Real French Kid Glove

Has two metal domes, Orloff embroidered, rounded edge, soft glace finish. Made on perfect fitting models.

We take orders for one month only

at $8.45 per doz.

Our Star Line of plain Black Cashmere Hose, number C80. The Crackerjack line on the market.

We take orders for one month only

at $2.20 per doz.

Our Star Line of Swiss Embroideries put up in assorted Box Lots.

You can't afford to pass this line. Ask the salesman for special prices for one month.

Our Star Line of Cotton Lisle Hose, number 250, Black and Tan. Full length and plenty of width in leg.

We take orders for one month only

at $1.40 per doz.

Revillon Freres, Limited

Importers and Exporters of General Dry Goods

134, 136 McGill Street - - - MONTREAL

Write for samples (Headquarters, Paris)

Southam's Shipping Tags





¶ The uniform Standard Stocks used in Southam's Tags—Shipping or Factory Tags—give a high degree of satisfaction.

¶ Manufactured in seven grades of stock from light weight manilla tag to heavy untearable linen. Suitable for all purposes.

The Southam Quality Standard and Special Gummed Labels are well gummed, printed and packed.

SAMPLES AND QUOTATIONS ON REQUEST

SOUTHAM LIMITED
MONTREAL

Established 1832 Cable Code: Law—Bradford

FALL 1909

"Lawrus" Fabrics.
REGISTERED

Exclusive Designs

These goods are rolled on special boards and stamped every **five yards** "Lawrus"

SPECIALTIES

Mayfair and Blenheim Suitings

in our Combination finish

(PIRLE AND SUEDENA)

Showerproof Goods

in the latest styles

Mohair and Alpaca Linings

Buyers visiting England cna see a full collection in Bradford and London.

Law, Russell & Co., Limited

Converters of Bradford Fabrics.

BRADFORD AND LONDON

Bradbury, Greatorex & Co.

(Colonial) Limited

Aldermanbury, London, England.

For Spring, 1910

We are now sending forward to our Canadian Agents the new Samples for Spring Trade, which will very shortly be laid before you.

The newest and most up-to-date productions of the British, French and German markets will be represented.

SPECIALS

Among other lines we would draw special attention to the fol'owing:

Our celebrated "NURSE" cloth—29/30-in. and 39/40-in. in plain colors and stripes. Newest designs (70 ways).

Our "HYGIENISTIC" Nuns' Cloths and all wool French Delaines.

The New Cordova Stripe Cambric for Costumes and Blouses.

The Latest Novelties in

MILLINERY RIBBONS

for the coming Spring.

Prompt and careful attention may be relied upon for all orders entrusted to our care.

CANADIAN HEADQUARTERS—

Rooms 204, 205 St. Nicholas Building, near Board of Trade, Montreal, P.Q.

Mr. C. J. W. Davies, Agent. Telephone Main, 780

Branches:—VICTORIA, B.C., Mr. R. H. McMillen.

TORONTO, ONT., Mr. W. Mackenzie.

To Ladies' Tailors and Costumiers -

The New Directoire Trimmings

with Cord and Applique Medallion. (Samples of these goods cannot be sent free). Set of same $1.20 and $2.40.

New Brocade Linings.

New Ivory Soft Satin Mousseline

Most of the French Models for the coming season are lined with this article, which will take the place of Satin Duchesse so long in vogue. Samples on application.

Other Departments

Skins, Vests, Embroidery on white-face-cloth.

BRAIDS, BUTTONS. (Our Specialties in Embroideries for Ladies' Tailors are all engaged patterns, and cannot be procured elsewhere. Samples, $2.40.)

The New Directoire Embroidery on Shantung, 20 inches wide, 8 shades, $3.55. Also Vestings, 7 inches wide, 8 shades, $1.63. (With and without Tinsel. Pretty effect.)

Large Range **Victoria Twill Linings** (otherwise Polonaise) plain and with design. From 48 cents.

The New Sea Serge 56 inches wide in Black, Navy and Cream only. 66 cents.

This is the House that supplies the Best Ladies' Tailors in England with most of the specialties in Braids, Embroideries for Collars, Vests, etc., and well-known for good value in Duchesse Satin, and other makes of 40-inch Linings.

All Orders executed same day.

Open Indents carefully executed.

H. W. Wilson & Co., Manufacturers,

4 Kingly Street, Regent Street,

LONDON, W., England.

Get the Habit

of stocking the lines of reliable makers only. Nothing can possibly damage your reputation and decrease your profit so much as the handling of inferior goods. The man who handles

"Old Bleach" Linens

is in a fair way to do a large and profitable business. They are made by the "Old Bleach" process from the finest flax that grows, and there is nothing on the market to touch them.

They are bleached in the sun, which gives them a durable whiteness, while retaining the full strength of the fabric.

"Old Bleach" fabrics are soft and smooth, and do not wear rough. There is a large and attractive range of patterns.

SEND FOR OUR CATALOGUE AND PRICES.

R. H. Cosbie

IRISH LINEN AGENCY

TORONTO, - - ONTARIO

Please mention The Review to Advertisers and Their Travelers

WHITE HEATHER



REGISTERED TRADE MARK

BEEHIVE

TRADE MARK



REGISTERED

BALDWIN'S

"BEEHIVE"

Baldwin's 2nd Quality AND Baldwin's Best

"WHITE HEATHER"

ARE THE BRANDS FOR

KNITTING-WOOL SPECIALISTS

THEY ENSURE A READY SALE

Through Leading Wholesale Houses. Samples, free on application, from—

J. & J. BALDWIN & PARTNERS, LTD.

ESTABLISHED 1785 HALIFAX, ENG.

AGENT:
Duncan Bell
MONTREAL & TORONTO

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

1906.

	Canada	Other Countries	Total
Cosies, Cushions, etc.	£ 495	£ 154,047	£ 154,542
Curtains	190	87,675	87,865
Fancy Goods	313	279,452	279,765
Piece Goods, Cotton and Linen	11,894	3,297,724	3,309,618
Flannelettes	1,688	251,965	253,653
Boots and Shoes	4,951	114,003	118,954
Rubber Sand Shoes	2,319	47,998	50,317

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway. We will also supply specimen copies on application.

Publishing Offices

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 112 Wood St., E.C.
New York, 29 Broadway

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchants

181-183 McGill Street, MONTREAL

James Stanbury & Co., Toronto

LOOK OUT FOR THIS SHIELD AND TRADE MARK.

THE RETAIL TRADE IS URGED TO ASK FOR THESE CLOTHS.



THE RETAIL TRADE IS URGED TO ASK FOR THESE CLOTHS.

Goods to be obtained from the high-class Novelty Dress Goods House, STOBART SONS & CO., Ltd., WINNIPEG

PRESIDENT TAFT'S GOOD EXAMPLE

By A. B. LEVER

PRESIDENT TAFT of the United States believes in trade newspapers. He is such a thorough believer that when he wanted to make an announcement of particular interest to business men of the United States he selected a business man's paper as his medium. It was one of the first acts of his administration.

This is the era of the trade newspaper. At any rate it is the dawn of the era.

Business men the world over are gradually coming to recognize the fact that if they want to reach firms in their own particular line of business the best and most direct method is through the columns of the trade newspaper devoted to their particular interests.

Manufacturers and wholesalers who do not recognize this fact are obviously behind the times. Those who do not catch up are likely to be overtaken and lapped by their more progressive competitors.

This is an age of progressive business methods and those who are not progressive in advertising are like those who prefer to travel by the old fashioned ox team instead of by the swiftly moving express.

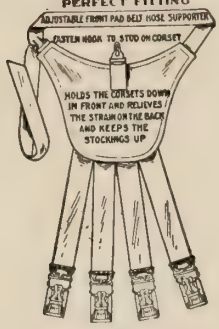
Surely if Mr. Taft from his presidential chair is awake to the importance of addressing business men through the columns of a trade publication, manufacturers and wholesalers should not be less awake to their opportunities.

Just as a well aimed rifle carries the bullet to the bull's eye, so the trade newspaper carries the announcement of the manufacturer direct to the customer whom he desires to reach.

No manufacturer or wholesaler can carry on an effective advertising campaign that does not include the use of the trade newspaper.

STANDARD SHAPE
with
SHUR-ON CLASP

Kleinert's
IMPROVED
Favorite
PERFECT FITTING



BELT SUPPORTER
PATENTED DECEMBER 17TH 1909

Cuts furnished free for advertising these supporters

EVERYBODY USES THEM



LATEST
Kleinert's
NU-METHOD
Supporter
WITH
ADJUSTABLE
HOOK



PATENTED 1909
Cuts furnished free for advertising these supporters

Increase Your Sales by handling Advertised Goods

SOLD BY ALL LEADING JOBBERS

I. B. KLEINERT RUBBER COMPANY :: Toronto







BURNLEY'S WOOLS

Prices and Terms Right.

Ask our Canadian Agents

D. M. Chorlton & Bro.

43 St. Sacrament St., MONTREAL

Thos. Burnley & Sons, Limited

GOMERSAL MILLS, near Leeds, ENGLAND

Mfrs. of Knitting Yarns for over 150 Years

OUR AGENTS have LARGE STOCKS ON HAND of these 3 BRANDS
IN ALL SHADES.

Quotations F. O. B. Montreal.

Facts of Interest—Mainly About Ourselves

IT PAYS YOU TO READ THE ADS. Someone has said that advertising and salesmanship form the coning link between invention and the use of any article, that all of the best inventions of the age would have fallen flat had it not been for advertising and salesmanship. Readers of The Review doubtless appreciate these facts. Advertising is teaching; so is salesmanship. The wise advertiser does not take it for granted that the people whom he wishes to attract know all about his goods. He endeavors to instruct. There are few ads. nowadays that do not contain a definite news value to every merchant, every buyer, whose object it should be to familiarize himself with the progress of manufacture. The ads. give him much information along this line which he probably could not readily obtain elsewhere. No man can hope to buy to best advantage unless he knows where he can lay his hand upon the best commodities required in his business. The ad. is the producer's or distributor's personal statement imparting that which he deems necessary to intelligent buying. It pays to read the ads.

✠

SPECIAL POSE FOR THE COVER DESIGN. The front cover design of the September Review is one that is not only highly appropriate for this, the special boot and shoe number, but cannot fail to be of equal interest to the modiste and the milliner. The picture here reproduced was posed by Miss Virginia Earl for The Review. To the student of dress, the quaint caprice which is responsible for the pose will be all the more appreciable since it affords advantageous view of a very dainty dress and headpiece. In such a costume, the possibilities of adaptation or development of style ideas, therein suggested, prove of the greatest interest to those who have to do with the designing and making of appare'. It will be noted that the hat is of the Spanish turban type, an extremely ultra conceit of fashion which has made its appearance this season, and that it has a large lifelike mounting with outspread wings. The dress is equally fastidious. while the shoes are illustrative of the vogue of straps and buckles.

✠

HOW THE REVIEW COVERS ITS NEW FIELD. In another section of The Review will be found a description of the Apparel Show which was he'd recently in New York. This was the first exhibition of its kind ever held in America and, recognizing the importance of the bearing it would have in the fashion world of the United States and Canada, The Review planned to be represented in order that it might be in a position to study those features which would be of interest and value to its readers.

The Review's booth had a prominent position, and was the centre not only of many enquiries with reference to its field, but also of commendation in regard to the work it was performing as a trade newspaper. Its representatives acquired a fund of information concerning the latest style tendencies and these will be described in the departments to which they properly belong.

The Review thus feels that its course in connection with the Apparel Show was a wise one, since it recognizes that, to be of most efficient service to its people it must give careful attention to every activity in fashion centres which in any way betokens progress. A trade newspaper which does not adopt this policy must, in the end, fall flat, for it cannot be of use either to the manufacturer, the wholesaler or the retailer.

A word with reference to the manner in which The Review covers its fashion and trade news field cannot be out of place here. In Canada, it has capable representatives in all of the important centres, who not only report upon significant market conditions, but also pay every attention to notable style features and development. In addition to this, the activities of the retail merchants are not overlooked. When methods are being employed by which problems more or less vexed, are being satisfactorily worked out, it is the office of The Review's representative to describe them in order that merchants in other places may benefit by the experience. The individual, however, as well as the organization has his news value and wherever there are instances of that form of merchandising which indicates a motive force of bright, original ideas, or of practical, well-thought-out system in store management, The Review spares no efforts in securing the details no matter whether the example be located in city or village.

Vigilance and thoroughness is no less a feature of its policy with reference to the world's fashion centres. An examination of its columns will show how closely The Review follows conditions in these all-important places. Letters from Paris, London and New York give authoritative reviews and forecasts monthly, and there are repeated proofs of the absolute reliability of its service in that connection. Whether it relates to garments, millinery or fabrics, every effort has been put forward by The Review in order that its readers may have a dependable service. The latest proof of the authenticity which characterizes its news columns was supplied by the Apparel Show where it was forcefully demonstrated upon examination, that the latest fashion features confirmed to the fullest extent the style information contained in the columns of the Special Fall number.

The object of the service thus described is to give men engaged in the dry goods business a medium to which they may look for information helpful to them in their buying and in everyday merchandising.

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ENDORSE REVIEW'S STAND RE EATON CONTRACT The article which appeared in the Dry Goods Review of August with reference to the school reader contract with The T. Eaton Co. has been pretty widely commented upon by the daily and weekly press throughout Ontario as indisputable evidence that the contract is to be used as an advertising lever for the great departmental store. In commendation of the loyalty of those newspapers to their home merchants be it said that they have not been slow to condemn those features of the agreement which stand out as an injustice to the retail men of the Province. In its discussion of this matter The Review has allowed no political consideration, whatever, to influence its views, but has kept the interests of the retail trade before it in its advocacy of a course which in all reason, seemed the proper one to take in order that there should be fairness to all. There has been no criticism of the efforts of the Government to lower the prices of school books, but solely of that lack of foresight which must be held responsible for the evil growing out of the contract.



THE McCALL BUILDING *236 TO 246 WEST 37TH STREET NEW YORK.*

This building covers six city lots and is ten stories high, besides basement. Each of the eleven floors contains over 10,000 square feet of space. The entire building is exclusively devoted to the manufacture and use of the celebrated McCall Patterns and Fashion Publications.

Hundreds of the leading dry goods merchants of the country visit this building annually. It is a revelation to most of them. They see the most perfect pattern organization in the world. They see over 600 people working as a unit, under the most modern and favorable conditions, to produce and distribute the most **stylish, simple** and **accurate** paper dress patterns made—**McCall Patterns.**

We should like **you** to visit us, Mr. Merchant. We will make it worth your while. If, for any reason, you cannot come, at least write us for more information about our goods and business methods. In either case the obligation will be ours, not yours. Whether we eventually do business together or not, you will learn **why** McCall Paterns are far **outselling every other make of paper patterns in existence.**

The well-established McCall Canadian Office and Factory, the largest and best equipped Pattern Plant in the Dominion, make it possible to offer Canadian Merchants the celebrated McCall Patterns and Fashion Publications, with all the advantages of **Terms, Prices, Deliveries, etc.,** United States Merchants enjoy.

Write now for free samples and full particulars about the exclusive sale of our goods in your town and vicinity. You will incur no obligation except to consider the question and decide on its merits.

Address Main Office, New York

THE McCALL COMPANY

THE LEADING PAPER PATTERN HOUSE OF AMERICA

236 to 246 West 37th Street : : New York

CHICAGO **SAN FRANCISCO** **TORONTO, CANADA**

NOT IN THE TRUST *NO CONNECTION WITH ANY OTHER HOUSE*

The W. R. Brock Company. (Limited) TORONTO

Attractive Dress Materials in Demand for Fall Season

We direct very particular attention to this group of Fashionable Weaves selected from our extensive range of Dress Fabrics. See samples now on the road with our Travellers.

CB68—41-in. Self Stripe Soliel Suede, to retail at 75c. Chestnut, Brown, Wisteria, Myrtle, Garnet, Burgundy, Marine, Navy and Black.

WT16—42-in. Corded Stripe Satin Cloth, to retail at 75c. Wisteria, Olive, Taupe, Smoke Grey, Myrtle, Chestnut, Brown, Marine, Navy and Black.

BP3—42-in. Self Stripe Worsted, to retail at 75c. Mole, Olive, Chestnut, Brown, Slate, Blue, Marine, Navy and Black.

BP4—47/8-in. Royal Ermine Satin Cloth (Suedena Finish), to retail at $1.00.

EE2—49/50-in. All Wool Venetian Cloth, to retail at 75c. Full range of all the leading colors.

HW85—46/7-in. Self Stripe Satin Cloth, to retail at $1.00. Taupe, Smoke Grey, Olive, Myrtle, Brown, Marine, Navy and Black.

HW86—50-in. Traverse Satin, to retail at $1.50. Old Rose, Alice, Taupe, Brown, Cardinal, Navy and Black.

PM21—52-in. Self Stripe Worsted, to retail at $1.50. Slate, Olive Brown, Birch, Wedgewood, Seal, Olive and Navy.

PJ16—50-in. Suede Broadcloth, Bright Satin Finish, to retail at $1.50. Paris, Wisteria, Taupe, Electric, Wine, Brown, Catawba, Olive, Castor, Marine, Navy and Black.

Orders for goods or requests for samples receive prompt attention.
WRITE OUR LETTER ORDER DEPARTMENT.

RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

DRY GOODS REVIEW

Issued Monthly Office of Publication, 10 Front Street East, Toronto September, 1909

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Invariably in advance.

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ADVERTISING RATES—12 MONTHS

One page	$300
" half page	180
" quarter page	100
" eighth page	60
" inch	30

Encouraging Prospects.

WITH every department of activity in connection with the dry goods trade reflecting marked evidences of prosperity, and with almost all lines of industry moving in the direction of a record year, it is not surprising to find that a scarcity of help exists in some quarters. It is known that several large houses in the cutting-up trade have for some weeks been calling for additional operators, and are not having an easy time, by any means, in securing the help required in keeping production abreast of orders. Fall business has been very good and all indications point to an excellent Spring season. Among the millinery houses the openings and retail buying season have shown a most promising readiness for the new lines and orders in every department have been heavy.

There can be no doubt but that the very encouraging crop outlook has done much for the spirit of optimism during the past two months. Not only are the agriculturalists of the west looking forward to a splendid yield, but reports from many places throughout the older provinces show that the crops have measured up to good averages. With such a harvest in prospect, with a vigorous trade movement, and the wheels of industry well employed, it is only proper that the brightest kind of optimism should enter into the dominant note.

In this connection it is interesting to note that the trade of the Dominion during the first four months of the present fiscal year was $191,919,304, and of this amount $11,791,842 was merchandise entered for consumption, a gain of $22,377,301. Dutiable goods were entered to the amount of $66.028,887, a gain of $13,810,834, and free goods entered were valued at $45,762,945, a gain of $8,566,467. Duty was collected to the amount of $17,855,948, an increase of $3,633,440. The exports of domestic products totaled $73,398,595, a gain of $6,193,585. For the months of July Canadian trade amounted to $56,250,000, a betterment of $7,500,000.

Manufacturers and wholesale men state that western trade has been particularly good. Each year the demand from that quarter has been increasing in volume and has warranted the closest attention from the sources of production and distribution in the east. The development of western towns and cities and the steady extension of settlement are inspiring facts to the captains of commerce and industry.

An Efficient Buying End.

A DRY GOODS merchant who has been in business in Toronto for 20 years, and who served his apprenticeship in the Old Country, was asked by The Review whether, in his Canadian experience he had noticed any marked changes in general merchandising methods. Among other things he stated that the old rule, "goods well bought are half sold," was not, in his opinion, regarded as being of the same importance as some years ago, and to recklessness, ignorance, or downright negligence in the buying end he attributed not a few of the

failures which had come under his notice in the last score of years.

The opinion of this man was that greater attention to buying would convert many a store from a losing into a paying proposition. In these days when customers are more critical than ever, when stocks must in every way be thoroughly representative, it cannot be gainsaid that if he would secure the most enduring results from his business, no merchant can afford to risk the responsibility of the buying end with any other than a man who is up to the minute in his knowledge of materials, values and prices.

It is an age in which the consumer insists upon investing himself with an individuality, and experiences prove that such individuality will have to be respected. Present price conditions and the great range and rapid changes in styles are among those considerations which call for soundest judgment, and the most skilled discernment. It is therefore up to the merchant to ask himself whether the buying department is as efficient as it should be, whether there are any handicaps which prevent, or renders difficult, its access to the best merchandise, and whether there be those market and style mediums at his disposal whereby the buyers may post themselves in advance.

Improve Your Risk.

RECENT investigations by The Review go to show that in the matter of insurance, there is not that careful consideration given by merchants and manufacturers to their rating which the best principles of economy would forcefully suggest. In view of the instances which are being multiplied every day, in which reductions have been made in individual ratings as the result of some inexpensive precautionary measure, it seems proper to say that the merchant or manufacturer who postpones competent examination of his premises with a view to improve want of his risk, is certainly negligent of his own interests. Where the local agents are competent men the merchant will have no difficulty in obtaining that information with reference to the constituents of his rating—wehere he is penalized and where he is credited—to enable him to improve those conditions on which his insurance is based.

The Review intends to deal with this matter in detail, and will present much imformation obtained from authoritative sources, which merchants and manufacturers will find of value in considering the steps suggested.

The New Terms Arrangement.

NEARLY all of the wholesale dry goods houses, east of Winnipeg, including those of Quebec, are in the new agreement as to shorter terms and discounts.

The chief features are, goods shipped from the 25th of May, date Oct. 1st for Fall, and goods shipped from the 25th November, date April 1st. Discounts are reduced from 5 per cent. 30 days to 5 per cent. 10 days or 4 per cent. 30 days. The new terms on Canadian prints and ginghams, that is three months instead of four, came into force on the 24th of May last.

Instead of having to fear competition with regards to datings, time, discounts and prices, the retail merchant now knows that if he buys his goods at right prices, he has nothing to fear from neighbor and competitor, so far as any undue advantages under the other three headings is concerned.

Under former conditions, the more exacting buyer often obtained, through extra advance ratings alone an advantage of from 1½ to 2 per cent. over his less exacting neighbor in addition to forced concessions in discounts and prices.

Under the new terms arrangement, those houses who are parties thereto guarantee to their customers that, so far as they are concerned, all such unfair competition has been eliminated and they consider that on that score alone they are entitled to the support of the legitimate retail dry goods trade.

The Ready-to-Wear Store.

CLOSE students of the dry goods trade often express anxiety regarding the future of the retail dry goods trade owing to the remarkable growth in the demand for ready-to-wear garments. Even in Canada this has already resulted in the starting of ready-to-wear stores in cities and towns. As opposed to this development is the steady increase in department stores with a strong ready-to-wear department.

The one factor decidedly in favor of ready-to-wear stores becoming as general as clothing and men's furnisher stores is the comparatively small capital required to start business. Certainly it would be a serious problem for dry goods stores in towns to be confronted with two or three well-organized specialty garment stores.

Undoubtedly retail dry goods stores are paving the way for their own salvation. As long as they continue to specialize on ready-to-wear garments there is little fear of opposition from specialized garment stores. Certainly the ready-to-wear trade is more appropriate to the dry goods store than the clothing trade is.

During the next few years, ready-to-wear stores will come. They will exist mainly in communities where the retail dry goods merchant has not taken full advantage of the possibilities of a growing and varied ready-to-wear trade.

GETS VALUE RECEIVED.

Mr. Robert Burns, of Brantford, writes:—"If I owe anything this address will get me, and it will be cheerfully paid, as I always got value received from The Review and wish it increased prosperity."

HAS ENJOYED READING IT.

Mr. C. H. Johnston, of Lethbridge, Alta., writes:—"Enclosed please find express order for $4.00 which will pay for The Dry Goods Review until October 1909, after which date I cannot renew subscription as I am out of the dry goods line now. I may add that I thoroughly enjoyed reading your excellent publications."

Responsibilities Devolving Upon the Modern Trimmer

He Must be Able to Plan far in Advance for Special Events—Arrangement of Windows not his Only Duty—Supervises Everything in his Department from Window Washing to Designing—Ideal Conditions.

THE ambitious window trimmer who is looking forward to greater things in a greater store than that in which he is now employed, probably has little conception of the great responsibility devolving upon those men who are at the head of the display and decoration departments of the large city stores. At the outset, he will find something to stiffen his courage in the fact that, for positions of this kind, men who have practical experience and natural aptitude for the work are the only ones who need apply with any hope of success, and that the great majority of those who have made good, began at the bottom.

Began at the Bottom.

Here, for example, is a man who first tried his hand, in a small way, as a greenhorn in a large store. That is, he was given the opportunity. The first thing he did was to secure several yards of material, take it home with him and spend half the night in teaching himself draping wrinkles. His trim next day attracted attention, it was noticed that he took particular interest in that class of work, and the result was that he gradually stepped up. Here is another man who came down to work in the general store of the village in which he was born. The first thing his employer told him to do was to "dump some stuff into the front window, so that people will know we're doing business." The boy might have "dumped" it much as a load of coal is dumped, but he didn't. He applied method to his employer's madness and carried out his own ideas formed largely of impressions of real windows that he had seen. The villagers talked about the window, and the storekeeper gave him a free hand in that respect, as he was not too slow to see that the windows had an advertising value. The young man read up about displaying goods, introduced new ideas in that connection, secured system and order where formerly there was chaos, prevailed upon the merchant to install an up-to-date glass front, then went to the city to take a good position and made room for someone to follow in his footsteps.

While it must not be supposed that the dressing of windows is the only thing that claims the attention of the trimmer in the large store, it is this part of his work which demonstrates his fitness, since it brings into play all of those faculties which constitute his chief asset. The large city store, however, has much other work cut out for its head trimmer. Consider, for instance, the strenuosities of that department during those weeks preparatory to the National Exhibition in Toronto.

Special Events.

"Haven't a minute to breathe the way I want to," said one of these busy men who has charge of the work for one of the great departmental stores. "See these plans for our exhibit at the Fair? I had to get up every one of them, secure tenders, work out details for the builders, hustle round to get materials, and in addition have to arrange a big display for the store itself during Exhibition time. There are assistant trimmers who attend to windows and such, but if anything goes wrong, the head trimmer has to explain."

Everything in this department, from window washing to advance designing, belongs to the head trimmer's load of responsibilities—a thousand and one little things which must be attended to if the more important are to go through without a hitch. We have to plan weeks ahead for special events. An appropriation is made for this purpose and it is up to the trimmer to see that his department not only lives within those means, but that it makes good. In some stores, it is a difficult matter to secure the sanction of managers to specials such as this, but I am glad to say that the trimming department is gradually coming to its own. Properly conducted, it is the best advertising medium a retail store can have. I would say that the ideal condition for such a department is that in which the management throws full responsibility upon it, enforcing the necessity of originality and initiative—together with a suitable appropriation. Then it is up to the trimmer. At times he may find it necessary to consult with the management, but the arrangement should be one in which the trimmer has every facility for doing his best, and no excuse for negligent or discreditable work.

Free Hand Important.

"On the other hand, unreasonable interference, indifference about consultative matters, heckling over unimportant expenditure, failure to appreciate effective work and a niggardly policy with reference to equipment will dishearten the best trimmer.

"Some months ago a head trimmer came to me with the story that his manager would not give him a chance. He had wanted to plan in advance for a special display at Christmas, but he had to consult with the head of the store who repeatedly said: "Plenty of time," until a few days before the all-important week. Then he woke up, reprimanded the trimmer for negligence which properly belonged to himself and finally had to be satisfied with a display much poorer than that which the trimmer had in view. This merely goes to show the importance of giving the trimmer something like a free hand."

All of which goes to show that the modern trimmer must not only be able to dress a window, but he must plan far in advance for those events which require special attention. In addition to all of this he must be up-to-the-minute in his knowledge of styles and goods which will play an important part in his work.

New Ogilvy Store.

Montreal, Sept. 1.—The task of erecting the new store for the Jas. A. Ogilvy & Sons, Montreal, has been begun and the work is proceeding rapidly. The site of the new building which will be one of the most modern from every point of view in the city of Montreal, is at the northwest corner of St. Catherine and Mountain Streets. The location is an ideal one being easily reached from all parts of the city and within easy reach of the residential sections.



A view of the Main Floor of the A. W. Cressman Store, Peterborough.

Canadian Drygoodsmen and their Methods

A Striking Example of Progressive Retailing—Problems of the Locality Merchant in Toronto—Wallaceburg Merchants Adopt a Collection System—Plans of Well Arranged Stores—"Getting Back" at Eaton.

A Steady Development.

Peterborough, August 31.

THE large store of A. W. Cressman, Peterborough, furnishes a striking example of progressive, wideawake retailing and of steady development both in premises and business.

The original Cressman establishment represented a scope of operations little more extensive than that comprehended by the general term "dry goods store." Department after department has been added and to-day there are four floors, each having 6.000 square feet of selling space. The main floor, of which an excellent view is here given, is used, as is usual, for general dry goods, notions, women's accessories, stationery, music, etc. The Men's Toggery Shop (semi-ready) adjoining, has a separate entrance, although it is accessible from the main store through an archway. The window space comprises the entire sixty feet frontage, being so divided that there is one large display window in the centre and a smaller window on each side, also two richly finished clothing and men's toggery windows.

The second floor is occupied by the women's costume and mantle department, millinery parlor, women's shoes, dressmaking department, millinery workrooms and finishing department, also the general and private offices. There is a comfortable rest-room on this floor.

The home furnishing department, and the recently added wall paper section are located on the third floor, and also the publicity offices. The larger portion of the fourth floor is used for the Bargain Annex, an exclusive bargain department which is open on Wednesday only of each week, It was installed nearly four years ago, as a "clean-up" section, but has been so successful that it is now necessary to do special buying for it, has its own buyer and manager, selling staff and special advertising.

The Cressman store has its own delivery system, consisting of three outfits which meet trains and boats as well as delivering parcels to all sections of the city.

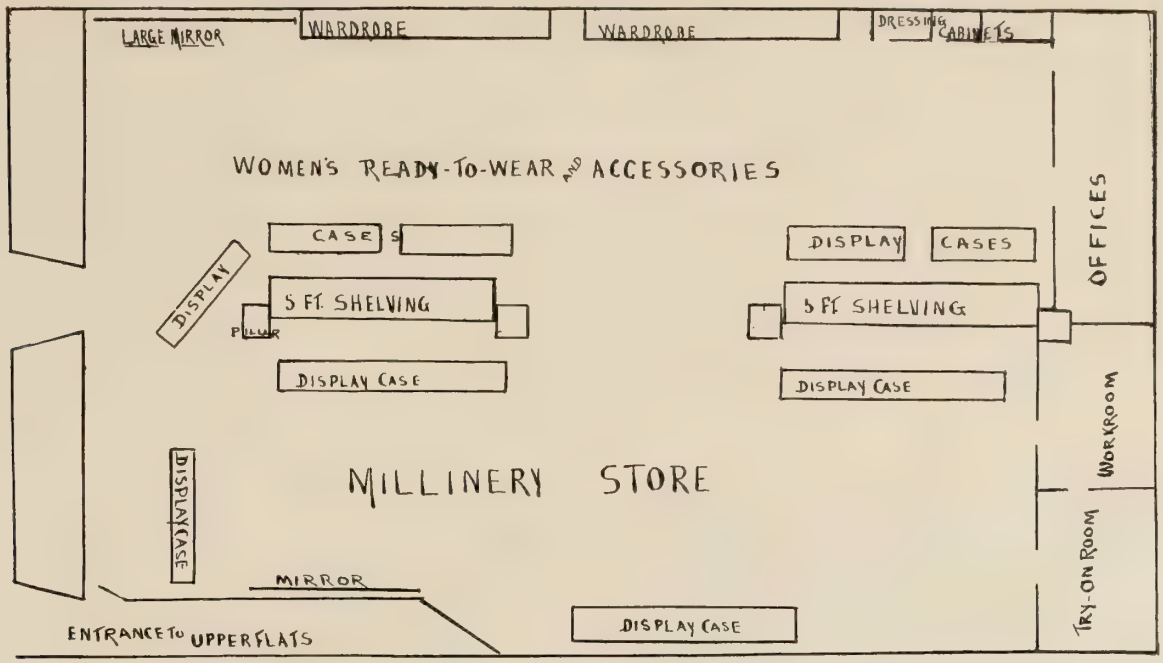
Advertising in the display windows and with printer's ink is carried on with vigorous persisteney. The winrows are changed almost daily, as well as the advertisements. The mail order department has been developed, to a large extent, through the distribution of samples from those departments where such a method is possib'e.

As the result of recent changes in the arrangement of the store, the general and private offices were removed from the main floor and located on the second, and a cash office was installed directly at the rear of the ground floor. The music department has also been located at the rear of the store. In the semi-ready department, the shoe section has taken the place of the finishing department. The wardrobes have been extended leaving more selling space in the aisles.

In the arrangement of the store, as will be noted by the illustration, every consideration is given to the importance of display. The central sections on the ground floors are surrounded by silent salesmen, and the sweep of light from front and rear is uninterrupted by shelving.

The foregoing is a description of the store and gives

some slight idea of the extent of its work. Now for a glimpse at the lighter side. Each Thursday afternoon during July and August the store is closed.

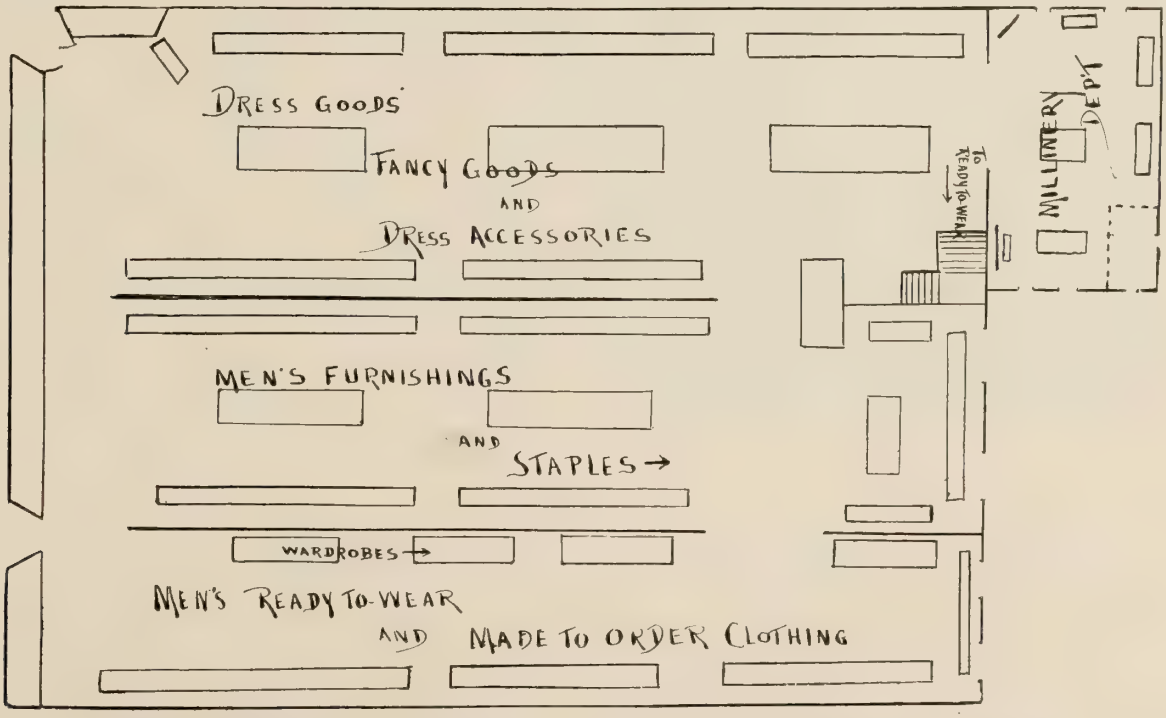


Plan of A. F. McQuarrie's New Women's Wear Store, Toronto. One half the floor is occupied by the millinery establishment of Miss M. McKenzie. See illustrations in the dress accessories and ready-to-wear depar men's of this number.

Effective Display Arrangement.

In the arrangement of his new ready-to-wear store. Some description of which was given last month, A. F. McQuarrie, Toronto, has effectively employed the essentials of display. This fact will be noted in the plan here presented and in the illustrations in the dress accessories and ready-to-wear departments.

Glass counter cases, or silent salesmen, occupy the centre of the store and are daintily trimmed with ladies' neckwear and other similar accessories. While the display windows are without background, the richness of finish, pleasing uniformity of the color scheme, which combines the effect of mahogany woodwork, a floor-covering of Wilton in two-tone green, and cream-tinted walls, produce a very attractive setting. The shelving in the rear of the counter cases are about five feet high and serve to demonstrate the compactness but well-balanced arrangement so easily possible with modern fixtures. The space between counters and the mahogany wardrobes is about twelve feet, and for waiting customers there are easy wicker chairs. Above the wardrobes waists are displayed on form fixtures. The dressing cabinets are in line with the wardrobes in the rear, and here also a writing-room, for the accommodation of customers, and the



Plan of the Triple-section Store of the Robinson Co., Napanee. The Women's Ready-to-Wear, Housefurnishings and Tailoring Sections are on the second floor.

offices are located. The light from the front windows is well reinforced by a series of prism lights above the fixtures in the rear.

As pointed out last month, one half of the store space is occupied by Miss M. McKenzie, milliner, but the finish of the fixtures and furnishings is the same on each side.

There are two spelndid upper floors, and these Mr. McQuarrie may occupy in the near future should he decide upon extensions which he is now considering. At present, the stock consists of ready-to-wear suits, skirts, coats and undershirts, and waists, neckwear and belts.

Honesty and Cash.

Much has been said or written with reference to the problems which confront merchants in the smaller centres of population within easy shopping distance of the great mail order stores of the large cities. Many very successful plans or methods have been described, whereby home



Front View of A. F. McQuarrie's Women's Wear Store, Toronto.

trade has been preserved, nursed along and developed. The cure for long-distance shopping has, of course, not yet been found, but it goes without saying that the men who have made their merchandising attractive by advertising their values, by well-timed and judicious specials, by efficient service, by wideawake recognition of the principles of salesmanship, and the "how" and "when" of their customers' requirements have captured the largest share of the local trade.

But, how does it work out in the case of the small merchant in the large city, whose establishment is within walking or street car distances of the departmental stores? Not a few of these men have been in the fight ever since department stores came into being, have seen other men pass out, and have realized the growing significance of that which some of them refer to as "the great handicap."

What are your business problems? What means do you employ to hold old customers and to obtain new ones? What have you found are the most profitable lines to carry? These question were asked of several of those dry goods men in Toronto whose stores are located in Parkdale or Queen Street West. Boiled down, the reply most general was, " We have to do the best we can." Probably the most interesting story was that narrated by E. J. Hollins, 1080 Queen Street West. He has been conducting business in that locality for the last thirty years.

"There are as many people within two blocks of my store to-day," said he, "as there were within ten or fifteen miles of country to the west and north of my store thirty years ago. The Eaton and Simpson establishments have come since then and thousands of people now reside in that section of the city where formerly there were very few. The city has grown wonderfully.

"On coming to Canada, I opened a small store with $200 stock. Some of my best customers were among the country people from the west and north, but gradually, with the extension of the city and the large stores close at hand our business has dwindled down to what I would call a family affair. That is, in this locality. I have my customers and can name them just as easily as a merchant in a small town can run over his best list. That is one advantage of being in the same locality for thirty years, you get to know the people. Every week we cover our district with a small circular which keeps us in touch with old customers and tells new arrivals where we are. We don't worry about the big stores. I have been here long enough to know that people very often want things in a hurry, that, for certain lines, women would just as soon patronize a small store as a large one, and that in a home where there are children, the mother cannot on every occasion spare the time to visit the stores down town. We carry staples, dry goods, hosiery, gloves, waists, childrens' wear, underwear and millinery. The backbone of the business is millinery. We not only sell the ready-to-wear hat, but we trim and design to order. My wife has charge of that department and it pays well.

"What do I consider the fundamental principles of business in a locality such as this? Honesty and cash—you can't get along without them. This is one position where honesty in goods and in dealing is absolutely necessary. A woman came here recently for gloves and I showed her two pair. She asked me if I had anything better, and I told her I would charge her 40 cents for one and 25 for the other if she wished, but both pairs were of the same quality. I was perfectly honest and told here that the price of each was 25 cents. Dishonesty is a good way to kill business. It is an easy matter to say one pair of gloves is 25 cents and another 40 cents, though there be no difference in them, or to cut a new box of velvet in two and charge different prices, representing that one was a better grade than the other. But after all is said and done, honesty is the best policy; it makes customers and holds them.

"Then, the man who depends upon a locality trade must have the cash. Of course, there are a few people, close ecquaintances who, under etrain curcumstances cannot be refused, but in 30 years we have not lost $50. Then, too, a small merchant, by selling and buying for cash often finds it possible to give attractive values. We could easily have obtained credit, at the beginning, for $4,000 or $5,000 but we were determined to make our own way unaided and have done it."

In contrast to the Hollins' store in the matter of age, but conducted on the same prine'ples, is the store of M. Slingsby & Co., 1132 Queen St. W., Toronto.

"We have been here for five years," said the manager.

"and, of course, only go in for a locality trade. The people know where we are when in a hurry or not in the mood to go to the big stores and struggle through the departments. Very often it pays to save the car fare. People have frequently told us that they can, in the matter of hosiery, for example obtain as good values in their locality store as in the departmental. We, of course, buy for cash and sell for cash. Any other policy on the part of a store so situated would certainly not be advisable. Cash means values, and values mean business."

The Slingsby store has a men's furnishing and tailoring department in connection.

Wallaceburg Collection System.

Wallaceburg, Sept. 1.—Following the lead set by Chatham, Guelph, Brantford and other places, the Wallaceburg merchants have organized a merchants' association and a collection system.

Though only the first month in operation, during July accounts paid direct and indirect as a result of the efforts of the collection department, totaled $505.80.

Wallaceburg is a town of about 3,500 people, being probably the smallest place that has yet organized a collection department. The department has 34 members, fees being graded according to the importance of each firm and the extent of its business. E. Askunas is official collector, receiving pay at the rate of $600 per annum for the first six months and $650 per annum for the second six months. In return, he devotes his whole time to the work.

So far a large proportion of collections have been paid direct to merchants, Mr. Askunas believing in the policy of getting debtors and creditors together. He spends all day Saturday at his office in order to meet debtors who, in preference to having him call during the week, are willing to come to him with weekly payments. Quite an amount is collected in this way.

The collector makes it a point to insist on payments being at least $1 each. Less than that is not worth while, he said. Where there are a number of accounts against a single debtor, instead of dividing each payment pro rata or else equally among the creditors, the collector credits the first payment upon the first account, the next on the second, and so on. This scheme is designed to save bookkeeping.

The Merchant's Decalogue.

Chatham, Sept. 1.—The following agreement, recently adopted by the Chatham Merchants' Association, has been termed the "Merchants' Decalogue," thought it contains only half the required number of clauses. It is being posted conspicuously for the edification of possible transgressors.



The Department Store of The John Murphy Co., Ltd., Montreal, as it will appear when the addition, now in course of construction, is completed.

NOTICE.

We are members of the Retail Merchants' Association and we have agreed:

1. Not to buy tickets for concerts, excursions or games of any kind in our places of business.

2. Not to advertise on programms, hotel blotters or any other promiscuous advertising schemes.

3. To discontinue the giving of prizes to picnics, societies, games, etc.

4. To discontinue the giving of calendars to customers after December 31st, 1909.

5. Not to give credit accommodation to persons whose names are on the delinquent list of the association until their names are removed by meeting their obligations.

Distributing Profits in Partnership and Joint Stock Co.

The Treatment of Accounts — Different Methods Employed in Payment of Partners' Salaries — The Contingency Account – Keeping Records in the Ready-to-Wear Department—Some Helpful Suggestions.

Written for The Dry Goods Review by Howard R. Wellington.

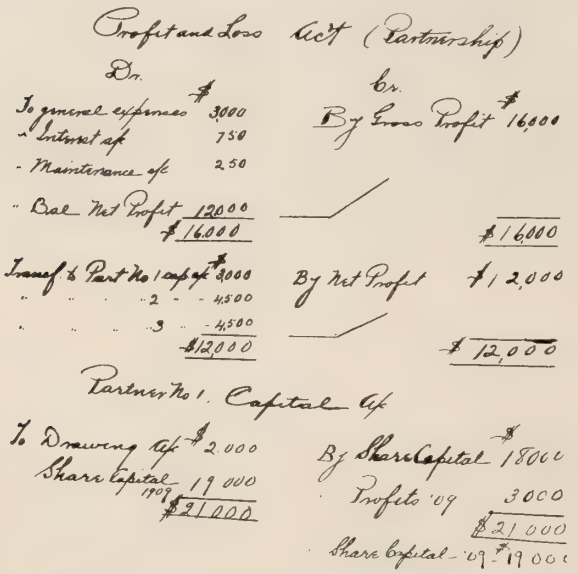
AS every concern which has formed a joint stock company from a partnership knows, there is a distinct difference in the division of the net profits for any period. As a rule, in a partnership, each partner will have a drawing account to which is charged all cash received by such partner during the year, and at the end of the year when the books are closed, these drawings will be transfered to his capital account.

Contingency Account.

In connection with the contengency account it might be pointed out that the value of the account is simply this : By writing off a certain amount each year, the plant or equipment account eventually becomes nil, or nearly so. Now, would it not be better to show the plant account at its original value, charging the repairs, etc., to a maintenance account and crediting at the end of each year the depreciation, which would have otherwise been written off, to contingency account or plant reserve account. Then when it is necessary to prove the plant account for a fire loss or some other claim, the books will show the value of the plant, while at the same time the contingency account will gradually be increasing so as to take care of any replacements necessary later on.

Partner on Stated Salary.

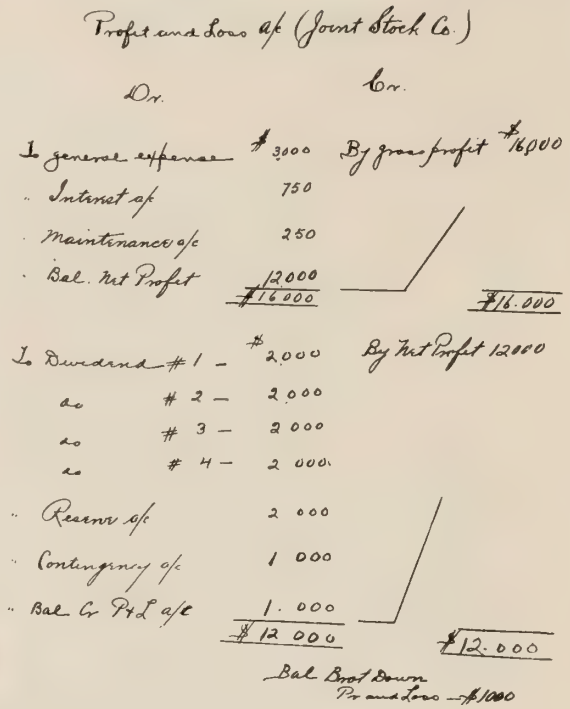
Another method is to have each partner draw a stated salary weekly for his services, the same as an employe of the firm, and this amount is charged to "Salaries Account" or any other suitable title. Any



items charged to each partner's account will of course be transferred as a total at the end of the year as suggested above. If a partner borrows from the firm for some specific purpose, and intends to return the loan or to have an amount come out of next year's profits, the amount may be carried forward as an account receivable, but should be shown separately.

The only difference between the two methods would be that the first mentioned would appear as above and the second would show only $1,000 net profit, 1909, and no debit for drawing account, because the amount had been paid each week and charged direct to the "Impersonal Account."

A balance is usually brought down at the credit of profit and loss account, and added to year by year, or



written into a reserve or contingency account to provide for some replacement, or some special expense which is to occur at some future date.

Unlike a partnership, the capital account does not vary, except perhaps indirectly through the introduction of a reserved account, which is virtually capital, but which may be used at any time for the purpose it was intended.

Record of Ready-to-Wear.

In our last issue we reproduced a cut showing a plan suggested in regard to keeping a record of all garments bought and sold in the ready-to-wear department. The advantages of this plan are as follows :

1. The buyer knows in a moment what sizes sold to the best advantage last year.

2. It can be ascertained immediately the quality of garments sold at a certain price, so that the buyer may know what is the popular priced garment.

3. Further we can know almost immediately which maker is the most popular.

Cameron & Moore, Goderich, have opened a branch store in Acton. Mr. Moore, who is at present in charge, states that there is every indication that the step was a wise one.



London, Eng., Office, Dry Goods Review, 88 Fleet St., E.C.

The Month's Review of Trade Activities in British Markets

Staff Correspondent

Office of the Dry Goods Review
88 Fleet St., E. C.,
London, Eng., Aug. 25, 1909.

THE event of the past month in the city has been the visit of the fleet to the Thames and the fact that the spectacle attracted numerous visitors from the provinces helped business substantially in the majority of West End houses.

Most wholesale houses have been working through the holiday season with depleted staffs, but plans are now turning in the direction of the Autumn trade.

In spite of the weather, the year's trading has been better than that of 1908. The report, presented last week, of the York St. Flax-Spinning Co. shows a most gratifying improvement over last year, and the report of Vyse, Sons & Co. is also a most satisfactory one; it shows that this firm has been increasing profits for the past three years. The figures are:—1907, profits, £8,060; 1908, £12,-109, and 1909, £19,386. The large increase for the past year has necessitated the opening of a new factory at St. Albans. The increase in the fur section has been very great. In future the annual meeting of the directors will be held in February instead of August, the trade year for the company closing on December 31st instead of June 30th.

Selfridge & Co. have sent out a souvenir of their opening in March last which takes the form of an interesting booklet reproducing in minature the series of full page advertisements which appeared in the London papers during the opening week. These illustrations of these advertisements are the work of distinguished artists and no doubt the souvenirs will be appreciated by the recipients because of the beauty of the drawings.

Another lasting souvenir is the fact that it is becoming quite customary for the front page of the London dailies to be monopolized by the advertisements of the large drapery houses. It is also stated that Selfridge's are about to open a wholesale department in Somerset St. in Oxford St. This department will deal chiefly with dressmakers' supplies and travelers will be out for the Fall trade. Mr. Selfridge, however, states that it is not the intention of the firm to go in for any extensive wholesale development.

Mr. Weldon, the manager and fur buyer for Jeremiah Rotherham & Co., is making a trip through Canada. His visit is not in the interests of business but as a means of regaining strength after a serious spell of illness.

Bradford.

There is a holiday quietness in the Bradford wool market, as the majority of the frequenters of the Exchange make the month of August the time for their annual holiday. There has been no change in the wool situation here since the ending of the July sales, nor is there a stronger feeling developing as to the fact that a settled basis of values has been reached. The main cause of the rise in wool values during the past year has been the "wool hunger" in the United States, and the Japanese demand for combed tops, as well as the indication of an improved shipping and home business in manufactured goods. Producers of combed merinos still contend that it is impossible to reduce quotations and as there are no large stocks of either combed tops or raw wools, they are not likely to reduce prices at present.

The next series of London sales commence September 21st, and many buyers believe that considerable price fluctuations will appear before then. At present there is no appearance of any reduction in the values of fine merinos, though it would be to the interest of the large importers to bring about a fall in price before the advent of the new Australian clip which is reported to be a large one.

There is a downward movement developing in crossbreds and values in all kinds of coarser fibred wools are more in the favor of buyers. This is attributed in some quarters to the favor shown to fabrics made from merino yarns.

For the coming Autumn, plain cloths are not so much in evidence, but the fancies shown are in the neatest and most subdued of effects. In mixture coatings and tweeds, neat suitings are good, and in solid piece-dyed goods stripes are in the lead.

Selfridge & Co. are opening a wholesale department in London, the principal line being dressmakers' supplies.

Reports from Bradford point to no likelihood of a reduction in wool prices in the immediate future. Fluctuations are looked for prior to the next London sales.

Cotton prices are high and Manchester reports show that trade in the export and home section is dull.

There is some talk here of the Bradford manufacturers making a collective exhibit at the Toronto Exhibition.

Manchester.

Though this has been a year of great fluctuations in the price of raw cotton there has been a steady advance since the beginning of the year. Raw cotton opened the year at 5s 7d on April 5th, the price of spot American middling was 5.22d; on June 1st, 5.88d; on July 6th, 6.68d; and on August 3rd, 6.80d. This last advance was influenced by the low estimate of the condition of the crop issued by the Government Bureau. It is said that there will only be a yield of 11,000,000 bales, against about 13,500,000 last year. It is only fair to state that the figures supplied by the American Government are generally discredited in Lancashire. Favorable reports are to hand as to the condition of the Egyptian cotton crop.

There is no change for the better in the spinners' outlook and the demand continues to be for small parcels. Stocks, however, are not quite so heavy, due to the short time movement inaugurated some time ago. Manufacturers are finding no difficulty in securing all the yarn wanted. No improvement seems in sight in the shipping market as Continental buyers are holding aloof. Egyptian yarns are also dearer and this fact is hindering business to a certain extent.

Trade is dull both in the export and the home section, prices are high and there is little call for goods as users are only buying to keep up assortments. The home season in light dress fabrics has been spoiled by the weather, and drapers are refusing to take further deliveries. Some orders are coming to hand for winter goods but prospects are uncertain, and short time is having a noticable effect upon the purchasing power of the Lancashire public.

There is little doing for export, although there are good prospects for later trade in India. China is a poor prospect, though there is an improvement noted in the Levant and Egypt.

Richardson, Tee, Ryeroft & Co. have informed their preference shareholders that, owing to the very serious fall in values of linen and cotton goods during the past year, the directors do not consider the result of the year's trading to be such as to warrant the payment of a dividend on the preference shares for the half year ending June 30th last. The shares, both preference and ordinary, are held privately as there never has been any public issue.

North of Ireland.

The demand for dress linens for the passing Summer has been the largest in the history of the trade. The principal business in these fabrics is done with America, as it does not seem possible to work up a strong interest in linen fabrics for dress purposes in the home market. Power-loom linens for bleaching, dress linens and damasks are selling freely, and, as most manufacturers are oversold, they are not very willing to accept advance contracts at present prices.

The crop reports are not encouraging and in Holland and Belgium the quality will be poor. In Russia the crop is somewhat better, and the home crop is of good quality.

Spinners are not eager for fresh contracts unless at advanced rates. The demand for yarns continues steady, but some spinners are still running on short time.

The report of the Belfast Harbor Commissioners makes interesting reading. The imports of flax for the three months ending June 30th were 9,975 tons against 8,663 for the same period last year. Exports of linen were 13,934 tons against 10,370 tons last year. Imports of linen yarns were 1,960 tons as against 542 tons, and exports of linen yarns were 1,752 tons in 1909 and 1,542 tons in 1908.

Scotch Notes.

There is a tendency in Scotland to advance the prices of both cotton and woolen yarns, and wool and knitting yarns have been generally advanced. Manufacturers complain that the increased difficulty in keeping their looms running they have to make lower quotations in order to get business. It is due to American demand that yarn prices are higher.

Both the retail and the wholesale trade expresses the greatest of satisfaction over the settlement of the coal crisis, for, had the strike progressed, it would have had a bad effect upon business for the next 5 or 6 months.

The changes in the American tariff has made little stir in Scotland as the feeling is that previous tariffs inflicted as great a handicap as was possible.

The only hope now left for the British manufacturer is to open branches in the States and ship his goods at cost. Great feeling is evinced over the action of American houses in copying British designs. This practice is on the increase, and Scotch designs are copied in increasing number each year, and the worst of it is that there seems to be no measure of redress or repression possible.

New Store in Berlin.

Staff Correspondence.

Berlin, Aug. 31.—F. E. Macklin has moved from his old stand into a fine new store in the building he recently bought, situated across the street from the old store a few doors further west. It is one of the best appointed retail establishments in Berlin. A striking feature is the extreme depth of the windows the side plates having a long slant, while the front lights are very narrow, somewhat after the style of the Rea front in Toronto, now part of the Robert Simpson Co.'s store. Mr. Macklin came to Berlin from Stratford, and has succeeded in building up a good business, despite the handicap of a store which did not lend itself very readily to attractive displays. The new store is just the opposite so there would appear to be a growing time ahead of Macklin's.

M. Wildfang is having a new front placed in his clothing and men's furnishing store.

A. Weseloh & Co., have opened a general dry goods store in the old Boehmer premises under the management of Harry Germann, formerly with G. B. Ryan & Co. Mr. Weseloh will continue the shoe store in which he has been so successful during the last twelve years. The shoe store is known as "Store Number One," and the dry goods establishment as "Store Number Two."

The daily press some days ago contained a notice to the effect that another Berlin house had bought out the button business of John Forsyth & Co. This is an erroneous report as no such transfer has taken place. Speaking to The Review regarding this report, Mr. Forsyth said that not only was it their intention to continue in the button business, but they are pushing this department more vigorously than ever.

Arthur Goudie, traveler for the Ontario Button Co., for several years past, has joined the staff of the new dry goods store of A. Weseloh & Co. Previous to going on the road Mr. Goudie was a member of the staff of G. B. Ryan & Co.

BOOT & SHOE DEPARTMENT

Manufacturers Notify Trade of Advancing Prices

Style Tendencies in Spring Footwear — Fall Business has Been Very Encouraging — What the Authorities Have to Say About Market Conditions.

HIGHER prices for leather have made it necessary for shoe manufacturers to increase the price of their goods to the trade. The increase varies on different lines, from about ten cents to fifty cents on a pair. As this is likely to affect business considerably, some manufacturers have issued letters to retailers asking them to push cloth top boots, which require less leather in the making.

Another question which is attracting a great deal of attention at present, is what price shall be asked for rubbers. In Fall goods, ladies' rubbers which sold at 75 cents last year, will be 85 cents, and at that the retailer's profit is less than at the smaller price. This is due to the enormous increase in the cost of raw rubber. The rapidly increasing consumption of rubber for the making of automobile tires, and the many other uses to which it has been put, has had the effect of diminishing the available supply at an alarming rate, thus bringing the price to its present high figure.

Style Tendencies for Spring.

While there is nothing radically new in the Spring samples, there are a great many new features. In high boots the slant or straight top will be good style.

Short fronts are in the best demand, and will be good for Spring. There is a tendency towards narrower lasts, with rather high heels, for ladies' shoes. The Cuban heel is still the leader. Men's shoes are being shown with very high heels, but it is not expected that these will be popular except with those who favor the extreme in styles. They may be taken up to a certain extent by the shorter men, but there is very little likelihood that they will become popular with well dressed men of good taste.

Tan Oxfords and pumps are sure of another good run for the Spring season. There is no indication of a falling off towards the close of the present season, and this is an indication of their assured popularity for another summer. Medium shades of tan are best.

In white shoes, white buckskin will be the correct thing for next year, from the fashion point of view.



Patent Leather Blucher Tie, with Ankle Strap — Spring line Relindo Shoe Co.

Naturally white canvas shoes will hold a strong place for outing wear.

Cloth tops will be strongly featured. In a well made shoe, cloth tops prove very satisfactory, and are likely to meet with marked favor. Buttoned boots for ladies lead from the style viewpoint.

Evening Wear.

Satin pumps, in light shades to match evening dresses, will be popular for ladies' evening wear. This season's samples are very desirable, and a good range of colors is shown. These are shown with beaded vamps, tongue effect, and bows, Suedes promise to meet with a good demand for evening wear, though they are fast losing their popularity for street wear, owing to their lack of durability.

For men's evening wear, pumps are fashionable, and there is a growing preference for gun metal and the dull finishes. Patent leather will hold its own, both for pumps and buttoned boots. While the patent leather is criticised by some of the ultra fashionable, it will be worn by the thousands who do not belong to this class, but who are among the well-dressed.

Shoe Styles in New York.

The following comment, from an anthoritative source, on conditions and style tendencies in the New York market will be of interest:

"The coming shoes for women seem to retain the principal characteristics of the past two seasons. Little change has been made, excepting in some instances the heels are reduced a bit and in others there has been a slight broadening of the toe. The sale of these goods promises quite as well as the goods which have been popular all the past two seasons. Not much else can be said for them.

"The staple goods, such as purchasers in country districts and small towns want, are beginning to show signs of increasing activity and buyers are placing rather more liberal orders.

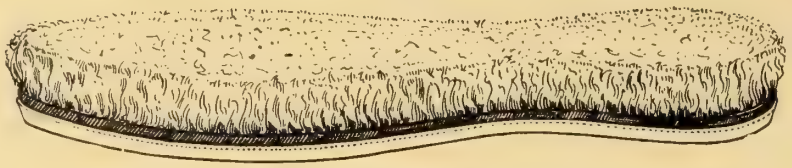
"But even though this is true there should be no hesitancy in undertaking to interest purchasers in other goods. They are coming in more and more and there is a disposition to make them more important as the seasons pass. The stay of city people in country towns has had an educating influence."

SHOE DEPARTMENT

MONEY MAKERS

THAT YOU CAN BUY

DIRECT FROM THE MANUFACTURERS



Lamb's Wool Soles

"GEM," 1st quality high-grade white wool.
"ROYAL," medium grade white wool.
"DETACH," 1st quality detachable white wool.

All sizes for
Men
Ladies
Misses
Children
Infants.



Packard's Comfort Bunion Protector

Relieves pain instantly.
Cures permanently.
Keeps the shoe in shape.
Allows perfect ventilation.
Has no seams to rip or hurt the foot.

A Quick Seller.



Packard's Black "O"

SHOE POLISH

RETAILS AT 10c. TIN.

Gives a quick, jet black brilliant and lasting shine in 30 seconds.



"Imperial" "BRAND"

Infants' Soft Sole Shoe

Sizes 0 to 4.

FOR HIGH-CLASS TRADE.

Infants' Moccasins

Soft and comfortable for the Baby.

A fine line of new styles.

L. H. PACKARD & CO., LTD., MONTREAL

Manufacturers of

Infants' Shoes, Lamb's Wool Soles, Shoe Dressing, Etc.

Dealers in Shoe Store Supplies, Window and Store Fixtures, Etc.



Thanksgiving Window by H. A. Daoust, with Geo. G. Gales & Co., St. Catherine St., Montreal. Color scheme in brown, green and red. Thanksgiving sign made of wood, covered with crepe paper; letters made of real corn; the wishbones at each end were made of heavy cardboard, covered with brown felt, with large chrysanthemums in the centre. The wheat covering the frames was real western wheat. The turkey was a stuffed bird and the stump was covered with genuine bark; on it was a small hatchet as a suggestion. On each stand in the corners were vegetables and fruits, with wheat, and hanging on baby ribbon were five large apples.

Style Plays an Important Part in Shoe Manufacture

Influence and Conditions Which Have to be Reckoned With—Where the Maker Gets his Inspiration --- Leather Men and Patternmakers are Close Students of the Market --- Development of the Industry.

THERE will always be staple lines of boots and shoes, but of one thing we may rest assured, the Canadian shoe trade is developing far beyond the confines of the strictly staple end of the industry." Thus spoke the representative of a large boot and shoe manufacturing concern, in discussing some of the outstanding evidences of recent growth.

"The style features of last season," he continued, "were strikingly suggestive of the influences and conditions which have to be reckoned with in the production of shoes. You ask me where or how the manufacturer gets his inspiration. One has to consider that question under the heading of shapes and materials—not overlooking, of course, the matter of ornamentation. This is a day when uniformity has been almost entirely discarded. There has been a steady break from close and general adherence to given lines. Individuality in product, and close study of the consumers' requirements have been responsible for great changes. The manufacturer has given consideration to the essentials of comfort in boots and shoes. You will find that in many cases different manufacturers emphasize different features in their shoes, and most of them are alleged concessions to the peculiarities of the human foot. At the same time it is very often a difficult matter to reconcile style and comfort, but so great is the variety of shapes, all in good style, that there is little excuse for a person wearing a shoe that is absolutely uncomfortable.



Men's Patent Oxford Blucher Spring line Victoria Shoe Co.

How New Features Originate.

"The patternmaker is largely responsible for new features." Some of these take well, and others fall flat. Styles that do not meet with any demand for two or three seasons, suddenly spring into popularity and the manufacturer who, at first, may not have thought much of them, has to govern himself accordingly. The model may have been improved, or some strange turn in general fashions, which no mere man can understand, has brought many unlikely patterns to their own. For example, the dainty pump which came in a few years ago was not credited with a very promising future. One reason was that it did not always stay with the foot—a very undesirable thing in shoes. This was remedied by the application of straps. Then came a great assortment of buttons and buckles and all kinds of fancy fixings, and we knew at once that the people who make a specialty of those things were going to take a prominent part in shoe matters. With the very fancy season in hosiery and dress materials, pumps and ties came in for great popularity.

All have a Hand in It.

"As I have pointed out, specialization has been responsible for a great deal. The patternmaker, the leather men, the cloth men, the buckle and button makers, and the shoe manufac-

turer himself—all have something to say in it; each is pushing his own merchandise. The trend of general fashions has become one of the most important factors in the planning of an advance line and in the production of novelties.

"It must not be supposed, however, that the boot and shoe manufacturer is the creature of those who handle materials and accessories. It will frequently be found that he is the actual originator of patterns that have done exceptionally well, or that he was the first to adapt and develop suggestions much as an ornamentor will adapt from ideas he has secured from a study of foreign designs. Not a few of the fancy touches that come and go originate in Paris. Not long ago a shoe made its appearance which had a tassel suspended from the front point of the upper. That was a fancy idea from Paris, but it did not take very well. The patternmaker is wide-awake to all of these style developments, and it is up to the manufacturer to decide which is best suited to his field. The retail men, who come into more direct contact with the people, make suggestions which are sometimes very valuable, and the manufacturer appreciates his co-operation.

The leather manufacturer is also a close student of conditions. He does nothing blindly. To convince a boot and shoe manufacturer that the time has arrived when this or that kind of leather will have a good run he must back his statement up with cogent reasons. After a lapse of a



Ladies' Patent Oxford Blucher Spring line W. B. Hamilton Shoe Company.

season or two a certain kind of leather will be billed for renewal. The leather men have felt the pulse of the market, and they claim to know. Tans were out for a few years. With their revival came a great variety of ornamental features. These latter are gradually passing out, but tans are still popular, though quieter. Patents, always dressy, passed out some years ago, chiefly because every Tom, Dick and Harry was wearing them. They have steadily returned and are again in high favor.

Influence of Dress Materials.

"Dress materials exert a great influence in shoedom nowadays. The wide range of colors in the past two years has not only popularized tans, patents and dull finishes, but they have also given the excuse for almost every shade that has predominated in fabrics. What was more natural, therefore, in view of this condition, than that certain cloths should make their appearance, which, so it was claimed, were particularly adapted to manufacture into shoes. The prices of leather have gone up and this will also have a tendency to direct attention to possibilities of cloth. Now, it is predicted, 'saner' days are ahead. Fashion seems to indicate this, but all of these influences I have named will still, I have no doubt, still be as potent as ever.

"Fancy novelties may mean good business for the man who has developed that feature in his store or depart-

Paton's Scotch Boot and Shoe Laces

Cotton Thread, Wool, Silk, Leather and Porpoise Hide, give your customers satisfaction.

PATON'S NAME ON EVERY BOX

If you have not stocked this line it is worth while to get samples and prices.

Paton's Linen Threads Lack a Quality Rival

——Church Brand Needles——

They are indispensable to your store. Your wholesaler has them.

Ward's Coronet Hardash, Red and Blue Label.

Unequalled in quality and price.

SOLE AGENTS FOR CANADA:

GEO. D. ROSS & CO. 72 Bay Street TORONTO

142 Craig St. West, - - MONTREAL

ment, but in small country places, the shoe merchant, as yet, does not consider himself justified in going in strongly for that class of goods.

"After all is said and done, environment must count a great deal in the style characteristics of this or that town or city. For instance, the centres of population in the Maritime Provinces furnish more striking examples of highly fashionable footwear stocks than do those of Quebec or Ontario, with the exception, probably, of the larger cities. The maritime centres are closer to Boston, that great boot and shoe city, and style atmosphere commands attention. This relation works out in the same manner with cities and nearby towns in the other provinces to a certain extent, but in small centres there is not the same showing of ultra goods. There are, of course, notable exceptions, and a too-close adherence to staples often causes the merchant some perplexity.

The Novelty Germ.

"The fad or novelty germ will make its appearance with visitors from the city, and it may represent such a wide difference between the immediately available and the possible that the merchant's customers can hardly be blamed if they look about them when they go to the city. I am not advocating fads for the country merchant, but there is no reason why his stock should not be consistently representative.

"There have been great changes in merchandising methods and in manufacture during the past fifteen years, and I will say that in every department of the trade and industry the development has been towards high standards."

The English Multiple Shops.

"The method of selling shoes in Great Britain has been greatly improved within recent years, and the benefits to the public are many," writes the representative of one of the largest shoe manufacturers on this side of the Atlantic.

"The big English shoe stores are called multiple shops, and the managed from a central depot, which is always located in a great shoe manufacturing town, such as Leicester, because the head of the multiple store wants to be in close touch with the manufacturer. An order from the multiple shop is naturally large, and the head of it, who always has cash to settle his order in full, is often able to squeeze the manufacturer below the cost price.

"Sometimes the manufacturer fails for that reason, but the only one to suffer is the leather man. The multiple store merchant has made a good bargain, the people buy their shoes cheaper and they are not inclined to waste any sympathy on the manufacturer or the tanner.

"The stores are well managed, but from an American point of view the managers are poorly paid. These stores have worked wonders with the British style of dressing shoe store windows.

"Not long ago it was common to see the old brass rods with men's and women's shoes placed side by side, soldier fashion, each bearing a plain ticket. To-day the shoe shop windows rank with the millinery stores in the matter of displays.

"It is interesting to note also that in spite of British conservatism, American styles are now being widely imitated. At a recent gathering of shoe men in London a man who is at the head of one of the biggest shoe distributing concerns, openly said that America now led the fashion in shoes, as France does in millinery. At present the modified form of the bulldog toe is worn by all the young bloods, and the newest season's samples all appear to have been made on lasts copied from American models.

"I am not surprised at the success of the multiple shoe stores in Britain. Before they went into business the average shoe store was a dark, dismal, evil-smelling hole, and the storekeeper was in keeping with his business. The quantity of stock was insufficient for the customers' demands and the smart fittings of to-day for the various sizes in shoes were unknown.

"That is all changed now, and although many a small retailer has been squeezed out of business it has improved the trade, and now there is intense competition between the big concerns themselves."



Ladies' Patent Oxford Spring line Walker Parker Co.

A merchandising hint in the Review may save the retailer time and money. Read its columns carefully.

Is there a suggestion which the retailer wishes to convey to the wholesaler and manufacturer? Express it through the Review.



Men's Tan Calf with Wing Tip —Spring line Victoria Shoe Co.

The shoe section of the Review is seeking to bring about a beneficial exchange of ideas between retailers. Watch the monthly features.

The shoe section of the Review is the medium through which the retailer and manufacturer become mutually helpful. It keeps them in touch.



Men's Patent Blucher Oxford — Spring Line W. B. Hamilton Shoe Co.

Placed Their Shoe Sections Where Suggestion is Easiest

How A. W. Cressman, Peterborough, Developed a Boot and Shoe Department Which Looks Well and Pays Well — Importance of Location Near the Clothing Departments — Distinct and Conjoint Advertising.

WE always had a desire to go into the boot and shoe line. We believed that we could make such a department pay. Two years ago when we enlarged our premises, the opportunity presented itself and we are not sorry that we made the move," said Harry Cressman of A. W. Cressman's big store, Peterborough.

"Do you find that it pays you?" was asked by The Dry Goods Review.

"It certainly does. Boots and shoes yield us a good, fair profit and we are well satisfied with the results. Of course, we make more money out of our women's department then we do the men's but that is because the turn-over is larger."

"If starting the dry goods business again—say in another town—would you add boots and shoes?" was the next query.

"We would if we had the room. We have two distinct departments here—the women's and the men's, with experienced salespeople in charge of each. They are conducted on somewhat different lines."

The men's branch is under the personal management of Harry Cressman, who also exercises supervision over the ladies' department although Miss Delaire is the one immediately in charge. Mr. Cressman does the buying for both departments, which are in different parts of the large store.

The department for men's footwear is located at the rear of the men's furnishing and clothing section of the establishment. When opened, a practical shoe man was engaged for a year during which time others learned the details of the business and there is always an experienced hand at the helm. Mr. Cressman confines his stock to the output of about three makers which sell at three prices—$2.50, $5 and $6



Patent Blucher Tie, Plain Toe
Spring line Relindo Shoe Co.

shoes. No boys' boots are carried. The goods are neatly kept, the shelving extending across the full end of the store, which is about twenty feet wide, and also for a distance of eight feet along either side wall. Reserve stock is kept elsewhere.

"We carry on an average about two thousand five hundred dollars' worth of men's shoes," continued Mr. Cressman. "We formerly dealt in lines cheaper than the $3.50 shoes but we dropped them as we find that it pays us best to carry the better grade of footwear. We cater largely to the men of Peterborough and have very few rural customers in our men's boot and shoe department. We perhaps sell the most five dollar shoes. All our goods are marked or ticketed in plain figures. The boxes are labeled as you see with "Cressman's Shoe Department," the price being on the label. Inside the shoes are placed woven labels, which we have made in Peterborough. These are sewn on the lining of the shoe by the makers at our request.

"We offer something special every Saturday, which is the day that we dispose of the largest number of pairs, although the trade is quite steady throughout the week. We have a window twice a week and in our displays of men's clothing and furnishings we often place a few attractive pairs of men's shoes. We sell footwear a good deal by introduction or by suggestion, as it were. A customer comes in for a suit of clothes, an overcoat or an outfit of underwear and, in looking around sees some catchy lines of footwear displayed in our show cases at the front of the shop, and he decides that a stylish pair of shoes will help him along in the matter of rounding out what he needs—complete his outfit of new things—and he buys. We regard this department as the complement of our men's furnishing sec-

THE BEST VALUE IN CANADIAN SHOES

are those made by

AMES-HOLDEN Limited

Canada's Largest Shoe Manufacturers TWO FACTORIES

HIGHEST GRADE OF FINE SHOES AND SOLID LEATHER STAPLES

Complete Stocks for Immediate Shipments at

Montreal, P.Q. Toronto, Ont. St. John, N.B Winnipeg, Man. Calgary. Alta.
Edmonton, Alta. Vancouver, B.C.

tion and devote as much attention and supervision to it as to any other."

Selling Women's Footwear.

One unique thing about the women's shoe department at Cressman's is that it is on the second floor near the millinery and ready-to-wear sections. When inaugurating it Mr. Cressman was told that he would have to have it on the ground floor if he wanted to make it pay, but time has dispelled this prediction and demonstrated his wisdom and foresight in placing it on the second floor. Its fits in nicely with millinery, mantles and that class of goods and adjoins the ladies' rest room. There are female furnishings all around and one reason why it has proved such a remarkable success is its admirable location. The spot is quiet and retired. It is away from the downstairs rush on crowded days and there are no idle curiosity seekers, no men or boys wandering around. The fair sex feel right at home. The shoes are in their section of the store and there is a sense of privacy and freedom which could not be gained were the department shifted to more public quarters. There are no prying eyes,—no interference—and callers can remain as long as they please and feel that it is their very own.

Much of the information that has already been given relating to the management of the men's department will apply to the women's. Children's, misses' and ladies' shoes are carried. The stock is more varied than the men's, as women, generally speaking, demand more novelties and fetching effects. They often buy a shoe because of its modish appearance, some striking innovation, some delicate or fashionable touch. Mr. Cressman is always on the look-out for nifty goods and natty designs. They sell well in Peterborough. The stock embraces four or five thousand dollars in the products of various makers. All sizes and widths are kept. Mr. Cressman does not believe in confining his stock to a few makers as he does in the men's department because women desire more variety, distinction and individuality in footwear than men. He, therefore, includes in his spring and fall purchases the output of several manufacturers. In selling men's shoes it is seldom necessary to show more than three or four lasts while in waiting on a woman it may be necessary to show her a dozen lasts to please her, to catch her fancy or arouse her interest. In women's footwear there are three prices, $2.50, $3.50 and $5 and the firm specializes on the two former lines.

"We do more business in the women's shoe department," added Mr. Cressman, "then we do in the men's but, of course, we carry a larger stock. We built up our trade and success fully launched it by selling the first year at extremely close prices and giving unusual values. We do that yet but do not sell at so narrow a margin. We were the first to introduce in this city evening slippers in all tints and shades."

"Do you have many special or stock reduction sales?" was asked.

"We offer something special every Saturday, and occasionally put on a six or seven days' sale. Often a lady comes in to look at our special lines and, if they do not appeal to her, she buys something better. She gets interested in our offerings, their style, the many pleasing assortments and patterns and seldom goes away without making a purchase. When we have a six or seven days' sale we thoroughly advertise it in the local papers and the response is more general and ready than in any other regular department of the store. That is, we have more customers and sales than we have in other departments when the value of shoes is taken into consideration. So far as I know we are the only store in Peterborough carrying the very narrow widths in ladies' shoes."

Distinct and Conjoint Advertising.

"How do you manage your advertising?" was the next query.

"We have window displays and then we have a special shoe case down stairs where we place on view several choice lines and the latest styles. We often advertise shoes in connection with our regular space in the papers. Sometimes we utilize the whole space, especially when we have our annual midsummer Challenge Sale of Shoes. We always



Child's Blucher, from Spring line Geo. E. Boulter Co.

Are you applying satisfactory solution to knotty problems in the shoe department? The remedy may be helpful to others. Tell it to the Review.

Is your stock representative of best selling features? The style hints here given will be of helpful interest.



Ladies' Patent Blucher, Knob Toe, Wave Trim at Top—Spring line Minister, Myles Shoe Co.

Have you given your boot and shoe department every possible advantage of location? Read the story of one man's success in this issue.

To read the Review is to familiarize yourself with the enterprise of other merchants. All of the best methods have not yet been rounded up.



Men's Patent Colt Blucher Spring line W. B. Hamilton Shoe Co.

quote prices in our announcements as well as have all goods marked in plain figures. We also have a special, separate spot in the press devoted exclusively to shoe news three times a week. We thus have distinct and conjoint announcements in connection with our publicity department."

In the women's shoe section there are about forty feet of shelving for the regular stock which does not include the reserve goods. The footwear is admirably arranged and two display tables are used for special offerings, all bearing neat tickets regarding the selling price. Individual chairs are used for the ladies to try on shoes. By means of special prices and reduction sales every now and then, Mr. Cressman finds it an easy proposition to keep the stock clean and modern, to get rid of odd or slow moving lines, and have everything spick and span. The offerings in colored and fancy footwear, patent leather, box calf and vici kid are large and representative; oxfords, pumps, slippers, walking and house shoes are also there in endless assortment. Among the latest things shown for fall wear are suede and cravenette uppers in Irish green and champagne with patent leather base. These styles sell well in Peterborough.

By strict oversight to the needs of customers, by handling only the better class of goods and the very latest things in the footwear world, by featuring his men's and women's shoe equipment, and keeping the stock clean and up-to-date Mr. Cressman has built up a strong shoe connection and patronage, with departments that look well, pay well and are integral factors of no small proportions in the great business that he has reared, and made his large establishment one of the most prosperous and progressive of those located in the smaller cities of Canada.

Ascertaining Sales Volume.

"The volume of your buying," writes an experienced shoe man, "should average with the volume of your sales, that is to say, if your sales amount to $50,000 per year, you should figure a little over that amount of goods. Certain it is that there will be some styles which do not sell. There will be some goods which do not bring the prices which you had hoped for and this ratio will vary somewhat, but on a given stock your buying should follow your sales as closely as it is possible to figure. If your selling campaign has been well organized and has become thoroughly established, your volume of sales for any given year may easily be ascertained and boosted. Then, too, your buying organization may become more alert and may show an increase. Understand that this buying simply keeps pace with the selling. It is far better to lose a few sales than it is to find yourself caught with three or a dozen paris of shoes on your hands at the end of a season and no sale for same for at least six months. It is far better to have a few customers trade at Browns' across the way because they cannot get what they want in your store than it is to carry a lot of truck which in the end is going to cost you $2 for every one you planned on. It is far better to be called conservative and to be able to show a nice bank account than it is to be called progressive and be hemmed around by a bunch of creditors all the time."



Dainty Patent Tie—Spring line Walker Parker Co.

The Review's boot and shoe department gives the retailer authentic information upon market conditions and style tendencies.

Efficiency in store service is what every progressive merchant is aiming at today. Read what other men are doing.



Ladies' Buttoned Patent, with Patent Faced Upper—Spring line Victoria Shoe Co.

Bright merchandising methods of value to the progressive retailer are discussed in this department.

A guide to buying and an aid to selling—that is one of the outstanding objects of the Review's boot and shoe section.



Men's Oxford in Patent or Dull Calf, showing new Foxing—Spring line Minister, Myles Shoe Co.

Tans Have Sold Well.

Referring to the sale of tans, a New York correspondent writes:

"How well tans have sold this season is illustrated by a little incident which came under the writer's observation during the week. A gentleman wanted a pair of tans during the rest of the Summer and the early Fall. He went to his dealer, but found that he had nothing he wanted. The dealer voluteered to visit the wholesalers and went to every wholesale house in one district in New York, but did not succeed in getting what was wanted, and the disappointed customer had to take something he didn't want because everybody seemed to be out.

"The dealer said that sales of tans had been heavier this Summer than ever, but he didn't add that manufacturers had taken means to restrict the output, limiting it to what they deemed might be the requirements of a retailer's particular section. This has enabled the retailer to clean up his stock in most instances."

Prepare for a BIG Spring Underwear Trade



JOHNNY Canuck is a good spender at all times, but when he has garnered in an extra big crop — well!

This year's big crop is a sure sign of big Spring business.

And the way orders are coming in for

MOODIES Hygeian TRADE MARK UNDERWEAR

is a sure sign that Underwear Departments are going to be particularly busy. What about YOUR Underwear Department? "Hygeian" is by long odds the best line you can stock.

SOLD BY THE WHOLESALE TRADE
FROM THE ATLANTIC TO THE PACIFIC

EAGLE KNITTING CO., Ltd.

HAMILTON - ONTARIO

"Hygeian" Waists Are Great Sellers!



27 Dale Street, Manchester.



TRADE MARK



Sun Mill, Littleborough.

THOS. GRIMSHAW & SONS,

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Works:
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Branches:
Liverpool—21 Leigh Street
Birmingham—20 Cannon Street
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Glasgow Office—40 Union Street
Sydney, N.S.W.—458 George Street

Hosiery Manufacturers

27 Dale Street,
MANCHESTER, ENG.

Agent for Canada, A. W. HOLTBY, Carlaw Buildings, 28 Wellington St. West, Toronto

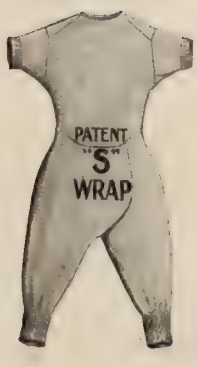
Specialty: "OAK TREE" HOSIERY and UNDERWEAR

JAY

THE JAY FINISH TRADE MARK UNSHRINKABLE.

UNSHRINKABLE WOOL

UNDERWEAR



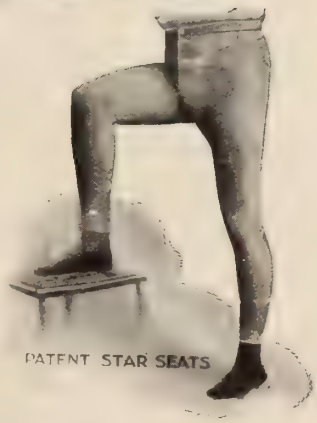
LADIES'

Combinations fitted with the Patent **"S"** WRAP, affording complete protection where this is most necessary.

No button is needed, and the garment does not drag when the wearer is sitting.

GENTLEMEN'S

"STAR" Seated Pants and Drawers. No seams at fork, up back, or down inside of leg to chafe, or give way. All wearing parts are strengthened and extra spliced.



PATENT STAR SEATS

These Specialities are made of Unshrinkable Wool and can also be obtained in Merino, and Silk and Merino.

ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

Please note the above TRADE MARK
should be upon every genuine JAY FINISH Garment.

Wholesale only
Messrs. I. & R. MORLEY and Geo. BRETTLE & Co., Lon., ENG.

THE LEADING ENGLISH UNDERWEAR.

Please mention The Review to Advertisers and Their Travelers

—Agents—
EDWARD BURNS CO., LIMITED Toronto
A. L. GILPIN, Montreal
J. A. MURRAY, Sussex, N.B.
BRYCE & COMPANY, Winnipeg & Vancouver

The
Watson Manufacturing Co., Limited
Paris and Brantford
Ontario, Canada

Manufacturers
OF MEN'S, LADIES' and CHILDREN'S RIBBED KNIT UNDERWEAR.

Dear Sirs:—

As our representatives are now on the road with samples for Spring Season 1910, and will shortly be calling on you, we beg leave to again call your attention to our splendid range of summer underwear, etc.

1. We have this season given special attention to the requirements of the trade in ladies' and children's ribbed knit underwear and among our samples you will find all the new improved Swiss, Ilet and Mesh goods. There are also a very large variety of the latest yokes and newest trimmings.

2. The men's and boys' goods have not been neglected and we can safely say we have a splendid range of these goods, including plain and ribbed balbriggan, in all shades, also mesh, as well as lightweight wools.

3. We have also an excellent range of ladies', men's and boys' golf coats, sweaters, etc., including in all about 60 lines.

4. This year we are showing a magnificient range of hosiery, including cotton, mercerized and cashmere in all shades, which will appeal to our customers.

This complete range of samples will surpass anything shown by our competitors, and since we have the utmost confidence in our friends, we feel certain that they will wait for our travellers before placing their orders elsewhere, and when they see our goods they will feel perfectly satisfied that our samples verify our statements.

Yours respectfully,

THE WATSON MANUFACTURING CO., Limited

News of Season's Trade in Knitted Goods

Payne Tariff Bill Likely to Accentuate German Competition for Canadian Hosiery Business - Retailers Report Good Demand During Summer Months — The Outlook for Winter and Spring Very Encouraging.

THAT the Payne tariff bill is likely to be responsible for some very interesting developments, of particular importance to Canadian buyers, in the German hosiery market, is the statement made by those who have figured the matter out. As is generally known, the increase of forty per cent. on goods of the $2.25 class, entirely removes the United States as a factor in that particular line.

"This will have a tendency," said a wholesale man, "to accentuate the competition between German manufacturers in reaching out to available fields, and will also tend to increase consumption in the line mentioned, as the result of reduced prices which, it appears to me, will come as the result of that keenness of competition.

Certainly, the manufacturer will have to look about him for possible channels through which he may make up, to some extent, for the loss of his United States trade. The great influence which the United States has exerted in the fixing of prices having now been removed, so far as the lines mentioned are concerned, it is now up to the Canadian buyer to study his market very closely in order that he may buy to best advantage. So far as the higher-priced lines are concerned, United States buyers will still be a factor in the European markets, but the new tariff will place the $2.25 lines entirely into the hands of the home manufacturers. It is not at all surprising, therefore, that the Germans should show some desire for negotiations looking towards better arrangements with Canada.

Good Summer Business.

Retailers state that during the past two montrs there has been exceptionally good business in lines suitable for summer resort or outing wear. Knitted coats of every type, for men and women and children have been moving briskly; in fact some houses state that their sales of these lines during the month of August have exceeded those of any month this year. It is also evident that the arrival of three-quarter and even 48-inch lengths is paving the way toward another likely departure in this class of goods. Manufacturers have had every warrant for their strong specialization in this field and it speaks well for their work that they have so identified with it those essentials of style which make it a strong feature of the market. In every knitted goods department of any importance the knitted coat forms part of the basic display. Some striking color combinations have been worked out in these garments, but plain colors are probably the best sellers. Whites, greys, and reds have all done well. One house is showing a very neat effect in grey with pipings of red, and with pockets finished in red. Another striking coat was of a blue shot effect with color of a camel's-hair brown—a very distinctive-looking garment.

Retailers who have been interviewed in the matter appear well satisfied with summer sales of underwear. They state that there have been an enormous demand for goods of the short-limbed athletic variety, both in the nainsook and mesh lines, and that lightweight balbriggans of staple knit have likewise figured in the activity. In spite of the fact that it has been a green month for slaughter sales it is an interesting fact that there has been an improvement in the demand for higher grade. Heads of departments state that they regard this as a good omen for winter business.

Measuring Up to 1907.

From the wholesaler's point of view there has been little to complain of in Summer sorting or Fall placing. The year, so it is stated, will undoubtedly average in advance of 1907, and the Spring outlook, judging from business already done, is very encouraging. Each succeeding season shows marked advancement in the standards of manufacture, and greater attention to good selling essentials. The combination garment is gradually coming to its own, and, needless to say, the wideawake manufacturer who is specializing on these garments has recognized the importance of fitwell features, and is showing a commendable inclination to co-operate with retailers along that line.

The Hosiery Department.

"Everything that's neat is good style," said the head of a large hosiery department when asked for a statement as to the season's business. He substantiated his statement by showing samples of some of his best sellers. These for the most part gave prominence to plain tones and delicate stripe and embroidered effects. For men's wear, the clocked hose are particularly well favored. In the ladies' department zephyrs have been in good demand with the high-class trade, and from the same source there has been good business in silks. Some very beautiful underwear in silk has been shown by the exclusive stores, but sale of these has been confined entirely to the extremely fashionable trade, and the demand, therefore, somewhat spasmodic.

A Seamless Fashioned Hose.

One of the real exceptional things shown in men's hose for Spring is a four thread lisle seamless fashioned hose to retail at 35 cents or three pairs for a dollar, put up in attractive boxes. The combination of a seamless and fashioned hose at this price is rare.

Another striking novelty for Spring is the range of striped jacquards to retail at 50 cents. Lines of this nature could formerly not be retailed less than 75 cents.

Robt. C. Wilkins Co., Limited.

The business formerly carried on by Robt. C. Wilkins, has been taken over in its entirety by Robt. C. Wilkins Co., Ltd., Montreal. Mr. R. C. Wilkins is president, and no change will be made in the conduct of the Rooster Brand business.

All Grades of Knitted Goods Selling Well in New York

Prices of Underwear Have Advanced—Union Suits Growing in Favor —Good Prospects for Splendid Hosiery Business — Silk Lines Active.

Staff Correspondence.

Office of The Dry Goods Review,
160 Broadway, New York, Aug. 31.

PROSPERITY for the coming season is the outlook in the knit goods market at the present time. Buyers who are in the city now, are buying at present prices, to such an extent that things look very favorable. It might be said that all grades are selling, with no speciality for leader.

The prices of underwear have advanced from 5 to 7½ per cent. This, however, is not having any difference in the business, which is far better at the moment than it was sometime ago.

Balbriggans are in demand, and some of the largest sales in years have been made this season, on them. It looks as though balbriggans were going to have first choice over all others in a short time to come.

Union suits are growing in favor more and more, and in ribbed lines for women, the sales have been quite large. Some heavy weights have been re-ordered the past week, and also some of the standard fleeces have come in for their share of re-orders.

Sweaters are selling more and more as the season advances, and the heavy business closed up some of the mills long ago. Duplicate business is coming fast, and manufacturers are in somewhat of a quandary of how they are going to make deliveries at specified dates.

The sales of the sweater coats for women, children and men have been enormous, and they are still continuing good in the retail centres. Retailers will certainly reap a great harvest this seaon on sweaters, as the vogue for them is growing larger every day. For Fall, when the cool weather starts in they will be even in greater request. That is what is puzzling the jobbers and manufacturers, how to supply the demand, when the rush comes, for some of their mills are so crowded with work now, that there is no possible chance of taking any more orders. This gives all the manufacturers a chance, and one is as busy as the other.

The sweater coat has grown to be almost as much of a necessity as an overcoat. All classes of people use them. The styles and colors are varied, and one can get some bealtiful models taking as they do all the latest developments in fashionable garments and costumes.

The form-fitted models are the best favored now, as these are in keeping with the styles of cloth garments that are claiming the attention this season. These style sweaters come in all weaves of designs in the longer lengths, the 45-inch lengths being in the lead, with many demands for the 50 to 54-inch lengths.

Large Hosiery Business.

Knitted scarfs, and mufflers are also coming in for a share of popularity. These are way ahead of last year in their orders. A great number of novelties are being shown this season, which are meeting with wonderful success in the trade. Knitted articles of every kind are meeting with good reception, and it is doubted whether many shoppers will overlook the knit goods department this season in their shopping tours for their Fall supplies.

There has never been a time when the prospects for a large hosiery business was as healthy as it it this year. On account of the conservatism of the buyers last season, the stocks are pretty well exhausted with a result that in some instances entire stocks have had to be supplied to meet the demands that buyers expect for this Fall.

In the past few weeks the re-orders have been quite large, exceeding those placed at the beginning of the season.

Silk hosiery is selling better this season than ever. The reason attributed to this is the possibility of the hosiery man to get out a silk hose at such a reasonable price, as they can be obtained for to-day. It has so increased the business, that there are almost as many silk sold as cotton or other kinds.

Silk hosiery has always exercised a seductive influence, every woman yields to this craving sooner or later—once she indulges she becomes a life-long slave to it. Once considered as a luxury, and used within a prescribed circle on special occasions, the distribution was limited, but happily, conditions have changed, so that silk hosiery is today within reach of all. Be the demand modest or most exclusive, ample provision has been made by the hosiery manufacturers to cover the demand.

The embroidered silk hosiery represented in the retail shops are copies of beautiful patterns. Plain black and colored hosiery have been improved upon by the addition of many new features, which have made them practically as durable as hosiery of stronger material, and have given them double life. These additional features are "lisle split sole, self and unbleached," "inner lined lisle sole,"—these latter strengthen the sole and retain the appearance of an entire silk foot—"double garter tops," and "lisle garter tops," of extra width. Extra wide tops are particularly practical, obviating binding and excessive strain.

These additional features retain every quality of luxury without detraction, and have moved silk hosiery into the practical realm.

How to Wear Silk Hose.

The correct way of wearing silk hose is an important thing to observe and know. The life of silk hosiery can be materially lengthened with a little care and attention. The first requisite is to get the proper size—if the foot has play, the hose not drawn or binding, the foot straining will be avoided, and threads will be less liable to break and run. There is no remedy for the evil caused by hose supporters—these are the most destructive appliances used to which there is no redress.

Stretching the hose before putting on the shoe will also be found an additional means of adding to the wear. Proper laundering is also essential—many launderies use hot irons, which weaken the fabric. Hot irons should never be applied directly to the surface of any silk fabric. Silk hosiery should be washed in suds, not rubbed, and laid between protecting cloths and pressed out. These hints are always good to know, both for the buyer and the retailer, as a saleswoman may enlighten her customer on the subject, and it may be the means of the customer returning for more hosiery, on account of the good advice from this saleswoman, or man, whichever it may be.

Monarch Knitting Company, Limited

DUNNVILLE : : : ONTARIO

¶ The cut on the right shows a stylish garment, made from the finest Australian Stock. Being closely knitted it will retain its shape indefinitely. We shall be pleased to send you sample of this coat, No. 905, which will sell at sight, and for which there is bound to be a big demand.

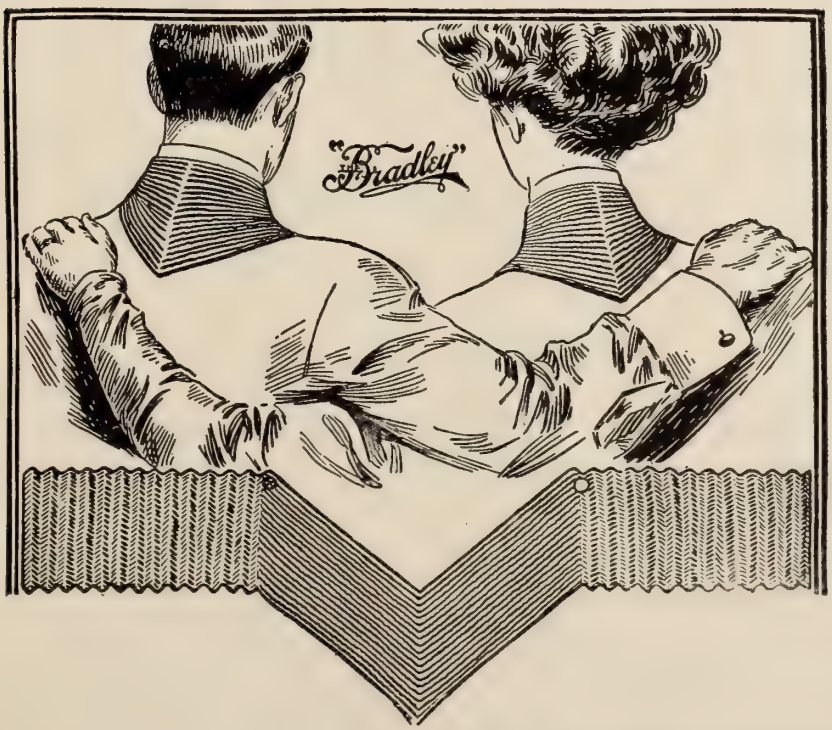


Underneath is cut of the

Bradley Full-Fashioned Muffler

¶ The *only* one that *fits*; notice the V-shaped neck which distinguishes it from all others. There's extra good profit in handling this line and we shall be helping you by extensive advertising.

Let us send you samples of these goods



The fussiest men will appreciate the shapeliness and finish of

EUREKA UNSHRINKABLE UNDERWEAR

The meanest men will be convinced that they are getting the best underwear value in

EUREKA UNSHRINKABLE UNDERWEAR

Stout men will have no trouble in getting comfortable underwear if they buy

EUREKA UNSHRINKABLE UNDERWEAR

Slim men will get good fitting underwear if they buy

EUREKA UNSHRINKABLE UNDERWEAR

Fishermen, lumbermen, miners, mechanics, farmers and all those who wear medium-priced, heavy-weight underwear will be satisfied if they buy

EUREKA UNSHRINKABLE UNDERWEAR

Better send for samples to-day if you have not yet seen our line

Nova Scotia Knitting Mills, Limited

Eureka, Nova Scotia

GUARANTEED UNSHRINKABLE

What a satisfaction it is to a retailer to handle a line of goods which are backed by a guarantee! Especially is this the case when dealing in underwear, as there are many brands which claim to be unshrinkable, which are useless after the first wash.

"CEETEE"

brand of uuderwear is absolutely guaranteed *NOT TO SHRINK.* We will cheerfully replace any garment which does shrink. Other features of the CEETEE brand are its fit, finish, durability and softness to the skin. These garments never fail to give satisfaction.

THE C. TURNBULL CO. OF GALT, LIMITED

GALT - - - - - - ONT.

Age and Honor Did Not Save.

Bradstreet's and Dun's announce that one of the oldest and most honorable manufacturing firms in Canada has gone into liquidation.

Age and honor has not prevented commercial death. They were never alone known to do so. The trouble with this particular firm was that with age did not come the realization of the fact that to keep in business was to keep up to date. They had an idea that because they had been in business many years it was not necessary for them to give publicity to their products. They did not believe in advertising. They thought that those who needed their products would know where to find them.

A few years ago a retailer wrote to a business friend asking him if a certain line of goods was made in Canada. This happened to be the very line which the company that has now gone into liquidation made. The party receiving the letter drew the attention to the president of the concern to the enquiry and the latter declared that the retailer who made the enquiry was a blank fool. "Everybody" he said, "that has brains knows perfectly well that we manufacture that line."

Age and honor plus industry and enterprise are valuable business building qualities. Age and honor plus lethargy and stupidity, superinduce dry rot.

The World's Cotton Requirements.

Government estimates show that of the world's 1,500,000,000 population about one-third regularly wear clothes, about 750,000,000 are partially clothed, and 250,000,000 habitually go almost naked.

To clothe the entire population of the world would require 42,000,000 bales of cotton of 500 pounds each, asserts a writer in an exchange.

India, Russia, Brazil and Egypt add only a mite to the world's supply of cotton, which is dependent upon Southern United States. From those former sources there has not been a large increase in recent years.

Egypt shipped 859,000 bales, average weight 730 pounds, in 7901; 909,000 in 1907-8. India's yield went up from 3,796,000 bales (400 pounds each) in 1901 to 4,445,000 last year. Russia, growing in Asiatic provinces, gained from 350,000, of 500 pounds each, to 600,000. Brazil's exports fell from 244,000 bales in 1901 to 66,000 last year.

Irrigation works on the lower Nile are expected to reclaim a million acres of land for cotton, increasing the crop there to about 2,000,000 bales.

With the present area of cultivation, the Southern States are good for ten to thirteen or fourteen million bales of 500 pounds each.

If the world should all go to wearing clothes and want the 35,000,000 to 40,000,000 bales which the government statistician estimates would be needed, the South would have to supply the demand. The Southern States have an available area for crops of 30,000,000 bales.

James Pringle, Stratford, has joined the clothing manufacturing firm of Thornton & Douglass, Hamilton, as treasurer. Mr. Pringle has not been in business in Canada since he disposed of the Classic City Mills to the McLeod Milling Co., some few years ago, but has been identified with a large concern in Milwaukee.

FINE KNIT UNDERWEAR
TRADE MARK
ZIMMERKNIT
FOR THE BEST RETAIL TRADE

ZIMMERKNIT

Balbriggan Combinations



These goods are remarkable for especially good quality in make and finish. They not only are good, but look good. A large number of your customers prefer BALBRIGGAN to anything else in underwear, and the ZIMMERKNIT Balbriggan will fully meet their requirements.

They are made up in two styles—one with long sleeves and ankle drawers, (as shown in cut), the other with short sleeves and knee drawers.

IT IS REMARKABLE that modern opinion has completely veered round, and has now decreed in favour of lighter weight underwear and loose-fitting garments, and these are now being accepted all over the world as the most healthy and comfortable. It is interesting to note that this style of underwear had its origin in Canada in the goods of the "ZIMMERKNIT" BRAND, which still lead for comfort, finish and durability.

SELLING AGENTS:

WM. R. BEGG, 88 Bay St. TORONTO
S. M. CAMPBELL, Hammond Bldg. WINNIPEG.
A. R. McFARLANE, - VANCOUVER, B. C.

ZIMMERMAN
MANUFACTURING CO.
LIMITED
Hamilton - Ontario

Jaeger Pure Wool



Underwear **Gloves and Hosiery**
Knitted Coats **Dressing Gowns**
Fancy Knitted Goods **Rugs and Blankets**
Fleece Slippers

Our stock is fully assorted for fall business.
Mail orders receive prompt attention.

For trade terms and catalogue apply to

Dr. Jaeger's Sanitary Woollen System Co. LIMITED

52 Victoria Square, Montreal



A Long Experience Lies Behind Every Zenith Garment

We are one of the oldest established manufacturers of underwear in Canada. Zenith Brand is therefore the product of the longest experience in the making of underwear for the Canadian Market

We know that Zenith Brand is the best quality of underwear made in a Canadian mill; and our extensive list of regular customers know that the quality of Zenith Brand brings in repeat orders.

If you are looking for a line of underwear that will arouse the satisfaction of every customer, just try Zenith Brand.

Travellers now showing Samples of Zenith Brand underwear for fall. It is manufactured by

S. LENNARD & SONS, Dundas

RICHARD L. BAKER & CO.
100 Wellington St. W., Toronto, Sole Selling Agents

Zenith BRAND UNDERWEAR

Did you ever look at the "FRONT" of a

Nazareth Waist

It's nice, strong sateen.

The buttonholes hold without fraying or ripping.

Cheaper waists have a self-fabric front with buttonholes that look all right until the waist is worn and then the complaints start in.

This can't happen with the NAZARETH WAISTS.

It's just one of the little things that count toward the satisfaction of customers.

Millions of mothers, thousands of retailers and hundreds of wholesalers swear by the NAZARETH WAIST—not ♦t it.

Look for this  *Trade Mark*

The following wholesale houses all carry the genuine NAZARETH Waist:

Calgary, Alta.
W. R. Brock Co., Ltd.

Halifax, N.S.
J. & M. Murphy,

W. & C. Silver
Smith Bros.

Kingston, Ont.
Macnee & Minnes

London, Ont.
R. C. Struthers & Co.
Robinson, Little & Co.

Montreal, Que.
W. R. Brock Co., Ltd.
Gault Bros. & Co., Ltd.
Greenshields Ltd,
Hodgson, Sumner & Co.
A. Racine & Co.
Brophy, Parsons & Rodden
Kyle, Cheesbrough & Co.
McIntyre, Son & Co.
P. P. Martin & Co.
A. O. Morin & Co.

Quebec, Que.
Thibaudeau, Freres & Cie.,
McCall, Shehyn & Co.,
Gauvreau, Beaudry & Cie.,

Ottawa, Ont.
John M. Garland, Son & Co.

St. John, N.B.
The Vassie Co., Ltd.
Frank Skinner & Co.
Manchester, Robertson & Allison
Scovil Bros., Ltd.

Winnipeg, Man.
R. J. Whitla & Co., Ltd,
Robinson, Little & Co.

Toronto, Ont.
John Macdonald & Co.
Beatty, Kerr & Verner
W. R. Brock Co., Ltd.
Gordon, Mackay & Co.
Denton, Mitchell & Duncan

Vancouver, B.C.
The Gault Bros. Co.



Mills at
Nazareth,
Pa., U.S.A.

Nazareth Waist Co.

350 Broadway, New York

Canadian Representatives:—
E. H. Walsh & Co.,
Toronto and Montreal

Stop Driving Trade Away From Your Store



Some people resent the fact that you haven't their size in underwear. They take it as a personal slight, especially as "that other store carries all sizes."

"Those people are unreasonable." Perhaps, but their money is good, and SALES are what you are in business for.

Stanfield's

UNSHRINKABLE

Underwear

gives you a range to suit every figure. Made in all sizes from 22 to 70 inches chest—and every garment fitted on models to determine its exact measurements.

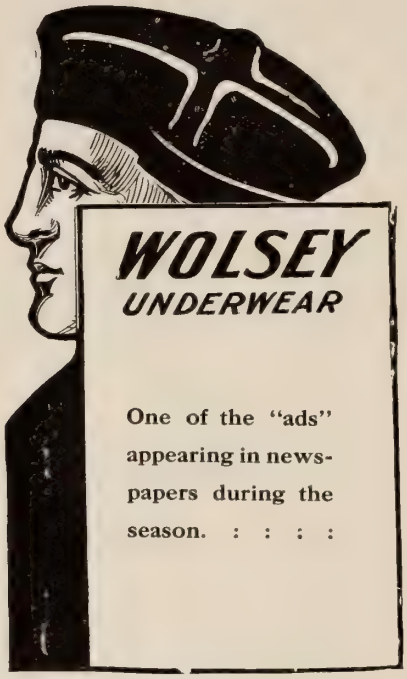
WRITE FOR SAMPLES

STANFIELDS Limited

TRURO, - - N.S.

HOW WE HELP YOU TO SELL

Wolsey Underwear



ORDER FROM YOUR WHOLESALER



PEN-ANGLE

Underwear

is the best made, the best advertised and has the largest sale in Canada. These are points worth remembering.

PENMANS, Limited

PARIS : : CANADA

The Only Dressing Sacques and House Gowns that are Advertised

We are putting forth every energy to help our customers sell more

Galtfleece EIDERDOWN

Garments for Women

The result is showing in greatly increased sales. "Galtfleece" Garments are right in the first place, and then, they are well advertised.

Let us send you a prospectus of our advertising plan.

THE GALT KNITTING COMPANY, Limited

GALT, ONTARIO.

MOST
WISE
RETAILERS

are looking ahead for the 1910 Spring Trade, and the wisest ones are placing orders for

"ILET" Birdseye
Elastic Underwear

These goods are the very last word in Underwear, some of the leading features of the "Ilet" being its coolness, elasticity, comfort in wearing and durability. These garments have invariably proved phenomenal sellers, and they are uniformly high-class goods, which always give satisfaction. We also make the "OXFORD" Fine Swiss Ribbed Underwear.



The "ILET"

The OXFORD KNITTING CO., Ltd.
WOODSTOCK, : : : : ONTARIO

Our Travelers are now showing the Largest Range in the Trade of

Lisle Hosiery for Spring, 1910

A WIDE RANGE OF COLORS
BEAUTIFUL EMBROIDERIES
LACE EFFECTS
EXCLUSIVE JACQUARDS

And several qualities in highly-finished Silk Lisle, all colors.

These goods come from the best factories in Germany, and are the choicest designs that the world produces. Such a varied and carefully designed range has not been shown before, unless by the largest hosiery dealers in the United States.

Many lines of Men's Lisle Hose to retail profitably at 25 and 50 cents that formerly could not be sold at the price.

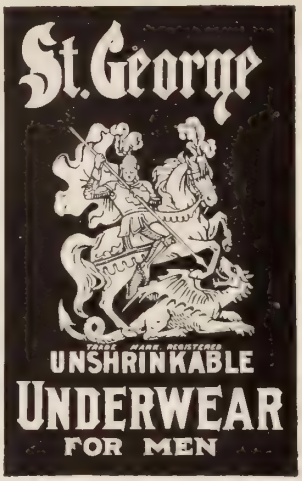
Values you never saw before in Ladies' Hosiery to retail at 25, 35 and 50 cents.

Place your orders early and share in these savings. Spring, 1910, will be a big hosiery season.

PERRIN, FRERES & CIE

Mark Fisher Building :: :: :: :: :: :: MONTREAL

St. George Brand
Underwear for Men



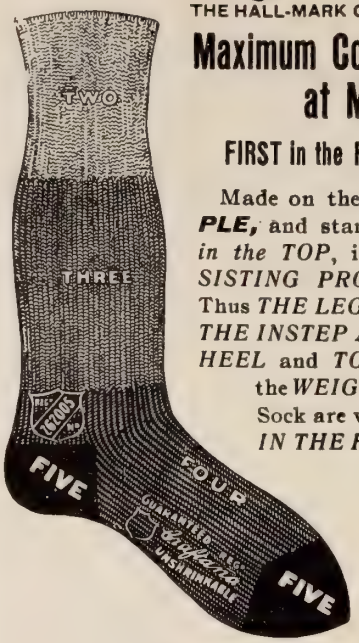
made in various weights and textures

WOOLNAP

(For extra warmth)

Also bears the St. George Trademark for your protection and ours.

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses



Two Strong Guarantees Accompany

BRITANNIA UNDERWEAR

Positively Unshrinkable Through Washing.

Any Garment Shrunk will be replaced.

Britannia is a high grade, finest quality, all wool creation—in every size.

Worn and admired by the best people.

Your wholesaler will supply you. Britannia Underwear sells on its merits.

Attractive Sales-helps sent you for the asking.

Duncan Bell, Canadian Representative

Manchester Building, TORONTO

301 St. James Street, MONTREAL

GOODS OF QUALITY

TRADE MARK

MADE BY THE GODERICH KNITTING CO

We supply a brand of Hosiery and Mitts that are of the very best quality. We are prompt and careful in filling orders, and aim to make your dealings with us a pleasure to you.

"The Maple Leaf Brand" of Hosiery and Mitts

WE ARE IN A GOOD POSITION TO FILL SORTING ORDERS FOR FALL DELIVERY.

Goderich Knitting Co. LIMITED

Goderich, Ont.

SELLING AGENTS:
J. E. McClung, Toronto, for Ontario.
Fred S. White, St. Stephen, N.B., for Maritime.
Gerhardt, Hanley, McKay Co., Ltd., Winnipeg, Man., for West.
A. L. Gilpin, Montreal, Que., for Quebec.



Know Beforehand

That the Black Stockings You Sell are Going to Satisfy

Before you *buy* them; before you *sell* them; know *positively* that the dye is *fast* and *pure*. ¶ Comebacks and complaints cause quick decay in any department. ¶ Don't risk your reputation with *imitation* "fast" blacks. There's not even an extra profit inducement in selling imperfectly dyed black hosiery. ¶ On the other hand—you can sell *more* stockings if you sell Hermsdorf Dyed—sell more, make more money, and build an unassailable reputation for

Absolutely Reliable Merchandise

¶ Black hosiery is, and *must* be, the biggest selling item in your stocking stocks. ¶ Let every pair you sell stand for the integrity of your house.

Look for the Truth on the Toe

Louis Hermsdorf Dyer

Works: Chemnitz, Saxony

American Bureau: 235 W. 39th St., New York

¶ Cuts, store signs, booklets, etc., supplied free to dealers. "*Hermsdorf Week*" is an evergreen sale event that will help to land your Hosiery Department in the lead. Write for details now.

HEALTH BRAND UNDERWEAR

Our salesmen are now showing samples of Health Brand Underwear for Fall, 1909. We have improved the quality of every number and have reduced the prices. We guarantee the sizes to be correct in every number. We have a complete stock on hand and can supply you at once with Long or Short Sleeves in white or natural. We think it will increase the sales of your Ladies' and Children's Underwear if you stock

HEALTH BRAND

WHOLESALE DISTRIBUTORS

GREENSHIELDS LIMITED

MONTREAL

HOTEL

EUCLID

Euclid Ave. and E. 14th St.
CLEVELAND, OHIO

Official Hotel of the American Motor League

300 Rooms—European Plan
Rates: $1 to $4 Per Day

Headquarters for Auto Tourists

Many of the leading garages located within one block of the Hotel

HOTEL EUCLID CO.

FRED. S. AVERY, President

Spring Printed Goods

Dominion Textile Co's

RANGE OF

Spring Printed Goods

Will be in the hands of Canadian wholesalers during October

Wait for this range before placing orders

"There's More Profit in Canadian Printed Goods."

The Staple Department and its Problems

Manufacturers Expect Good Spring Season — Probability of Shortage by the New Year — Advance in White and Grey Cottons — Heavy Suitings Expected to be Very Popular — Liberal Repeat Orders.

WHILE travelers are just going out with Spring lines of cotton goods, and it is difficult to speak with any certainty of Spring orders, manufacturers are looking for a big season. The high price of raw cotton is "the only fly in the ointment," to quote the words of one. In spite of this they are enthusiastic, as the Spring range of both printed and woven goods show marked improvement over the 1909 range. Prices of raw cotton are holding high and manufacturers are not looking for any decrease, the contrary, in fact, being looked for.

There is a probability of a shortage by the New Year. This applies both to printed and woven goods. Manufacturers of both state that they are looking for this. Stocks are low, and orders for immediate delivery are remarkably good, as well as orders for future delivery.

The west is expected to do a good staple trade for Spring, 1910. Stocks are low in this section, and good crops make active demand possible.

Wholesale buyers of staples and printed cottons returned from abroad speak of improved conditions in the English market, which mean broadly speaking, that the English market will pay less attention to Canada on certain lines. Wholesalers are purchasing freely Canadian goods for the Spring season. The difficulty of securing certain lines for Fall is an incentive to do so. Prices on Fall lines continue very firm and the best authorities maintain that the higher scale of prices for Spring will be held.

Fall Lines.

Now that Spring goods are well cleared from wholesalers, attention is given to the early deliveries of Fall goods. Most lines have not been coming through as freely as wholesalers would like and it is clearly evident that desirable patterns of woven and printed goods will be hard to procure this Fall. Generous repeats have been given for wrapperettes. Retailers who ordered these lines early will likely have no cause for complaint in the matter of deliveries. The exceptional demand for wrapperettes is evidence that no jobs will be available this Fall. The old idea of expecting jobs during the Fall is getting dissipated in recent years. It will be remembered that no prints were jobbed last Spring either. Flannelettes and Saxonies are big sellers for the Fall trade.

Whites and Grays.

Since the middle of May prices of white and grey cottons have advanced on an average from 7 to 10 p.c. with some lines even higher. During this time raw cotton has advanced nearly 25 per cent. This explains clearly the price situation. Cotton manufacturers have not, as yet, reached a price limit that the raw material warrants. During the end of September and the early part of October raw cotton is usually more favorably priced. If the price does not sag much at that time it is comparatively certain that cotton prices will hold up to their high level with a tendency to increase. It looks like a sellers' market, but it is undoubtedly a good plan for retailers to buy in fair quantities. Prices may go higher, and it is very unlikely that they will go lower. During the past few weeks cottons intended for the cutting-up trade have been advanced in price, to correspond with recent advances made to wholesalers.

Prints.

Listed prices of Spring prints will not be shown wholesalers until early in September. The continued high cotton market has caused some delay in issuing prices and it will not be until early in October that retailers will see the range of Canadian printed goods for Spring.

Spring Ginghams.

There is every indication that Spring, 1910, will be another big gingham season. Favorable prices of Canadian goods warrant this belief. Competition on ginghams has been keen and a large quantity of foreign goods entered this market. Keener competition is looked for for the coming season. Canadian lines, as well as foreign, have been improved, particularly in regard to patterns. Chambrays and ginghams, both plain and striped will have the lead. It is not expected that there will be any call for checks.

Heavy suitings are again expected to be very popular. Each year is bringing an increased demand for these. The colors likely to lead in popularity are the new blues, tan, helio and brown.

The Linen Market.

Reports from Belfast show that the linen market is in a very healthy condition. The demand from the States is improving and the tendency of prices is strongly upwards. Manufacturers are in most branches sold some months ahead and are beginning to show some reluctance in booking advance orders. The flax crop in Ireland is in good condition, but in Holland and Belgium the continued rain has had a bad effect on the crop. Manufacturers are advising their agents in Canada that advances may come at any moment. There is no doubt that the better-informed and most wide-awake retailers expect that prices will go up, for they are placing large orders for December, January and for delivery even further ahead than that.

The Canadians have made large purchases of linens during the past year, but the sale has kept pace and stocks are not heavy. Orders requesting immediate delivery are by no means wanting.

Canada is also becoming, for the size of the market, a large purchaser of high-grade linens. The sale of these better linens are not confined to the large cities as was the case three or four years ago, but merchants who then regarded 50c or, at the most, 60c as the price limit

for towels are now selling $1.00, $1.25, $1.50 and even higher-priced towels without any trouble.

Much of this trade is due to the growing wealth of the country, but owing to the improved methods of merchandising and to the better stocks kept in the smaller centres, much trade is now kept at home that used to go to the larger places. There are few good-sized orders placed that do not call for individual towels. These goods have caught on and find a ready sale. Another novelty that will be featured largely in holiday lines is the towel with embroidered ends, also the towel with the space for the monogram left in the pattern. These towels can be had with the monograms worked at reasonable prices and, where desired, the manufacturer through the agent will submit designs and estimates.

The Selling Power of a Name.

Abraham Lincoln once said to a young lawyer: "When the facts are overwhelmingly on your side, you only need to state them; you need not make an argument."

Here are facts.

Nearly all the common things that people go shopping for, except textiles, can be purchased by name. Run over the list—goods for men and women and children—for the household furniture and furnishings and groceries—for the office and for traveling—necessities and luxuries. It will task your memory to recall anything, except in the line of textiles, that you cannot go into a store and ask for by name.

Goods are advertised by name, because it pays. It is not done for amusement, and it is not an experiment. The value of no other method in the business world has been more perfectly demonstrated.

The goods of every sort which have names that are known to all the world are everywhere the market leaders. Think of any line of goods, of which there are a dozen makes, of the same value and the same price. Then go to a merchant who keeps them all and ask him how the sales of the different makes run. He will tell you that, if only one of the dozen has a popularized name, he sells more of that than of all the others.

This is just as true of the few textiles which are properly advertised as it is of soap or candy or toilet water.

It is true, because every purchaser asks for each thing by name, if anything of the sort is sold under a popular name.

You who read this are men. Every one of you names the maker when you go to buy a hat or a pair of shoes, your shirts and collars and cravats, a pocket-knife or a nail file, or anything else for your personal use whose maker you know about.

Women are the same—possibly a little more so. Ask the salespeople behind the counters, as the writer has taken pains to do. They will reply that they never saw a woman who did not ask for everything she wanted by name, if anything in that line has an advertised name. Of course, if the advertised thing is not in style, or not of good quality, or costs more, she looks at something else; but the article with a popular name always has first chance with her.

There are many reasons why people ask for things by name. It is convenient. It saves time. It saves the nerves. It makes shopping a pleasant sort of task instead of a torture. It prevents embarrassment—you feel gawky to stand at the counter and not know just what you want. A woman is annoyed is she must wait for the clerk to make suggestions; doubly annoyed if another woman stands by who knows what to ask for. Men are bored to death in shopping for the family, unless their wives can say, distinctly: "Get So-and-So's brand." That's "how to be happy, though married"—even if you live in a suburb.

The genius of salesmanship is to put buyers at their ease. All storekeeping is a study to make customers enjoy shopping. The manufacturer who makes it easy for people to buy his goods and gives them a chance to feel proud of their knowledge concerning his goods, will need to produce vastly more goods.

Merchants, as well as their customers, like the goods that are known by name. The saving of time doubles the value of their clerks. A young man who had been at the head of a textile department in one of our finest American stores, told the writer that he simply wouldn't stand it. People loitered and dallied and questioned, and he could not bring up the sales as he felt capable of doing. He got himself transferred to another department, where he could offer the goods of all the great makers in that line with whose names people are familiar, and he made a splendid success of it. People bought quickly and passed on.

The name by which his goods are advertised and identified is one of a manufacturer's greatest assets. If it be well advertised, it is worth more than the stock on hand, and the machinery and the buildings and the ground all put togeter. Its value increases in the ratio of the number of people who are familiar with it. Once established, as a familiar household word, in millions of homes, it pays a bigger dividend than any other investment in the manufacturing business.

Shakespeare asks: "What's in a name?" and assures us that "a rose would smell as sweet by any other." Of course, a rose would smell as sweet if it had no name at all; but a foreign duke would not marry an American heiress if he had no title. A great old family name has the magic to secure about everything that people prize in the way of earthly joys—money, social position, honor and power. A manufacturing name, made by advertising, has the magic of a great title. We all instantly think of many such names which are worth a fortune every year.

The manufacturers of textiles have largely failed, thus far, to secure these many and cumulative advantages of a popular name. These are some reasons why, and some whys that are not reasonable. There is no insuperable reason why.—From the Textile Manufacturers' Journal.

One Way to "Get Even."

How to offset the influences of the Eaton name on the new school readers has no doubt already been the subject of consideration on the part of merchants in the smaller towns and cities.

J. E. McRae, general merchant, St. Williams, Ont., has thought the matter over and recently wrote The Review as follows: "To get even with Eaton I intend to have made a lot of my pictures about the size of a postage stamp and much after the same style and paste them in the school books I sell."

It looks like a good idea. Mr. McRae will probably figure out the expense in much the same way as Eaton did when he saw it possible to tender a "starvation" price on the contract and charge it up to advertising. The plan described, however, cannot be employed by the hundreds of exclusive dry goods stores throughout the country, to cut into whose business the T. Eaton Co. will undoubtedly work their privileges under the contract for all they are worth.





THE CORNER STONE

of an Underwear Department is a line of Underwear so good in quality, so perfect in fit and finish that it will sell very briskly and at good prices.

And that describes



HIGH - GRADE

Knit Underwear

Our Spring samples for the season of 1910 are superb. There is nothing equal to them being offered. An examination of these samples, which are now being shown by our representatives, will convince you.

OUR SELLING REPRESENTATIVES ARE:

ONTARIO
C. & A. G. Clarke, Empire Building
Wellington St. W., Toronto

BRITISH COLUMBIA
Geo. A. Campbell, P.O. Box 1026
Vancouver, B.C.

QUEBEC
Goulding & Co., 30 Wellington St. East.
Toronto

MARITIME PROVINCES
G. A. Woodill, 70 Granville St.,
Halifax, N.S.

MANITOBA
Frank Clark, Winnipeg and N.W. Territories

The Peerless Underwear Co.

HAMILTON - ONTARIO





GOOD AS GOLD WHITE AS SNOW

WABASSO



You will find this Trade Mark on the Famous WABASSO Longcloths

Order from your Wholesaler

The Wabasso Cotton Co., Limited

Address all Correspondence to the Mills

Three Rivers, Quebec

Please mention The Review to Advertisers and Their Travelers

Mount Royal Cottons

When MOUNT ROYAL Prints and Bleached Cottons are put on the market in October

there will be none better

MOUNT ROYAL Grey Cottons are already known as leaders—smooth finish, good values.

Are you selling them?

Send your name in now for our attractive display card of

MOUNT ROYAL COTTONS

The Mount Royal Spinning Co.
Limited

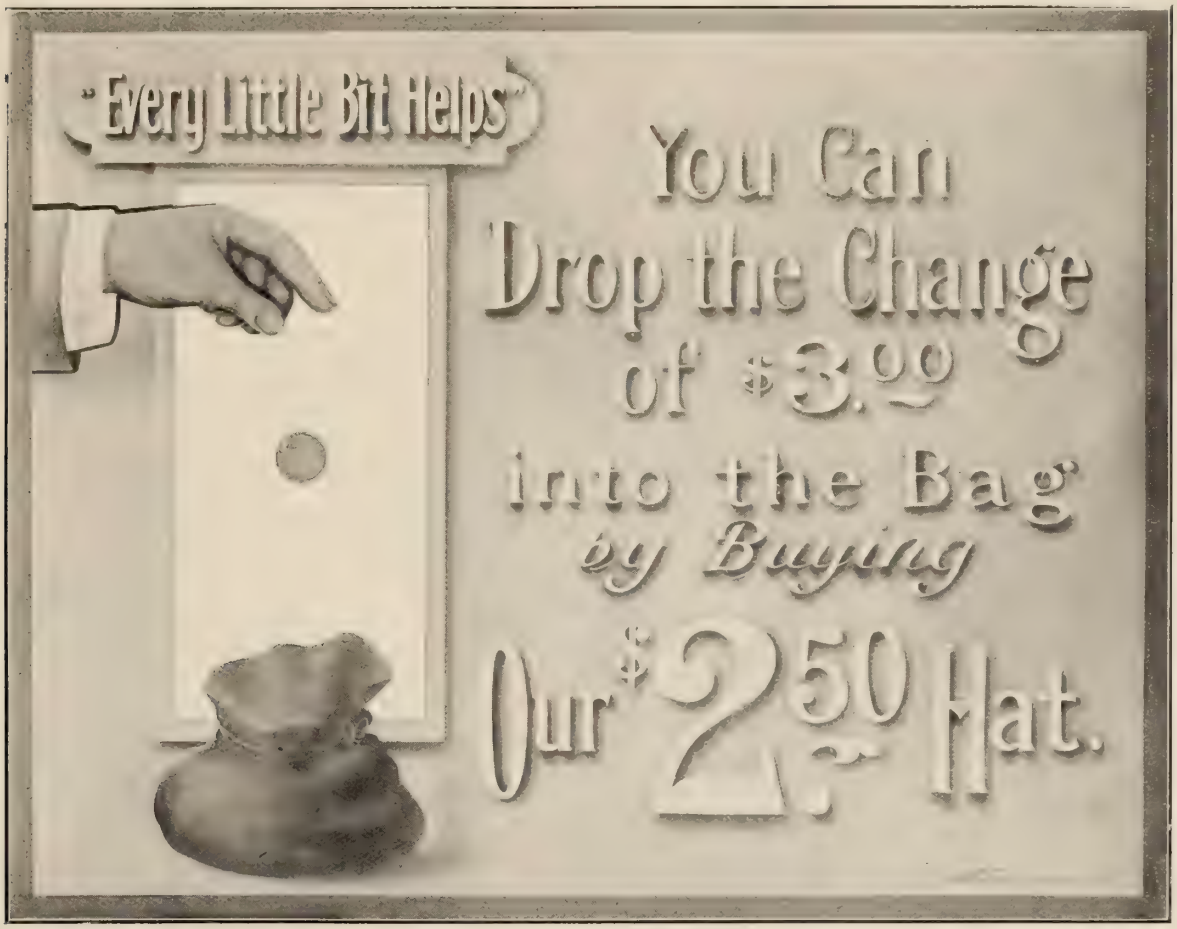
SALES DEPARTMENT
Eastern Townships Bank Building MONTREAL
Please mention The Review to Advertisers and Their Travelers.

How Show Cards May Illustrate the Ideas they Convey

Originality Responsible for Much Effective Work—The Danger Line in Novelty — Making a Card More Ornamental than Useful — The Value of Striking Statement Where the General Design is Unique.

WHILE there are those who contend that there is very little excuse for the show card of the decidedly fancy or faddish type, it will readily be admitted that where the card writer can exercise his ability in the direction of practical novelty or where he can convert his ingenuity into value, he should not be discouraged. When his work is of such a character, however, that it monopolizes attention, thereby detracting from the goods which it is intended to sell, such value is negligible.

The Review has this month selected from several of its kind a card which saw service in a hat window of L. J. Applegath & Son, Toronto. It is a demonstrative card in that it illustrates the practical significance of the purchase which it advocates. Such a card must, naturally, contain a clear-cut statement, as that which appears in the illustration, if it is to serve the purpose for which it is designed. In other words, it is easy for a card to be more ornamental, or novel, than usual.



A Card which Emphasizes its Statement by Demonstration.

Any cardwriter who has the proper equipment may produce such a card as the one here shown. The actual size of the cardboard was 27 in. x 20 in., and of the oblong opening, 13 in. x 6 in. The hands and bag are cut out in the card and their effect improved by the use of the air-brush. On the reverse side of the card a piece of very fine gauze is placed over the opening, and to this, immediately below the hand, is glued the fifty-cent pieces. To preserve its rigidity, the card is fastened to a small under-frame by means of gummed paper tape. The air-brush is largely used in the lettering and in the ornamentation, but where the card-writer does not have this equipment he can secure a very good effect by means of his brush. The great idea of course is to have the background of the hand and the money as invisible as possible, and in setting the card in the window the trimmer must be careful lest any object in the rear spoil the illusion.

Another novelty card, but one more difficult to produce is one in which putty or plaster-like material is used in the execution of forms or figures. One recently noted depicted a farmer viewing a billboard on which an announcement was recorded. The head and hat of the agriculturalist was of plaster appropriately touched up with paint while for his clothing and carpet bag pieces of cloth were used and painted as desired. A suitable background was painted in.

That display cards have a distinct advertising value when properly executed and used, cannot be denied, and merchants who have young men developing that line should afford them all possible equipment, essential to effective work and the cultivation of original ideas.

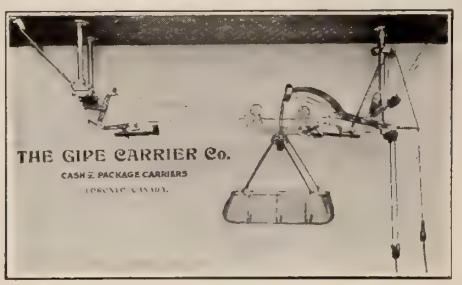
20 Years' Experience Inventing and Building

Cash and Package Carriers

"GIPE" CARRIERS are the LATEST, SWIFTEST, STRONGEST, SIMPLEST and MOST EFFECTIVE on the Market To-day.



Our New "Closed Wire" Cash Carrier.



STRONGEST and EASIEST propulsion ever produced.
Levers always CLOSED and the two wires together except in the act of sending the Car.
Guides near hinge in levers compel ERECT PROPULSION, thus doing away with the usual wabbling of car, it will travel twice the distance with the same impetus.
"Hook" on car catch makes it absolutely positive; HOLDS THE CAR EVERY TIME, and noise is reduced to a minimum.

Our Guarantee

We will install a System of our Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.

Many progressive merchants in Canada have already adopted "Gipe" Carriers, and such well-known houses in London, Eng., as Harrod's Stores, D. H. Evans & Co., John Barker & Co., Gamages', J. R. Roberts Stores Co., and many others are now using them.

We build LEVEL and GRADE PACKAGE CARRIERS, LEVEL, GRADE, CURVE and PERPENDICULAR CASH and MESSAGE CARRIERS.

CATALOGUE for the asking, or better still, call at our office and let us demonstrate the merits of the "Gipe."

Our Machines are built in Canada, which means a saving to you.

LONDON, ENGLAND
118 Holborn, E.C.

THE GIPE CARRIER CO., 99 Ontario St., TORONTO, CAN.



No. 587—Chrysanthemum Vines

Made of 3 Beautiful Large Chrysanthemums and 12 Leaves.
Any Color. Per Dozen yards - *$ 1.50*
Any Color. Per Gross - - *15.00*



No. 928—Pumpkin Vines

Made of 9 Large Leaves, 3 Flowers, very showy for a Large Decoration,
Per Dozen - - - - - *$ 1.10*
Per Gross - - - - - *12.00*

Fall Decorations

SEND YOUR ORDERS EARLY

Every Merchant and Decorator should not neglect to send for our Fall Catalogue. Our prices are the lowest.



No. 678—Wild Chestnut Spray

With Clusters of 3 Burrs. Beautifully Autumn Shaded Leaves. A Novelty of the season.
Per Dozen - - - - - - *$ 3.00*
Per Gross - - - - - - *30.00*

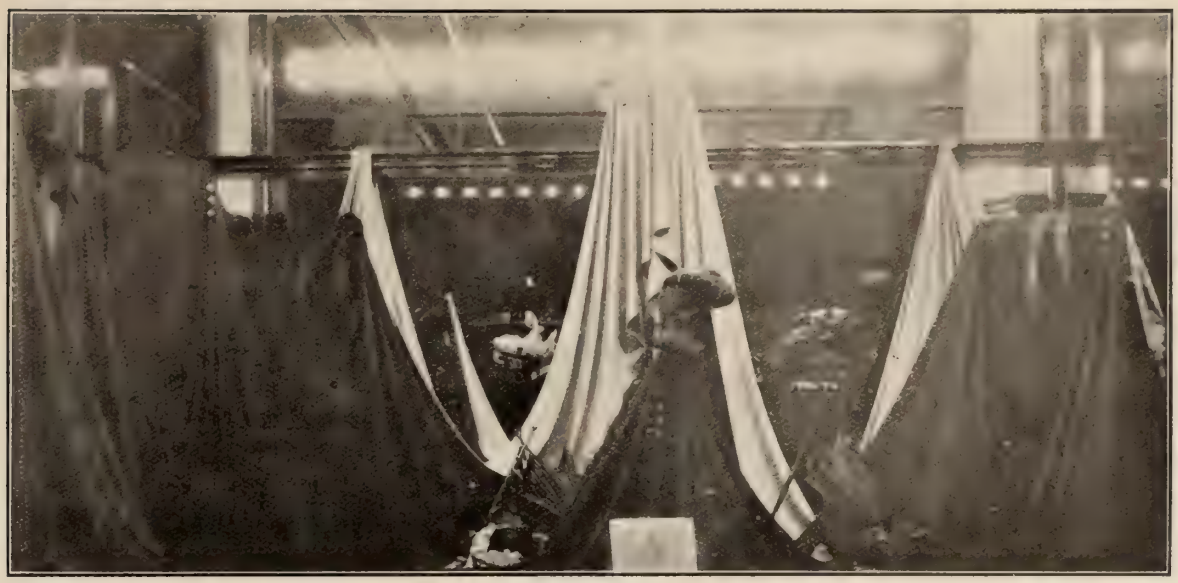
No. 2011—Chrysanthemums

12 inch Stem, 2 Leaves, any Color. Per Gross, *$3.00.*

SHORT STEM CHRYSANTHEMUMS, Per Gross $2.50

J. F. GASTHOFF & CO.

Leading Manufacturers of Artificial Flowers and High Art Decorative Supplies
12-14-16 S. Ver. St., DANVILLE, ILLINOIS, U.S.A.



Heavy Fabric Dress Goods should not be crowded—Window by Napoleon Simard, expert trimmer with Carsley & Co., Winnipeg.

Valuable Hints on Art of Displaying Goods

Suggestions for Thanksgiving Displays — Drapes of Uncut Fabrics as a Means of Indicating Garment Styles—Significance of Modern Methods to the Dry Goods Store — Visiting Other Large Establishments.

THE last week in October brings Thanksgiving, and as in many stores this is a busy period in the linen department, a window that will further increase the good work is demanded at this period.

Usually the turkey figures prominently in Thanksgiving windows, but the trimmer of the window illustrated has struck a new note and one that is more in keeping with the reason for which the day is set apart.

The central feature of this window is the cornucopia showering the "kindly fruits of the earth." The background is a screen that can be covered with any color the trimmer desires. Either gold, tan, green or red would be suitable, and over this screen fringed doileys and tray cloths are placed cornerwise.

A few inches in front of the plain screen is another one formed of wire swathed with fringed doileys wrapped around in such a manner that the fringe makes a fancy line. Each terminal is formed of a small doiley folded to represent a fancy flower. This screen is spuported by four pillars with carved caps. These capitals and other portions of the display is wreathed in smylax.

The goods shown are doileys, table linen and embroidered and lace-edged cloths, centrepieces, etc. Altogether this is a carefully-balanced and artistic display, and, moreover, one that must have sold goods. This window which The Review illustrates is the work of David Lynch, trimmer for Manchester, Robertson, Allison, Ltd., St. John, N.B.

Drapes of Uncut Fabrics.

The attention of trimmers is seriously turned to the formation of drapes made of uncut fabrics similar to the one illustrated, indicating a design for making up the goods.

Women are interested in drapes of this kind and will in many cases buy the whole outfit, having the goods made up exactly after the design.

Where a trimmer has displayed a special aptitude for designing drapes of this class, the managers of the dress and trimming departments, as a rule, keep him busy, as they find in these drapes a potent means for keeping sales in their department that might otherwise go to the ready-to- wear.

The waist was made up of uncut silk and was trimmed with buttons, lace and a couple of old-rose-colored roses. This drape, together with a number of excellent windows, considered as a whole, were sent in by W. S. Jenkins, trimmer for A. Sweet & Co., Winchester, Ont. Judging from the specimens of his art sent in Mr. Jenkins, though a beginner, is turning out work that is exceptionally meritorious. His trims are well-spaced, and he has avoided the fault so prevalent with trimmers in the

Window trimming is a growing art in Canada, and there are many opportunities for advancement for the trimmer who is in earnest about his work. It is to encourage this idea that The Review is offering monthly cash prizes of $4 and $3 for the best and second best windows submitted. There is no way in which the young and ambitious trimmer can more effectively place his name before the trade than by publication of the best examples of his work. He may not land a prize at the outset, but meritorious work will always receive recognition in the columns of The Review. Publicity is worth considerable when a trimmer is seeking advancement.

With the opening of the Fall season special displays will be shown, and trimmers will find it to their advantage to send reproductions of these to The Review.

smaller towns, and by no means absent from windows seen in the large centres—he does not crowd his goods.

The men's furnishings window reproduced is, perhaps, the best window he has sent in. His figure windows are

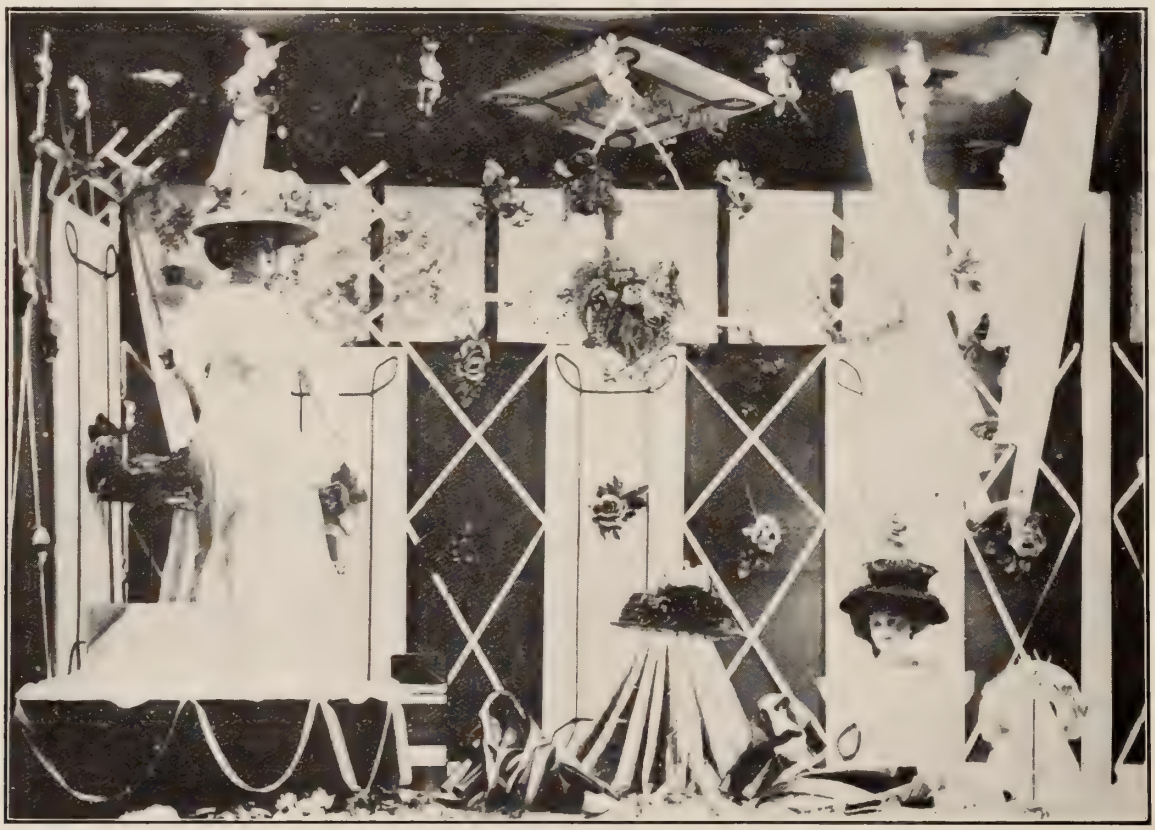


Sketch of background. In the window from which this was selected, a vase was set on each long arm, but this gives a very set effect to the window. A much better effect would have been given by painting of trees and foliage in neutral tints on the mirror in the manner indicated in the sketch.

a trifle too set, and would be greatly improved if some other background than the lace curtains were used. Felt, art serge, even sateen are all cheap fabrics that can be used effectively for background curtains, and unless there is some lighting necessity for the use of the curtains we would advise the future use of some background of the kind indicated.

Modern Methods Pay.

According as a store develops its modern methods, the trimmer becomes an important person, and his work contributes in no small measure to the success of the store. On his shoulders largely rests the burden of the prompt acceptance of the new goods, the leading colors and novelties. If he presents them in a proper manner, their sale is assured. A good trimmer not only sells goods by his skill and taste in matters of display, but he makes the town a better one to do business in. By showing goods



An effective Millinery Window — Dressed by E. McElroy for A. L. Garland & Co., St. Thomas.

Can We Supply You with Better Daylight?

¶ If your store or office is dull and gloomy we can supply you with daylight, and plenty of it, by means of the LUXFER PRISM.

¶ If your windows are glazed with LUXFER PRISMS the rays of light are caught on the outside surface of the prisms and refracted horizontally into your store for a distance of fully 100 feet.

¶ Then, moreover, think what it means to cut down your lighting bills. Has not this expense been eating a big hole in your profits for years?

¶ Be wise and see about an installation without delay. Ask your architect---he knows.

LUXFER PRISM COMPANY
LIMITED

TORONTO MONTREAL

Profitable Display Demands Practical Fixtures

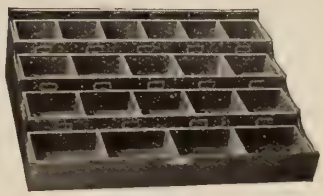


Practical Ribbon Cabinets Made in Eight Sizes



Holding From 50 to 700 Bolts of Ribbon





PRACTICAL COUNTER NOTION CABINETS. Made in five lengths.



PRACTICAL UMBRELLA CABINETS. Two sizes. Hold 60 or 80 Umbrellas.



PRACTICAL CLOAK AND DRESS RACKS Revolving and straight.



PRACTICAL HOSIERY RACKS. Two sizes, holding 72 and 100 pairs Hose.

FOR SALE BY THE WHOLESALE DRY GOODS AND NOTION HOUSES. SEND FOR CATALOGUE.

A. N. RUSSELL & SONS CO., Manufacturers, ILION, N.Y.

attractively, he does more than sell your goods. By displays that are correct as to line and color effect, he is educating the eye, and raising the standard of taste in the centre where the store is situated. Under modern methods the trade that wants to lead must employ a good trimmer. Therefore, it is wise store policy to allow him a reasonable sum of money for expenses and materials for use in arranging displays.



A Men's Furnishings Window by W. S. Jenkins for A. Sweet & Co., Winchester, Ont. This was a particularly good sales window.

Ideas, to be worth anything, must have an element of originality, and to develop originality the trimmer must be acquainted with the work of other trimmers. The merchant, who benefits as well as the trimmer, should be prepared to pay some of the cost of acquiring these new ideas. It would pay many merchants, on visiting their markets to take the trimmers along and together they might visit the principal retail stores. They would gather a host of useful pointers not just in window trimming and interior decoration, but also see the latest fixtures and fittings, and obtain the latest ideas in improved methods of doing business that could be altered and adapted to the needs of the store at home.

More Prize-winners.

The Review is now in a position to announce the names of the winners of the monthly window display competition for June and July. Trimmers should remember that if they would send in photographs of display immediately after taking, it would be possible for The Review to make announcement of the winners each week, and there would be no danger of displays being misplaced as regards the time at which they were shown.

For the month of June, the first prize of $4 was awarded T. W. Byam, of the Ritchie Co., Belleville, and the second prize of $3 to Napoleon Simard, of Carsley & Co., Winnipeg.

For July the winners are R. C. Edwards, trimmer for A. W. Cressman, Peterborough, and N. S. Jenkins, with A. Sweet & Co., Winchester, Ont. Although the latter's was only a small window, it was awarded a prize chiefly because of its originality of design, and in that connection, the young trimmer's work in draping a waist form very effectively was also taken into consideration.

Merchants who have followed this course have seen many things from an entirely different viewpoint and have appreciated, still more, the services rendered by the store trimmer.

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Ideas for Fall Trims.

Earnest work means development and no one who has examined, each month, the work of Canadian trimmers as shown in the pages of The Review can deny that the tendencies in window trimming are strongly along the lines of artistic and original development. It has been the aim of this paper, in conducting this department, to show the work of the best trimmers, both Canadian and foreign, and to furnish the nucleus of ideas that trimmers can develop for themselves along original lines. In accordance with this idea, The Review is giving some ideas and outlines to aid the trimmer in his Fall window preparations.

After all, no Fall decorations seems complete without the presence of some kind of Autumn foliage. There are many good things of this kind to choose from, and not a few of them are rendered fire-proof—quite a consideration when it is borne in mind that otherwise the insurance people may step in and order the whole trim out of the window. Grapes and vines are always good, and because of the great vogue for violet and amethyst shades clematis promises to be much used. Most exquisite of all are the natural branches of foliage dyed in soft greens and all the beautiful Autumn tints. Beech, oak, and hard maple branches that preserve all the softness and grace of forest growth, are among the finest accessories of decoration that have ever been offered. Then there are grape sprays, poppy sprays, golden-rod sprays and hydrangea sprays, hop vines and pine cone wreaths with the cones shading from rich brown to light tan. A novelty



Waist Draped from an Uncut Piece of Silk by W. S. Jenkins for A. Sweet & Co., Winchester, Ont.

that will take the eye is the hollyhock spike showing flowers, leaves and buds in all shades.

Many Japanese ideas are utilized in decorations and here the chrysanthemum stands without a rival. Tree effects in tubs and pots are shown in exquisite shadings for brightening up fall window displays.

Though the effects gained are most artistic, the very best trims are along simple lines. Carson, Pirie & Scott's



SECTION OF MODERN STORE
EQUIPPED WITH OUR SYSTEM

THE LIQUIDATION

of this business means that cut prices are being offered on all store fittings, including the well-known

Weir Wardrobe System

(Patented)

Sectional Wardrobes—each complete in itself.

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style and size.

Capacity—
High Boys—in 30-in. frontage—50 suits.
Low Boys—25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides.

Centre Section - - $30.00
End Section - - $33.75

(Metal Slides $5.00 extra)

Prices of Fitting Rooms, Dummy Fronts and Stairways REDUCED IN PROPORTION.

CUT PRICES being offered on SHOW-CASES and SILENT SALESMEN.

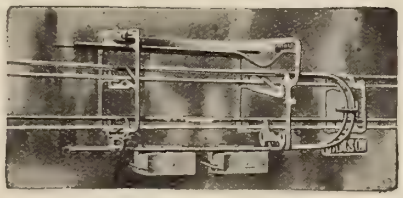
Write for illustrated circular

Weir Wardrobe Co. of Canada, Limited

(IN LIQUIDATION)

MOUNT FOREST - ONTARIO

LAMSON



The mere statement that a Cash Carrier saves time by no means expresses its advantages. It ensures a more prompt, uninterrupted and satisfactory service to the customer, does away with confusion caused by running back and forth for change (or charges), enables clerks to give more time to the selling of goods and discourages shop-lifting by reducing opportunities, as salespeople do not leave their posts where carriers are used. : : : : : : : : : :

Lamson Service covers the entire field of Wire, Cable, Pneumatic or Belt Carriers at prices from $15.00 up.

Systems Leased or Sold
Send for Bulletin M.

LAMSON CONSOLIDATED STORE SERVICE COMPANY
126 Wellington St. W., Toronto, Ont.

MADE IN CANADA

SERVICE

GOOD SALESMANSHIP



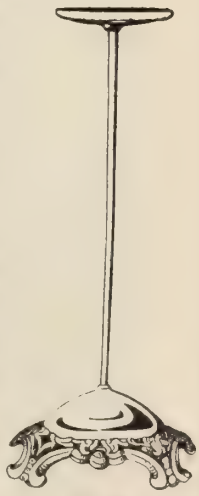
No. 294
Square Tubing on Roman Base

is of course essential for the successful handling of your goods, but even the best salesman is handicapped seriously by an inadequate display of goods.

To attract your customer to your store your goods MUST be attractively displayed.

Our line of display fixtures is second to none and covers every up-to-date appliance for the display of goods in the Dry Goods, Millinery, Clothing and Gent's Furnishing Stores.

We shall be happy to mail you our catalogae on request.



No. 287

The Toronto Brass Mfg. Co.

17-21 Temperance Street, Toronto, Ont.

windows for the Fall openings last year had the frames of the mirror back ground covered with soft folds of bronze green mull. To one side a pedestal painted and tinted to resemble moss-covered stone on which was seated a plaster figure of a youthful goat-legged Pan. The pedestal was a simple four-square on a base, but with the subtle classic graduation of line that makes so strongly for beauty. Grape vines with bunches of fruit and leaves in Autumn tints were wreathed in the most natural manner in the corners and over the mirror frames and around the pedestals. As a finishing distinctive Autumn touch unspun silk in the natural color in cobweb effect was mixed in vagarant strands amongst the foliage.



A Thanksgiving Linen Window by David E. Lynch, window trimmer for Manchester, Robertson, Allison, Ltd., St. John, N.B.



Millinery Window by Fred L. Kickley for D. E. Macdonald & Bros, Guelph. Background of Nile Green and White with White Floor. Taupe Grey Suit and Hats with Rose-Pink Roses strewn on floor.

The whole of this trim, save the plaster figure, is well

within the reach of many trimmers. The figure was modeled by a well known sculptor and was cast in plaster of Paris and finished in bronze tints. Though the expense of an individual figure of this kind is too great for any but the trimmers of the largest stores to incur, in many establishments there can be obtained from the art pottery department a figure that will be suitable or one can be borrowed or hired from a china store. There are many figures in semi-classic effect in neutral grey greens that would be suitable. No doubt any one of the sewing silk houses would gladly furnish the unspun silk.

Another simple, dignified effect that came under the notice of The Review last Fall was one to which the dark mahogany background of the window gave splendid effect. The decoration adopted was produced by large bunches of purple clematis mixed with fern leaves and branches of the natural dyed foliage in green with a sprinkling of Autumn tints. Each of these decorative bunches was tied by a full width of slik of a soft shade of mauve. The silk was in great falling loops and the ends were carried down to the floor and out through the display towards the front of the window, finishing in large bows laid on the floor. Fancy pedestals and jardinieres filled with the flowers, similar to those in the background and a high fancy lamp with a shade in mauve and pale blue, illuminated by an electric light was used.

The third window, of which a sketch was given, was much more complicated in appearance, and more ambitious in effect. In reality, it presented no unsurmountable difficulties to the average trimmer. The outline is made of wood and covered with unbleached cotton stretched plainly and carefully over. This is sized and prepared as for a painted background and when dry is tinted in soft grey green—dark at the bottom and shading into soft grey at the top. The paneling is formed of gilt picture molding. The framework in the centre is covered with pale grey felt with the Greek key border cut out of dark green felt and appliqued onto the cloth, and the edges outlined with a gilded rope.

The centre of the round is filled with an Autumn landscape and a flight of birds painted in delicate pastel tints. Softly tinted pale yellow, golden, russet and crimson Autumn leaves further embellish this centrepiece. The trees and birds are cut out of felt, and the foliage out of tinsel cloth and silk and are appliqued on tarlatan and placed in front of the mirror. Garlands of chrysanthemum vines with flowers in yellow, tan, and pale pink decorate the corners of the window.

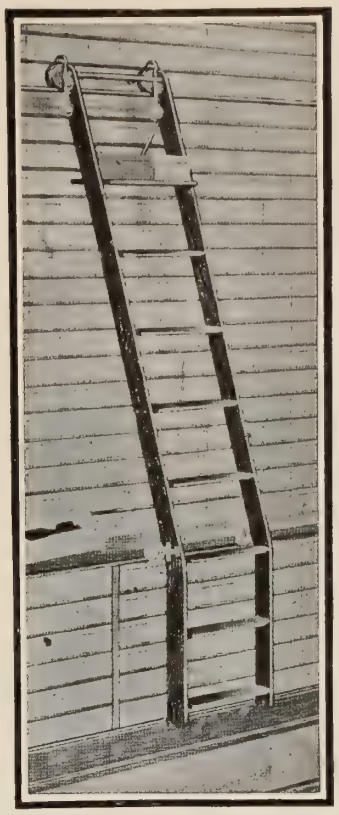
He Wanted the Job.

A Montreal firm advertised in a Winnipeg newspaper last month for a traveler in Manitoba and Saskatchewan, stating that only men of undoubted connection and ability need apply. The following letter, one of the replies speaks for itself. The spelling and punctuation are the writer's. The last page of his letter is reproduced:—

July. 14. 1909.

Dear sir—I see what you had in the paper, bot a sellsman. out here. I hafe ben working in this section now. before I was in the woods last winter. I have had exprine. pedling in chicago before I got a wagon I pedled walking. some days I could make a long walk. some times farther, when I was behind time. I haf pedled shrts. over pans. I will wish to quit this job now. how much are you paing a hour or by the day. I belong wit the

The Milbradt Ladders



cannot be anything but

HIGHLY SATISFACTORY

There is nothing about them to give or wear out or get out of order and after they are once installed require no further attention, with the exception of a few drops of oil now and then.
They are made of the very best material that can be obtained. We ship them subject to approval, hence they must be satisfactory.

Write for Catalogue and Prices.

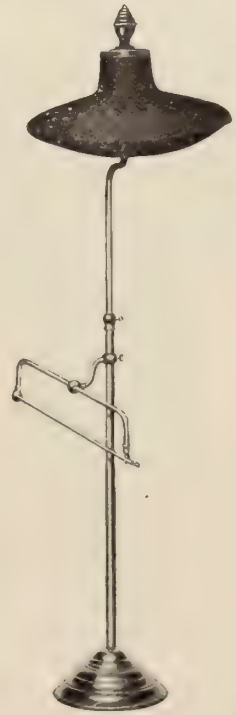
Milbradt Mfg. Co.

1438 N. 8th Street, ST. LOUIS, Mo.

FOR THE COMING FUR SEASON



Latest Models in Collarette and Muff Stands



Write for our Fur Specialty Circular.

No. 87E No. 87G

J. R. PALMENBERG'S SONS
Established 1852
Factory, 89-91 W. 3rd St. 710 Broadway, New York



Are made in all Human Hair Shades to tone with the hair of the wearer, the Net being quite invisible whilst keeping the Coiffure in place without flattening.

5 Sizes R 20 Medium · R 22 Large · R 23 Extra Large · R 24 Allover · R 26 Superfine

ROSENWALD BROS. Sole Manufacturers & Patentees
LONDON, PARIS, VIENNA

Makers also of every kind of Hair Nets, Hair Frames, Hair Rolls, etc.

Sole Agents for Canada: DIECKERHOFF, RAFFLOER & Co., Ltd
Cor. Simcoe & Wellington Sts., Toronto, and 525 St. Paul St. Montreal.





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when in need of Metal Fixtures, Wax Figures and Forms.

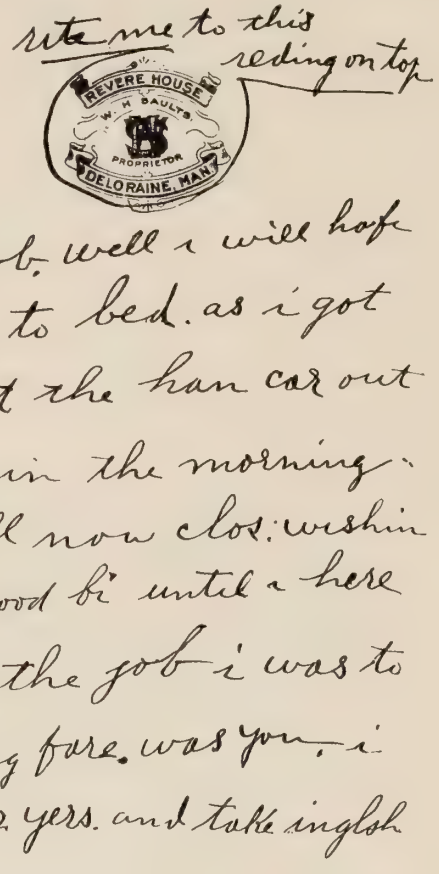
If you havn't got our elaborate catalogue (175 pages) ask for it.

Delfosse & Co.

Canada's Greatest Fixture Factory

7 Hermine Street : MONTREAL

medits chrch. and could pedil good to them. the felos he on the section, wood by some over pans, and shrts Tel what they cost to sel to who will by. if you give the job, dont send som thing to put it in. I haf some good canvax satchel's with what i pediled in. I will garinte my self with our section bos. I no the polic man to. rite him to say how i am I am not so hi clas. i am 5 fet 6 in big. about what you say bout connection. I dont no what is it. well i will say so long. let me no quck. as if i dont get ths job. i expt a job in the livry barn here. If i dont get som thing. I will hafe to leve town. how do you pay. ech week, how much is bord. riding with the cars. you only pedil in towns. it is raning hard here. there is son hay jcbs. here sone, so rite me quick. I hafe a job here for a feu days in this bording house I hafe a land tiket good to ride on the ral rod for 1 cent a mile. let me no how soon you can rite me abot the job. well so long until you



Reproduction of the last page of applicant's letter. The manner in which he has indicated his address is particularly interesting.

rite me abot the job i will hafe to go to bed. as i got to get the han car out erly in the morning I will now clos. wishin you good bi until i here abot the job. i was to Winipeg fare. was you. i am 22 yers. and take inglsh wel.

Two commercial travelers sat in the lobby of the Hotel Edwards, Indianapolis, and looked out upon a miserable April day.

"Some class to this weather," said the one. "It can't get too rotten to suit me."

"It makes me sick," remarked the other, dejectedly.

A silence fell, but an understanding had to come.

"Say, brother, what do you sell?" remarked the dejected traveler.

"Me? I sell rubber boots."

"I thought so. I am out with a line of summer clothing."

Smart Creations at Wearing Apparel and Style Show

Exhibition in New York was First of its Kind in History of American Fashions — The Dry Goods Review Booth — Developments of Fashion in Suits, Costumes, Wraps, Hats and Dress Accessories.

Staff Correspondence.

Office of The Dry Goods Review,
160 Broadway, New York, August 31.

THERE was nothing left to the imagination of the observer at the Madison Square Garden, where the Wearing Apparel and Style Show was held in New York City, during the third week in August.

"A spectacle of splendor and beauty, in white, gold and blue," may be chosen as the most descriptive phrase for this, the first style show ever held in the history of American fashions.

There were scores of beautiful booths, exploiting mysterious fashion foibles for men and women, with whom nature had been niggardly as regards personal pulchritude. There was activity in every booth—demonstrations of curious machines, instructive talks upon the relative merits of merchandise waiting the admiration of the smart set, and garments fully made, upon which the best skill had been lavished.

Original purposes often diverge—get into an unexpected road and territory unthought of at the beginning. Methods carefully considered by the exhibitors on the initial day of the show were found, under the light of experience, insufficient, and entirely new ways had to be found. At first the purpose was merely to show goods—to acquaint visiting buyers with the merits of the wares and where they might be found; to bring into closer communication and relationship, the manufacturer and buyer; also a medium by which the trade journals could prove their good work. This, however, did not prove satisfactory to the buyers from remote places. They came to the show to see and compare goods of similar class with others of like character and in doing this, they found the advantages of buying in the field of close comparison. They insisted upon making purchases, and in every booth orders were freely taken and executed, the same as in the great warehouses or factories themselves.

Ingenious, Useful Things.

Hundreds of ingenious, useful things that appealed to the crowds and stopped them in their saunterings through the brightly lighted and stunningly decorated aisles, were exhibited.

There were disappearing hair brushes, that fold as flat as a card case and can be carried in the vest; the all-one buffer, which, opened, revealed the complete manicure outfit within; the patented garter that the President is now wearing, known as "nothing around the leg"; the Presto convertible coat collar, which has been adopted by only the high-grade tailoring firms throughout the United States and Canada. The collar is so constructed that its feature of being finished in up-turn collar is entirely invisible when not needed. This collar is not supposed to be a fad, but a practical, permanent improvement for collars on all outer wearing apparel. It also serves the purpose for an auto collar when turned up. It will save the storekeeper the expense of handling both the military collar coats and separate collar overcoat stock. It is indeed worthy of consideration by every men's and women's coat manufacturer who is looking for such improvements.

Dry Goods Review Booth.

The Dry Goods Review booth was in one of the most prominent localities and was visited by buyers as well as manufacturers, who were interested in its work as a trade journal. For a card of attraction, the famous 500-button gown and coat lately exhibited by one of the largest dress goods firms in New York, to advertise the fabric, which is a mixture of mohair and worsted in Ottoman weave, was placed on a wax figure in the booth. A sign above it acquainted the readers that this gown was the



A view of the Dry Goods Review Booth at the Apparel Show in Madison Square Gardens, New York. The famous 500-button Tussah Royal Gown is posed in the background.

creation of one of The Review's advertisers and that it appeared in the Fall Fashion Number. It was the means by which many people looked through The Dry Goods Review, who had probably had little opportunity to see it before, and also gave its representatives a chance to acquaint them with the work of the publication.

Next Show in January.

Every exhibitor expressed satisfaction at the development of the phases of business, of selling goods and taking orders, and naturally enough, every exhibitor is hoping for the same success at the next exhibition, which is scheduled to occur during the last week of January in the same location. At the second exhibition many firms will undoubtedly appear who did not come into the first one.

There was, possibly, one fault with the show—to be remedied at the next exhibition—and that was the lack of women's costumes. Many dressmakers, tailors and milliners came to the show to see garments of their vocations, but went away disappointed. There were some costumes, wraps and hats shown in the tower of Woltex & Co., but these were not enough to satisfy the curiosity seekers for new styles, etc.

The display included all the latest developments of fashion, in suits, costumes, wraps and hats. It might be said that everything shown in this line was unanimous with what The Dry Goods Review gave in its New York market letter in the August number. The styles of the Moyen Age and Louis' epochs were the most popular. Jersey costumes created some attention, as did the washerwoman drapery gowns. As each model appeared, a man wrote on a blackboard the description of the garments, etc., where they were made and of what materials.

However, although costumes were scarce in the displays at this show, they were not absent in the crowds that came to see the exhibitions. The first part of the week, the rain prevented well-dressed women from appearing in their full glory, but beginning with Wednesday it was noted that one woman tried to outdo the others with her general make-up to the show.

The elongated waistline costumes were in evidence, being worn by the most ultra-fashionable women down to the little shop girl who happened to get a free ticket to come to the show. It is perfectly remarkable how quickly this fashion of the Moyen Age has been taken up by the Americans. It is in danger of being "done to death," and already the better-dressed women are asking for something different.

Knit Goods Exhibit.

The number of knit goods exhibitions proved that for this Fall and Winter knit goods are to have large sales in every style and form. The booths containing knit goods were handsomely decorated and they showed the latest and most up-to-date garments. The long automobile knitted coats, in double-breasted effects, with military and storm collar effects, long sleeves, and pockets, and in length covering almost the entire skirt, were most prominent.

There were sweaters for men, women and children in every style and color. The form-fitted models were the most popular and is the style that is likely to have precedence throughout this season.

Mufflers with military collars, or those in collarless styles, were also well thought of. Besides the sweaters and mufflers, there were scarfs and shawls that attracted a great deal of admiration by the visiting ladies.

Hosiery was another feature of the exhibitions, and the styles were rich and beautiful, showing that the desire for pretty hosiery is as much in demand as for anything else in the wearing apparel line.

The hosiery that is warranted not to tear was looked upon as a very good thing by out-of-town buyers, and many of them indulged and took home a dozen or so of different colors to try them.

Silk petticoats in all the new styles, pleated and circular cut, were shown in a variation of beautiful colorings and designs. The brocaded silk petticoats are to have first choice this Fall and Winter, and they are very handsome in different colorings in both subdued and light colorings. In nearly every instance, the petticoats are shaped and form-fitted over the hips, the fulness coming from the knees or below the hips, either in pleated or shirred styles.

Muslin underwear booths were well patronized, and there were a number of interesting improvements noted in the new garments that have not been shown before. The three-in-one-piece garment was the most attractive and it was shown in a variation of trimmings and designs. It is a combination three-piece garment made in one-piece, devoid of seams, etc. It is a very pretty garment, as well as a practical one.

The gown that buttons in the back is another new idea of this season. This garment is made with the Empire waist idea and beautifully trimmed with laces, embroideries, ribbon-threaded beading and buttons down the back under a fly or pleat.

Pleated white petticoats are the latest designs in these garments. The pleats start at the knee or at the ankle in the longer lengths and are pleated in side or box pleats.

New Ideas in Corsets.

Perhaps the most interesting of all were the corset exhibitions, which proved most successful in both the selling and the means of bringing about the largest crowds.

Particularly interesting were two new ideas in corsets recently brought over from Paris. One of these models was a new French tricot skirt corset model of beautiful and graceful design, with extremely long back and medium height bust. The essential requirements of the best Parisian designs were embodied in this model. The other was of French design of extreme length with medium height bust, soft, boneless figure-molding skirt. These corsets embodied all the requisites of the woman of fashion, and everywhere are praised for their beautiful and artistic lines and the durability of their boning.

These corsets carry out fashion's edict. The most striking feature of these new corsets is their length, 24 eyelets long, some of them. So long are they that the boning ends quite a few inches above the length of the corset, leaving quite a few inches of skirt unboned. However, the corset is so well made that there is no discomfort, either sitting or walking.

It took almost a week to locate all the wonders of the wearing apparel style and fabric show. To thoroughly appreciate the magnitude, the complete study of details and the artistic arrangement of the show would take much longer, but it is gratifying to all who took part to know that it was a success, and it is to be hoped that when the second one is held in January that we will have more to tell. It was a show worth the while of every retailer and manufacturer, both in the United States and Canada, to see.

J. G. Philian, who conducted a general store in Prince Albert, Sas., for seventeen years, has gone to Outlook, Sas., to open a general dry goods store.

L. Higgins & Co., shoe merchants, Moncton, N.B., are retiring after thirty years in business, and have leased their store for a term of years to the E. P. Charlton Co., of Fall River, Mass.

The tannery and glove factory owned by W. D. Pringle, at Wingham, was completely destroyed by fire. Incendiarism is suspected. The loss was partially covered by insurance.

W. J. McCance, men's furnisher, St. Thomas, was recently awarded first prize in an advertising contest conducted by E. A. Mallory & Sons, hat manufacturers, Connecticut. The competition was open to the world.

THE RIBBON HOUSE OF CANADA



Your Sorting Orders Our Special Attention

OUR STOCK OF

Ribbons for Fall

comprises the right lines, desirable qualities and colorings

All the new shades for your Millinery Department

We are Specialists in Ribbons

Have you learned the advantages we can offer you?

Walter H. Barry & Co.

McGill and St. James Streets, Montreal

BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped

DYE WORKS

In the Dominion

SEND FOR PRICE LIST

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also

FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED.

MONTREAL TORONTO OTTAWA QUEBEC

Dry Goods Review has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad. Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager, DRY GOODS REVIEW, Montreal and Toronto

How Merchant May Improve His Insurance Ratings

Failure to Apply Principles of Economy to this Department of Expenditure — Consultation with Local Agents Advisable in Order to Ascertain Details of Rating and Necessary Items of Improvement.

ONE of the most important questions that the merchant or manufacturer can ask himself at the present time is: How can I improve my insurance rating? Authorities with whom this matter has been discussed declare that the indifference displayed by some of the most wideawake business men with reference to the risk represented by their premises is nothing short of surprising. The great majority have never taken the trouble to ascertain from local agents what their key rates are or to inform themselves with reference to those details which constitute them. It is safe to say that, if they did, they would stand self-accused of their failure to apply the first principles of economy to this department of expenditure.

Fair Basis of Rating.

Although it is a commendable fact that forces are at work with the object of bringing about a better condition of things, the local insurance agent has not, heretofore, been expected to exercise his initiative in this matter. While a town is under a minimum tariff where risks are not always considered on their individual merits, but subject to the same rating whether good or bad, no great reform can be worked. Obviously, the specific rating which weighs the conditions surrounding a building and charges accordingly is the fairer; it discriminates justly between the good and the bad. Of course, the town's fire equipment and its fire record are always matters for consideration and are made the bases of penalties or credits as the case may be. Authorities state that the time is not so far distant when all centres of population will come under the specific rating.

Consult with the Agent.

What step must the merchant in a town to which specific rating is applied, first take in the direction of improvement of his individual risk? He will go to his insurance agent and ascertain his key rate. The agent will inform him as to the full details of that rating, where he is penalized and where he is credited, and, if he be a competent man, will also be able to tell him what he must do to improve the risk.

On one point there cannot be too great emphasis—that the first duty of the merchant is to employ a competent insurance agent, not because he is a relative or friend, or out of charity, but because he is a competent man.

A merchant's insurance is more frequently gauged by the rate than by his own requirements. He is willing to spend three, four or five hundred or a thousand dollars for insurance, and the agent who can supply him with the largest amount of insurance for that money is the man who is doing him a service. Low rates do not necessarily mean less premiums, but probably would mean a larger amount of insurance. The minimizing of fire possibilities is likewise an important point to keep in mind.

In stringent times, the merchant looks at his insurance and if he thinks he can save a hundred or two he is going to do it. The man who can show him how he can best affect that saving is the man who gets his business and keeps it.

Reductions Mean Improvement.

There is scarcely a conceivable circumstance under which this rule will not apply, that reduction in rate is made for improvement. Instances are not wanting which go to show that where changes have been made to comply with recommendations with the object of securing better rates they were of such a character as to add materially to the value of the buildings, and in many cases were in contemplation before the owner had thought of their significance from an insurance point of view.

A merchant who has in view the "improving" of his risk by remodeling or rebuilding should first ascertain from the insurance agent doing his business how those changes are going to affect his rating.

Consultation between the agent and the insured, at such times, should be the rule and not the exception. It is here that the competent man can do good service; if he does not advise his clients somebody else will.

Small Outlay for Big Saving.

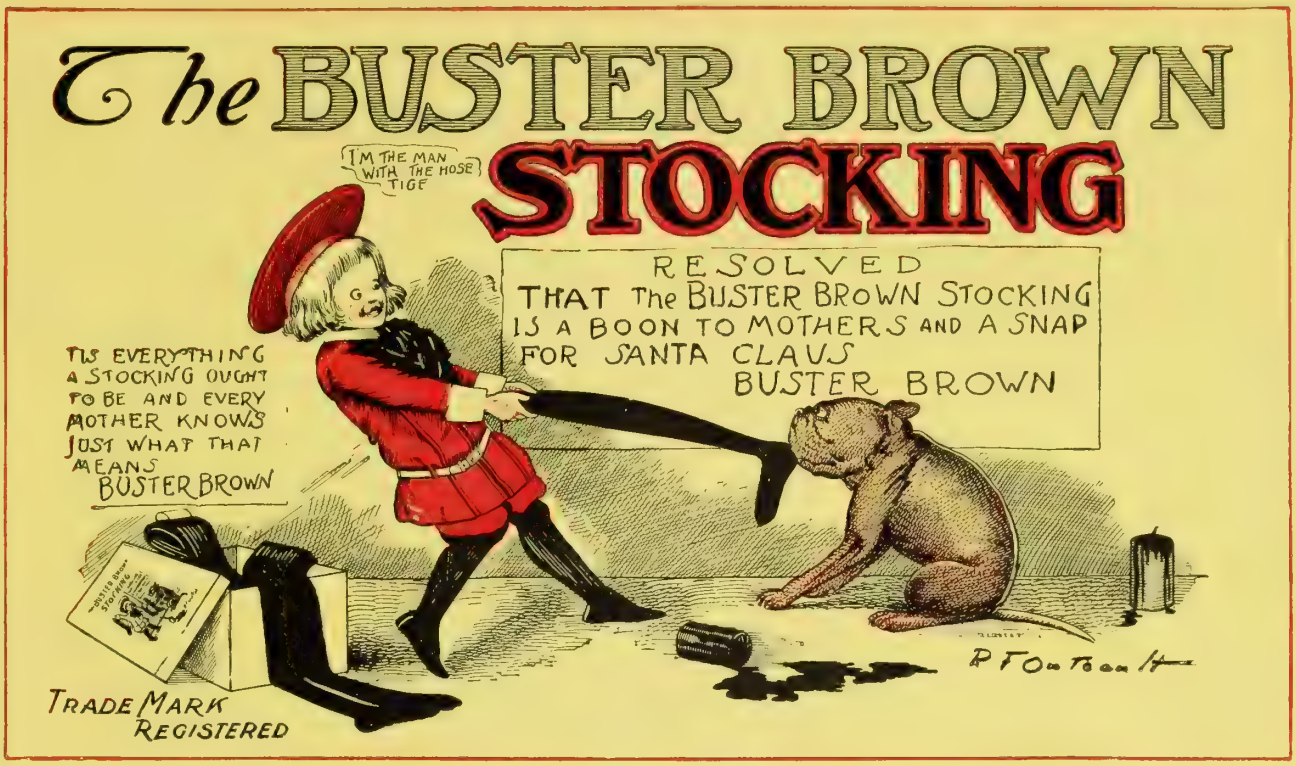
Case after case can be cited in which the most inexpensive improvement to building or equipment has affected great saving in insurance bill. The Review's attention was recently drawn to a notable instance in which a manufacturer by an expenditure of $50 cut down his bill by over $500. By instaling a bucket tank, by bricking up a small hole, by protecting floors or woodwork near stoves or furnaces, by keeping packing material in proper bins—these and scores of other little things all count in the making up of a rate. The fact that there is a deduction made for no cellar or basement is significant. The cellar is so often made a dump hole for all kinds of rubbish, and is the place of origin of many fires that the penalty seems justified.

Faults of Management.

The faults attributed to management, in the mercantile survey on which rates are based account for a large list of penalties any one of which may be easily overcome. For example, if there are stovepipes through the floors or partition, not protected, an additional 50 cents is charged; through the window, roof or wall, with double metal chimney, 50 cents additional; not protected, $1.00; entering bottom of flue vertically, 25 cents extra; entering flue in attic or unused room, 25c additional; bottom of elevator shaft used for closets, etc., or waste, 50c; untidiness, rubbish, ashes, etc., in cellar or attic, 25c; open lights in show windows or electric bulbs covered with tissue paper or paper shades, 25 cents extra, and so on. There may be points about the construction of a building which the tenant or owner can as easily improve upon as in removing any of the "faults of management," and with reference to these the fullest consultation with local agents is urged. There is not only the individual risk to be considered, but likewise the reputation of the town. It is safe to say that the progressive merchant who recognizes the importance of his own status will not long stand for deficiency of municipal equipment.

The Review intends to discuss this matter further and would be pleased to learn the experiences and opinions of merchants and manufacturers throughout the country by whom the question of improved risks has been seriously considered.

A Winner Wherever Sold



Are You Handling the Buster Brown?

The Buster Brown Stocking is made of cotton, ribbed, and dyed with the richest shade of black dye ever used on Cotton Hosiery. This dye is positively guaranteed not to fade or turn green. It is acknowledged as the leading boy's stocking on the market.



This cut of our trade-mark is on the lid of every box containing Buster Brown stockings. It is a protection to you and your customers as it stands for well-known, persistently advertised quality. Take advantage of the prestige of this celebrated Trade Mark.

Sold by all the Leading Jobbers

The Chipman-Holton Knitting Co.
Limited

HAMILTON ONTARIO

E. H. WALSH & CO., *Sole Selling Agents* TORONTO and MONTREAL.

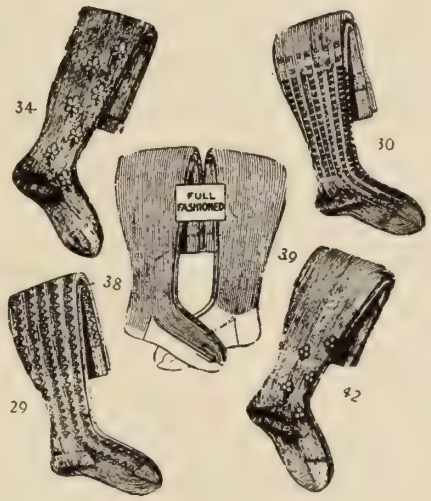
Are You Prepared?

for the best Fall trade you have had in years? All indications point to a banner season and we are stocked accordingly. : : : : : :

HOSIERY

is one of our specialties

OUR Hosiery Department is as well sorted and stocked as any in the Dominion. Our prices are equalled by few and surpassed by none. We ship promptly and carefully. : : : : :



THE constant watching which our stock receives will enable you to continue the same line right through the season. No losing of trade by having to substitute. :

You can always re-order lines of HOSIERY ordered from us and depend on receiving the same number, at the same price, and at once.



We think the above facts should warrant our receiving a share of your business. : : : : : :

John M. GARLAND Son & Co.

Ottawa, Canada

Double Your Profits

By Handling Peck Furs and Hats

FURS

Peck Furs have the name and reputation to sustain of the largest wholesale garment manufactory in the Dominion.

This assures care and quality in the making.

We combine the advantage of enormous resources with a thorough knowledge of the world's markets, and buy furs at prices impossible to the small manufacturer.

This means closer prices to you, for if we under-buy we can afford to undersell the small competitor.

Our fur-lined garments comprise the very latest designs and shapes and are beautifully tailored.

Our prices are most moderate for the workmanship and quality of Cloth and Furs used.

See the Catalog and Price List and judge for yourself.

HATS

We have secured the exclusive agency of the Carter and Wilkinson Hats for the Dominion of Canada.

No one who knows will question the style of a Carter or a Wilkinson, nor the quality of the felt.

They are everywhere admitted to be the last word in hat-making.

Our prices allow an ample margin of profit and assure a quick turn-over, for no man can look at a window-display of Carters or Wilkinsons without realizing that his own head-gear suffers by comparison.

You'll want some of them to give tone to your stock and to satisfy your discriminating customers.

Mr. Geo. S. Page has assumed charge of our hat department and this alone assures prompt, courteous and efficient attention to your hat requirements.

CLOTH CAPS

Our own cap factory works out the newest and always the latest designs in every quality and shape.

If you haven't seen our samples write for sample half-dozens, and you will get ready sellers and money-makers.

John W. Peck & Co., Limited

Temporary Premises—

12 St. Helen Street - - Montreal



Hat Department of the Fur and Hat Store of Alex. Nelson & Co., Montreal. In the busy fur season the cases at the left are devoted to furs.

Splendid Sorting Season Anticipated by Fur Travelers

Indications Point to Active Fall Business—Popularity of Suits Creates Demand for Small Furs—Cross Ties and Stoles Favored—Fur-lined Coats Meeting with Good Demand—Pitfalls in the Buying of Furs.

FUR travelers anticipate a splendid sorting trade when they start on their trips the end of this month. Everything points to good crops, and an active fall business.

Fur manufacturers have been particularly successful with small furs for the coming season, owing to the popularity of suits. Suits are worn through the entire winter season to a much greater extent than a few years ago and this makes the fur neck piece a necessity. The fur neck pieces being taken in greatest quantities are on the small order, perhaps owing to the smaller cost and to the fact that in order to get some thing which would look new the small pieces are preferred as a contrast to the very large stoles which have been popular during the past few years.

Nearly everything gives the animal effect, and this has taken well with the trade. Whole skins with the heads and tails attached are used in the making of fur pieces and where skins are too small to answer the purpose, two or more are put together, resulting in most attractive pieces.

Small cross ties and stoles are in good demand for city trade, as well as the ruffs finished with ruchings of chiffon, satin, etc.

Pitfalls in Buying Furs.

Fur houses doing business on a quality basis rather than on the price question alone are sometimes handicapped owing to the lack of proper information on the part of retailers. It is often difficult for a salesman to explain clearly what causes the difference in price.

Of all marked lines of furs coon coats are particularly prominent. Yet often retailers are lead astray on the question of price. Samples look very much alike. The large majority of fur firms make deliveries up to or better than sample.

However, a common method of obtaining orders by price alone is the marking of sizes. Most firms now live up to the set standard of having for instance, a 42 size fur coat fit loosely a man measuring 42 inches over his vest, chest measure. There are coon coats sold as size 42 which do not measure over 38. When this is applied to an entire range of sizes the saving on skins is marked. Other favorite methods of skimping are in the sleeves, collar and skirt. Naturally retailers buying in proper size garments have trouble with customers and stock. Sales are often missed and sometimes forced only to bring ultimate trouble.

Retailers should take the precaution of measuring similar sized coats from different fur firms.

Good Demand for Fur-lined Coats.

There is an increasing demand for fur lined coats in the small towns and country sections. City demand for this class of garment has fallen off to a great extent except as evening wraps, for which the light colors, on rather a more elaborate scale than the ordinary fur lined coat are in demand. The fur lined coats of the present season are slightly fitted.

Muskrat is chiefly used for linings, and mink, Alaska sable, fox, lynx, etc., are used principally for collars and revers.

Three-quarter length and seven-eighths length fur coats are in good demand for city trade. These have usurped the place of fur jackets and in a great measure the fur lined coats. These are made on the same lines as the fur lined coats, being slightly fitted. They are made in all cases with self collars and lapels. In some cases no collars, or only a narrow band are used to permit of wearing a stole or other neck piece. Some of the new coats show long lapels, reaching to the waist.

The furs used for these coats are muskrat, pony, astrachan and caracul. Muskrat is particularly popular in many section of Canada, especially in the far west.

Valuable Suggestions for Fur Stock Arrangement

Ideal Way to Keep and Show Furs is by Means of Closed Cases with Glass Front—Good Plan to Devote one Case to Each Kind of Fur where Space Permits—The Window Display and its Importance.

EVERY year sees more dry goods stores opening up a fur department or devoting some attention to the selling of furs. Properly handled, a line of furs should be a good investment for the retailer. The department needs a good deal of attention, for furs will not sell themselves.

Stock Arrangement.

One of the first considerations in the fur department is the arrangement of stock. Naturally this must depend very largely upon the amount of space which can be given to the department. In the majority of stores this could be increased during the busy season, allowing better display of goods, and creating a good impression on the minds of visitors to the store. The ideal way of keeping and showing furs is by means of closed cases with glass front, thus protecting the goods from dust and too strong light, and yet keeping them in view and easy of access. These cases should contain the greater share of goods in the department. Display fixtures and tables should be placed throughout the department for the purpose of showing different lines of furs, and these goods should be changed frequently, so that frequent visitors to the department will not get the idea that no goods are sold and that the variety of stock is small. Wax figures for the display of coats, particularly, are of advantage. Where space permits of a sufficient number of cases, it is a good plan to devote one case to each kind of fur, as this will save confusion and delay in showing different grades of the same fur.

The stock carried will have to depend a great deal upon the class of trade done by the store generally. The buyer must study this, and be guided by it in making his purchases. In a store doing a high class trade, cheap furs should be given very little attention, while in the store doing only a popular trade, the high priced furs would not be a wise investment. Buy from reliable manufacturers, to make sure that if lower-priced furs must be stocked, they are good value and dependable.

Advertising and Window Display.

The fact that furs may be sold at almost any time of the year makes it important that space should be given, even during the summer months, to the fur department, in the daily newspaper advertising. Occasional window displays should also be made. Probably the amount of business done will not warrant too much attention, but the fact that in Canada, particularly in Montread, summer tourists are attracted by furs, makes it advisable to give them some attention. An occasional reminder to the public that the summer is a good time to prepare for their fur needs for the coming winter, is valuable.

As soon as Fall suits are shown furs should also be shown with them. An attractive fur set, shown with a stylish suit will often make a sale at a time when without this reminder, the customer would not be thinking of furs. From this time on as much window space as can be given to furs should be made the most of, and when the active buying season is really on, no effort should be spared to attract business, either in the way of newspaper advertiseing or department and window displays. The season is not very long, and no opportunity should be neglected to make it successful.

Salesmanship.

Salespeople in the fur department should be well posted regarding their goods and should be able to talk intelligently regarding furs. They should be able to explain why one kind of fur will wear better than another, to talk about the dyeing and making of furs if the subject comes up and should improve every opportunity to increase their knowledge of furs, as their success as salesmen will depend in a measure on this. Very few customers are really well posted regarding furs, and the majority of them realize this. So much is put on the market that is worthless that many are of the opinion that if they buy furs they must expect to be cheated. If the salesperson can talk intelligently about his goods, and can point out their good points, and give pointers regarding the care of furs, they are sure to inspire a certain amount of confidence in the customer, that will lead to good results, where another clerk, not being able to talk in this manner would give the impression that it was a case of "least said, soonest mended," and that they had better leave the goods alone. Where goods are bought of a reliable manufacturer, the salespeople are able to speak with greater confidence than if there exists a doubt about the reliability of the guarantee of the manufacturer.

A great aid in the department is the marking of prices in plain figures. Most stores find that this inspires a greater amount of confidence in the store. One customer knows that another will be asked the same price, but where only a private mark is used, there is apt to be a certain amount of juggling done when the price question is brought up. Often, too, customers who have a hazy idea that they want to buy furs, do not like to ask prices, as they have not really decided to make a purchase. Seeing prices in plain figures, they may be induced to buy, by seeing a combination of a price which suits, with a fur article that also suits.

Introducing Goods.

When a person enters a store, "merely to look around," salespeople must use judgment in deciding whether to let them do this alone, or whether to follow them up and show goods. Nearly always, a good plan is to give a pleasant assent to this, and then in an unobtrusive manner, to call attention to certain line of goods, without suggsting a sale. Every one likes to feel that they are welcome in a store even if they do not make purchases. By calling attention to some particular line of goods it is nearly always possible to get at the object of the visitor in entering the store. There is nearly always a definite reason for doing this, and once interest is aroused, sales are apt to follow.

When a salesperson approaches a customer, with the idea of making a sale, it is best to avoid the price question as far as possible at first. Ascertain the article desired and the kind of fur preferred. The first information is usually volunteered, but the customer is sometimes undecided as to the second. The competent salesperson can usually get some idea of the price desired by the appearance of the customer, but it is a good policy to show goods a little higher in price than are likely to be required. The customer will soon state whether the price is too high or too low.

SEAL BRAND



TRADE MARK

B. SILVER & CO.

420 St. Paul Street, MONTREAL

Manufacturers Seal Brand Garments
(GUARANTEED)

The Trade Please Notice

1. That any fur article bearing our trade mark is guaranteed absolutely against defective material and workmanship.
2. That our *ability* to satisfy the demands of the most exacting trade is second only to our *determination* to please.
3. That in no case do we allow ourselves to be undersold; our prices are the lowest consistent with quality. We believe that an inferior article is dear at any price, the customer forgetting soon the price, while an unsatisfactory purchase leaves an indelible mark.

IT'S A SEAL BRAND:

That guarantees satisfaction in a fur



The Standard of Excellence in

FURS

Moose Head Brand

Established 1852

If you have any furs in stock besides those bearing Moose Head Brand, now is the time to make comparisons while you have quantities.

Look first to the quality, make, size and style, and then price. Moose Head Brand leads where good quality and fine workmanship are desired.

L. GNAEDINGER, SON & CO., 90-92-94 ST. PETER ST. MONTREAL

The fur salesman must possess a great amount of patience and good nature. The average buyer of furs does not buy new furs every season, and on this account usually desires to visit different stores and make comparisons before coming to a final decision. The clerk who can meet with a courteous reply, after spending a lot of time showing goods, a remark to the effect that the customer wishes to "look around" before deciding, is a valuable acquisition to a store. An invitation to "come in at any time and have another look at our goods" goes a long way towards bringing that customer back to the store, with a



Long Muskrat Coat Manufactured by L. Gnaedinger, Son & Co., Montreal.

settled determination to make a purchase where he or she had been treated with such courtesy and consideration.

The Guaranteeing of Furs.

The guaranteeing of furs is a difficult matter. All furs will wear out, and the time required for this depends almost entirely upon the wearer. Any reliable house will stand back of the goods they sell and will make free repairs within a reasonable time, when the fault is clearly that of the goods. In the case of regular customers, or a customer who is likely to become a regular patron of the store, it is sometimes good policy to stand a little loss in the matter of repairs, in order to hold future trade. A satisfied customer is one of the best advertisements a store can have.

✝

Square Untrimmed Pillow Muffs.

The bulk of the business done in muffs has been in the square untrimmed pillow muff, but the better class of goods has been chiefly in the more elaborate styles. These like the neckwear show the animal effects. Sometimes the muff is made of but one skin, with the head and tail, when the skin is large enough for the purpose, and in this case it is simply lined with satin and folded over a muff fur covered and lined like the skin itself. In the case of small skins, such as mink, ermine, etc., several skins are joined to make the necessary size.

✝

Hats and Caps.

Who should first have their travelers on the road was the cause of considerable activity among hat importers and manufacturers during the past month.

Conventional ideas in stiff hats predominate in the new lines. There is an increased showing of soft hat shapes in many colors and these are expected to do well. The demand for caps in soft shapes is increasing. Canadian manufacturers are turning out extremely good lines and retailers have been quick to co-operate with them in working up a better class of trade.

As regards the straw hat trade, Summer stocks have been cleared out in good shape, notwithstanding the fact that there was no visible price cutting early in the season as has been the case in years past. As a matter of fact, not till well on in August was any reduction in straws noticed. This is quite a good sign and should encourage further steps in the right direction next year.

Judging by the above, prospects for Spring are bright. Travelers started on the road about the first of the month with Spring and sorting lines and all anticipate a large trade.

In the straw lines for Spring the regulation boater or sailor will once again be prominent, lower crowns and wider brims predominating. Splits will, as usual, sell better than sennits.

There was quite a tendency in popular-priced goods this season for soft brims and rakish shapes and this has lead manufacturers to believe that there will also be even a better feeling for this line next year.

This season, more panamas were exhibited in window displays them any other two seasons since the hat was first introduced. In a few of the large centres it was just a matter of opinion as to which was the most popular, the boater or the panama. As a result, manufacturers are optimistic and are showing quite a wide range for Spring.

✝

Death of Charles Coristine.

Chas. Coristine, wholesale hatter and furrier, McGill St., Montreal, died very suddenly on the morning of August 31st, at the Turkish Bath Hotel, Montreal. Mr. Coristine, who was the only remaining son of the late John Coristine, had been suffering from heart disease for the past three years and during the two weeks previous to his death had been in poor health. He was about fifty-five years of age and unmarried. At one time he was associated with his brother in the firm of Jas. Cosistine & Co., Ltd., and later was in partnership with Mr. John Edgar. For the past three years he was engaged in the fur and hat business for himself.

"Egerton"

Soft and Stiff Hats

SPRING lines now ready, embodying all the Best Styles for the coming season, and all the newest colorings.

¶ Look at them inside and outside—you will find EXCELLENCE throughout. In the materials QUALITY, in the shapes STYLE, and in the finish THOROUGH WORKMANSHIP.

Boulter, Waugh & Co., Limited

Fur Manufacturers - Hat Importers

491-493-495 St. Paul St. 57 St. Peter St.

Montreal

Our Salesman will call on you shortly

Hats Caps Straws *for* SPRING 1910

Our Travellers Are Now Out

SEEING our Samples

IS

Good Business Policy

and **BELIEVING**

as we do that it is the best range we have ever shewn, we feel sure that for you

TO SEE

IS TO BUY

And We Know with Our Goods

TO BUY

IS TO SELL

¶ *Send us word, therefore, if you are not on our list, as it will be to our mutual advantage to have our traveller call on you.* : : : :

Now in stock, sorting lines Felt Hats, Caps. Full Range of Furs

Swift, Copland & Co. *Limited*

MONTREAL

Raphael Tuck & Sons

Company, Limited

122-124 Fifth Ave., New York----9-17 St. Antoine St., Montreal

List of Departments

Christmas and New Year Cards

Calendars
(Novelty Leaflet Block, Etc.)
For the Home and Office

Birthday and Easter Cards

Illustrated Books, Toy Books and Booklets

Christmas Autograph Stationery
150 designs

Wedding and Baby Books

Birthday Books

Juveniles
in Cloth and Board Bindings

Indestructible Calico Books

Picture Post Cards
(over 50,000 different designs)
Christmas, Birthday, Easter and Valentine Post Cards

Mechanical Animals

Picture Panoramas

Picture Puzzle Post Cards

Dressing Dolls

Fine Art and Book Publishers

LISTS ON APPLICATION

Fancy Goods, Notions and Trimmings

Bright Fall Outlook — Imitation Point de Venise the Great Novelty at Present — Selling Methods — Embroideries of all Kinds are Favored — Coochet in Good Demand --- Increasing Demand for Cards.

DURING this month buyers in fancy goods departments should give a great deal of attention to the buying of holiday goods. Not only are the Christmas holidays to be prepared for, but Thanksgiving and Hallowe'en must be considered. The latter are of small account when compared with the big Christmas season, but nevertheless should be given a good deal of attention.

Small articles, such as fancy boxes as bonbon receptacles, small ornaments, favors for luncheons, etc., toys and many other things should be stocked for the Hallowe'en and Thanksgiving trade. Naturally, the former suggests witchcraft and the mysterious, while the latter suggests harvest time and things edible, and this must influence the buyer in his purchases. The store which has always handled goods for this trade will have no difficulty in determining what to buy and how much, but the store which is contemplating handling this class of goods for the first time, will do well to be careful in buying, and not run the risk of having a lot of goods left, after the demand has ceased.

For the Christmas trade nearly every good store makes a point of supplying holly cardboard boxes with certain lines of goods. As this is a custom which seems to grow instead of diminishing, buyers will find it a good plan to buy early in order to be sure of delivery in time for the holiday season.

The fact that goods are shown in a dainty, attractive box, suitable for presentation, will often prove a great aid in selling what otherwise might not attract the customer, and thus the practice of providing boxes is a good one to observe.

There are certain lines of holiday goods which are really staples for the Christmas season, and in buying these it is only necessary to watch for the newest designs. Every season, however, brings its novelties which, in many cases are so far from the ordinary, and so extreme, that care should be exercised in buying. It is bad policy to enter the holiday season under-stocked, but it is also unwise to go to the opposite extreme and buy in too large quantities, unless, the goods are such that they cannot depreciate in value. But even in that case, the money paid for them is tied up until the next season, and they waste storage room if they are not cleared out at a low figure after the actual holiday buying season is over.

✣

Selling the Goods.

To sell successfully any class of goods they must be kept where the buying public see them, and the method used by a large departmental store in selling the smaller pieces of art linens could be copied with advantage by many stores. A cover the same size as the top of the counter is made of inch boards, and is covered smoothly with dark green felt. In the opinion of The Review, velvet would give better results because it would enhance the appearance of the goods. This cover is placed over the top of the counter, and the doilies, tray-cloths, etc., etc., are pinned flat to the velvet or felt, each with a small but easily-read price ticket attached. Of course, the display is frequently changed and no article is allowed to stay on the counter until it is soiled. The larger pieces are shown on stands on the counter and the whole makes a striking display and one that sells goods.

Buyers in for the openings have displayed great interest in art needlework, showing that more stores are becoming interested in this class of goods, and that they are finding it a paying department. Business so far for Fall has been very good, and most houses are finding that there is a big increase over that of a year ago.

✣

The Shopping Bag.

A leather shopping bag is a necessity in these pocketless days, and women pay nearly as much attention to the style of the bag she carries, as she does to her shoes or gloves. The smart, fashionable bag gives the finishing touch to a woman's appearance, and the merchant who wishes to catch this trade must stock the best and most fashionable lines. Not only is fashionable smartness a factor, but the wear of a bag must be considered, as the shopping bag is put to considerable strain. Fancy bags are shown in big variety for the holiday selling. These sell in considerable quantities, but the big business is done on the useful leather bag, and no holiday line is complete without an assortment of both popular-priced and high-priced bags.



A "Kelemade" Handbag Shown by Frank Goudy, Toronto.

The popular bag is the flat bag in seal leather, and the broken-bottom bag is a favorite because of its carrying capacity. All the selling bags are leather-lined and have a change purse in a pocket on one side. A novelty that is strong in the States is the patent leather shopping bag. Patent leather is to the fore for many uses, and there is considerable demand for the smart bag of patent leather. Another novelty which is decidedly practical is the folding bag. When folded, the bag has the

appearance of an ordinary shopping accessory with a pocket on one side. On opening the catches that hold the flap down, the bag unfolds to generous proportions. This bag is leather-lined and has the side pocket with change purse. Black is always the big seller, but brown, green and blue are also favored. The balloon-shaped bag is another good selling line. These bags have the leather handles firmly stitched on and draw up with cords and lacings.

Children's school and lunch bags are a very good line, and for holiday selling there are collar bags, in both smooth and suede-finished leather.

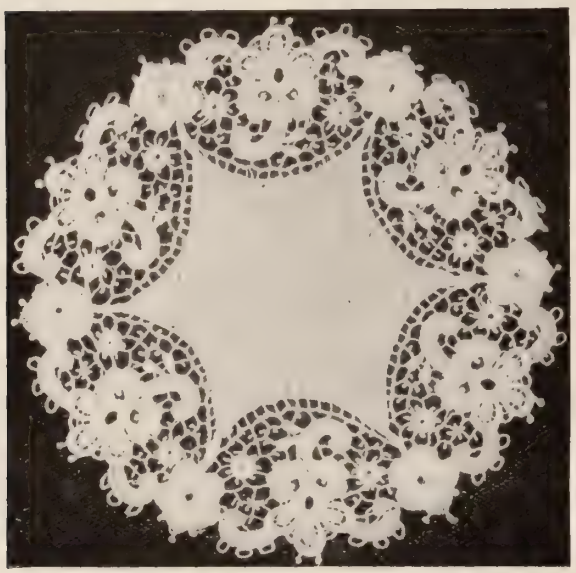
Demand for Embroideries.

Embroideries of all classes are good, though newer kinds are taking the place of the popular Wallachian. For cushions, runners, table-cloths, etc., in colors, the arts and crafts patterns are the leading novelty, but there is still a great demand for the tinted top that tells a story such as the "harvest field" with a poppy border.

Arts and crafts designs are worked with heavy floss and outlined in black. The tinted cushions are worked in outline and with long and short stitch.

For the library or hall table, heavy tan or grey centre-pieces, embroidered in highly conventionalized designs in the colors that tone in with the furnishings are appropriate. The embroidery may be in white or in deep tones of any preferred color. A centre-piece noted had, besides the embroidery patterns, panels of crochet made with coronation braid, the insertion laid on the fabric and button-holed round, with the fabric cut away after the work is done. The edging was of coronation crochet also. Cluny insertion and Cluny edge could be substituted.

Coronation braid is very much used. For instance, a large centre-piece has daisies made of this braid with their centres filled in with French knots, and another one has a Greek key design of the braid, combined with



Imitation Point de Venise, the Latest Idea in Fancy Linens.

embroidery. In putting on the cord great care must be used to secure it firmly by taking a stitch over the cord between each section, and through the cloth beneath.

Crochet is coming on strong—not only Irish crochet, but all crochet work, such as crochet mats, doilies, etc. Slippers made of heavy mercerized yarns in all colors are to be a big thing, and quantities of the yarn for making them is selling. These slippers are crocheted in the same patterns as those made of wool, but present a much smarter and handsomer appearance, as the mercerized cotton has the finish of silk.

Materials for Stencilling.

For pillows, centre-pieces, etc., coarse crash, burlap, linen, canvas and denim are used, and all these fabrics, as well as muslin, Calcutta cloth, or strainer cloth, are



Mat in Coronation Braid Shown by Hambly, Oakley & Wilson.

used for the popular stencil work. Runners of crash with the ends stencilled are placed crosswise, two runners on the one table in place of a centre-piece or cloth. Many of the burlap pillows are oblong in shape and have the ends of the fabric fringed out.

Among the minor articles that the needleworker will buy for fashioning into dainty little gifts for Christmas are the new embroidered pin cushions. They are in reality two doilies stamped for eyelet work and laced together with a ribbon through holes worked in both pieces. Besides the round cushions, they are seen in oblong shape.

Picture Post Cards, Calendars, Etc.

Retailers handling picture postcards will be wise not to delay arranging for this branch of their holiday stocks. Picture postcards are certainly holding their own, and every year brings an increased demand for the strictly Christmas postal. Publishers have been quick to take advantage of this growing demand, and each year are bringing out better designs. Prices cover a wide range from the one-cent seller to almost any price, though the limit in the average store is usually placed at ten cents.

Private greeting cards have been growing on the public fancy and retailers who handle these lines, or who contemplate doing so this year for the first time, should make their arrangements early, and should push them as early as posible. As these require time for the printing or engraving, leaving orders till the last possible moment may mean disappointed customers owing to the impossibility of getting the work out on time.

Christmas cards and calendars are a big feature of the holiday trade, and offer a wide scope, from the viewpoint of price, taste, and the different classes of trade attracted by them.

"Kelemade" TRADE MARK Bags

Are Famous in Europe and America

SHOPPING BAGS
COLLAR BAGS
HAND BAGS
STUDENTS' SCHOOL BAGS
FANCY LEATHER GOODS
INDIA SHEEP and GOAT SKINS
IN ALL FINISHES

The K. A. Kelly Co.

Manufacturers of Leather and Leather Goods
Factories at Boston, Mass.
Selling Agencies in New York, London, Hamburg

Maid Best APRONS

High-class Aprons for Ladies, Nurses and Maids. Specially attractive for holiday and Christmas selling. These are exclusive designs of the finest material and workmanship.

THEY ADD "TONE"
to the stock of any Dry Goods Store

Smith, Taylor Co.
Factory—Boston, Mass.

SOLD THROUGH JOBBERS ASK THE SALESMEN!

FRANK GOUDY

American Novelties and Up-to-date Specialties

64 WELLINGTON STREET WEST, TORONTO Phone M. 2632

SEASONABLE SPECIALTIES

You are in business to sell goods at a profit. I am here to supply you.

You will find my line of

Belts, Side Combs, Barrettes and Fancy Lace Collars

quite unequalled in the matter of design and quality. Write for samples of these goods.

I also carry a complete range of Smallwares and Notions.

E. H. CODE
223-225 Queen St. West, OTTAWA

LIDDELL'S LINENS

are without a shadow of a doubt in a class by themselves as regards quality, attractiveness, strength, and durability. You should insist on having linens of proved merit like Liddell's. They are great trade builders for you.

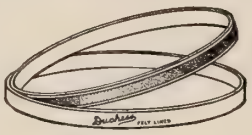
Irish hand-embroidered Bed Spreads, Sheets, Pillow Cases, Tea Cloths, Damask Cloths and Napkins.

R. H. COSBIE,
30 Wellington Street West
TORONTO

Embroidery Hoops

The Most Popular and Widely Advertised Hoops on the Market

"DUCHESS" HOOPS



The Felt Cushion protects the fabric and embroidered work from injury and holds either light or heavy fabrics tightly stretched. Sold for 10 years in over 18,000 retail stores.

Made in the round and oval shapes.

"DUCHESS" (round)—Sizes 4, 5, 6, 7, 8, 10, 12 inch diameters.
"DUCHESS" (oval)—Two Sizes 4½ x 9 and 6 x 12 inches.



THE "DUCHESS-OVAL"

accommodates a full design for embroidering as in a large round hoop, but has the convenience in use of a small hoop.

"ROYAL-OVAL." A lower priced, smoothly finished and carefully fitted, plain oval Hoop (without the Felt Cushion or Bow Spring.)

Made in Three Sizes

6 x 12 inches, for drawn work, pillow covers, etc.
4½ x 9 inches, a popular size for all kinds of work.
3 x 6 inches, for working designs on hosiery, etc.

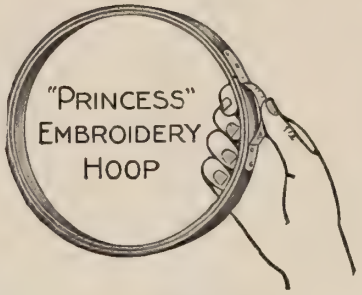
"PRINCESS"

Has a nickel-plated bow spring which adjusts itself to thick or thin fabrics, holding the material firmly and without injury.

Made in the round and oval shapes.

"PRINCESS" (round) Sizes: 4, 5, 6, 7, 8, 10, 12 inch diameters.

"PRINCESS" (oval) Two Sizes: 4½ x 9 and 6 x 12 inches.





THE "PRINCESS OVAL"

accomodates a full design for embroidering as in a large round hoop, but has the convenience in use of a small hoop.

"SPECIAL-SELECT." A lower priced, smoothly finished and carefully fitted, plain round Hoop, (without the Felt Cushion or Bow-Spring.)

Made in Sizes: 4, 5, 6, 7, 8, 10, 12 inch diameters.

Order To-day. Your Jobber can supply you. THE GIBBS MFG. CO., CANTON, OHIO, U.S.A.



Toilet Cases

Fancy Leather Goods

We make an extensive line suitable for dealers in Fancy Goods, Stationery, Haberdashery, etc.

Send for Illustrated Catalogue

TRADE (R) MARK **C. F. Rumpp & Sons** *Established 1850*

PHILADELPHIA, PA., U.S.A.

New York Salesrooms : : : : : 683-685 Broadway



Auto Luncheon Outfit

Back Combs
Side Combs
Barrettes

Granby Mfg. Co., Limited
GRANBY, - QUE.

Introduce your goods and your salesmen through regular advertising in the DRY GOODS REVIEW

Autumn Models in Paris Suggestive of New Period

Inspiration From the Modes of Henri II. and Louis XIII. — Due Regard for Modern Slimness of Outline — The Vogue in Cloaks and Scarfs—Revival of Flowered Cloth—Straw as Brimming for Winter Hats.

Staff Correspondence.

Paris, Aug. 25th.

THE weather remains cold and rainy, and Summer gowns are for the most part well protected by the long mantles now so fashionable. These cloaks are carried out in colored cloths trimmed with app'ique designs in braid and silk cord. For wearing over evening dresses the Oriental cloak is the one most favored.

A magnificent cloak was sent a few days ago from a noted Paris dressmaker to a well-known society leader. It was of Japanese embroidery in gold, silver, yellow, white and coral, on a dark blue satin ground. Another beautiful wrap seen at the same place was of pale yellow painted mus'in in a design of roses placed over a pale pink satin ground, and with lace about the shoulders and rufflings of pale pink chiffon about the feet.



New Henri II. Costume. This is a Gown that Paris is talking of.

A simpler model was of pearl grey cloth with a line of embroidery edged with a fold of black satin around the neck and wrist openings. A scarf of chiffon, as a rule, is worn with these evening coats as a head covering.

Scarfs Much in Vogue.

Scarfs are quite the rage at present and are used in many different ways. Scarfs of hand-painted chiffon, of lace, or embroidered ninon are seen. The embroideries used are rich in the extreme and are jetted or jeweled,



Henri III. Turban, with New Mob Crown and Brim covered with Beaver Strip. Large Marabout Feather Mount at the side.

or worked in gold and silver or iridescent beads and threads. These scarfs are much worn at theatres and they accord so well with the gowns of the moment that other uses are being found for them. For instance, a pretty gown made of washing silk muslin in the new azalea shade, powdered over with La France roses, had the bouffant top skirt which fell slightly over the deep flounce that finished the underskirt supported by a wide, soft scarf, bowed at the back and with the ends reaching to the hem of the train.

The new gowns of the moment are of the softest and most pliable materials. They are, as a rule, wide and full at the hem, but as close and as fitting as possible around the hips. Quite a number show drapings placed low down on the skirt, but it is noticed in the newer models that the drapery is creeping up the skirt, and draped waists, but drawn into folds close around the figure, are used.

Two materials are, as a rule, combined in the one gown, and it is quite usual to veil a foundation of one color with a transparent fabric such as voile, chiffon,

ninon, or silk muslin in another color. This gives a charming shot effect. The dress of faded rose voile over soft satin of the same shade, has a tunic skirt of ninon in pale pink spotted with white. This tunic is cut up above the knees in front and falls in soft folds at the



New Voile Gown made with Gaugeings over a Cord.

sides and is edged with a wide band of handsome pink, white and gold embroidery. Very often contrasting colors are used and some fine effects are produced. Thus, the new emerald green veiled with grey or black, will be placed over amber or pale blue. Amethyst over rose is another favored combination.

Change From Moyen Age.

The first of the Autumn models now preparing in some of the leading establishments show quite a new note that is a change from the close-fitting Moyen Age types. These gowns go to the modes of Henri II and Louis XIII for their inspiration and characteristics of both periods are effectively combined with a due regard for the modern slimness of outline without which no style can make its way into favor now. Naturally it is no easy matter to discard the typical draperies and heavy trimmings of these periods and yet retain the distinctiveness of the time of the Valois and early Bourbons. There seems to be no reason why the fashions of the time of Catherine de Medici and of Anne of Austria should not become as popular in their modernized form as those of King Dagobert.

A Valois dress was worn at the recent Grand Prix and attracted a great deal of comment and attention.

Another revival that points to the Louis XIII period is the appearance of flowered cloth. At Trouville, this flowered tissue is worn in Directoire coats, Louis XV jackets and Louis XIII bodices with tabs. These are worn over any white skirt. The Louis XIII bodice just covers the hips and the tabs, cuffs and front are bordered with a narrow slik galoon matching the principal color in the design. The material has a white or cream ground covered with small single flowers printed at regular intervals, and the prettiest effect is gained when the flowers are pale mauve, violet or vieux rose. The masculine-looking sleeves fall straight from the shoulder and a lace turn-back collar and kilting of lace at the sleeves give the effective finishing touch.

The Louis XV jacket is most effective in white with tiny shaded roses of blue woven indiscriminately here and there. A knot of ribbon, shaded like the roses, finishes the throat with the addition of a pleated jabot of point lace. A delightful garment, made of this flowered fabric, has a tight-fitting back, and the front is made with two pointed ends crossing at the bust and tied at the back. There is a loose fichu trimming at the throat of white



Dressy Wraps on the Cloak Order are much worn in Paris, either of Face Cloth, Satin or Shantung. The one illustrated is in mustard-colored cloth, trimmed with soutache and gold cord and buttons.

tulle or silk muslin that recalls the fashions of Revolutionary days.

Another pretty model is a short double-breasted coat with small revers in the same material and a double row of tiny antique gold bottoms.

Oak River Trading Co., Oak River, Man., general store, succeeded by Brooks & Brooks.

MY LADY'S TOILET

THERE IS A BIG BUSINESS DOING IN

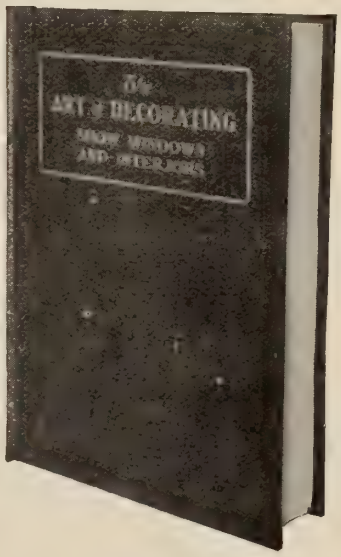
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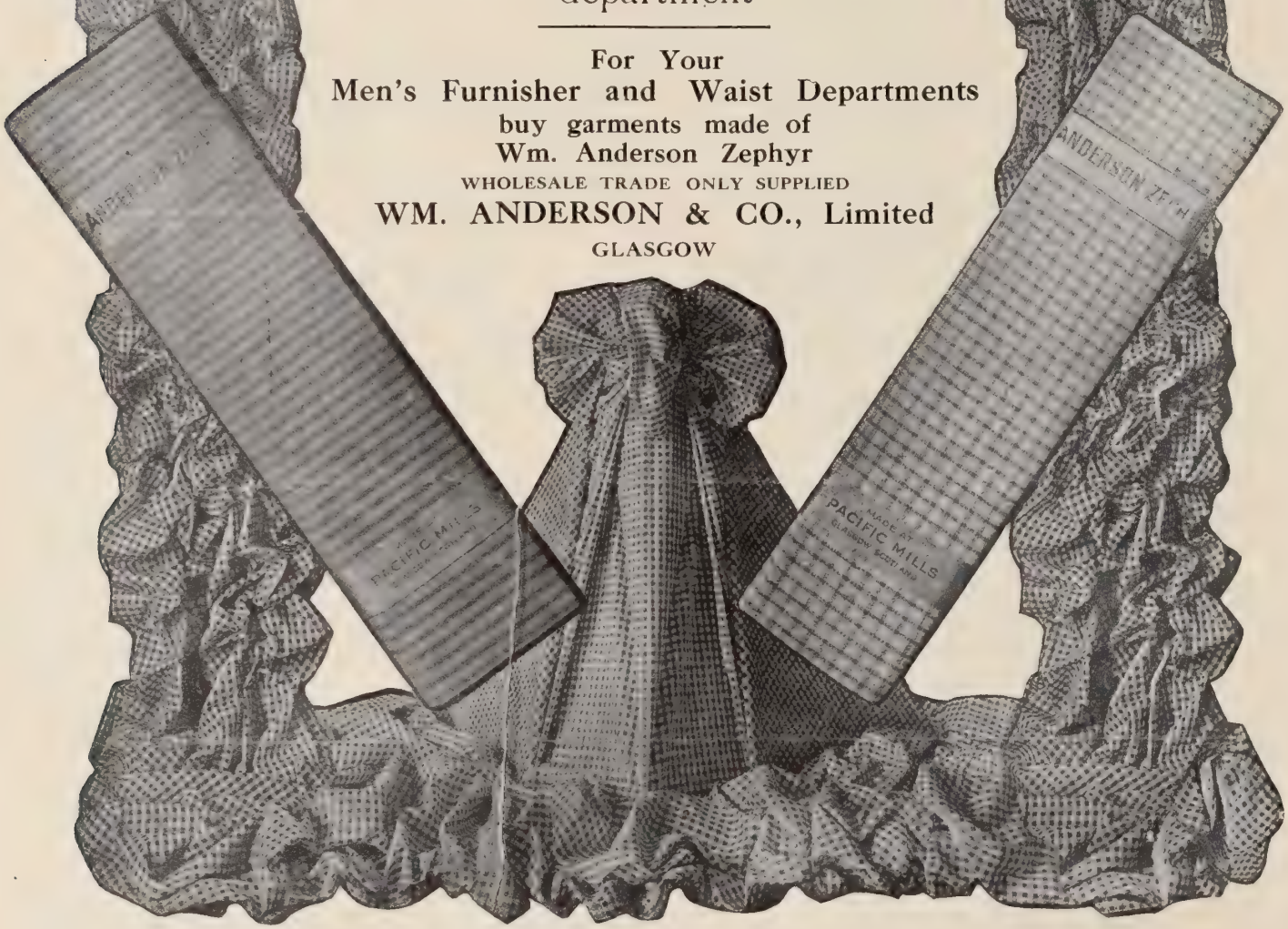
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GLASGOW



Style and Price Tendencies in Dress Goods

Light-Weight Broadcloths, Silk-Wrap Henriettas and Smooth Surface Cashmeres are Moving Well—Buyers Prepare for an Extensive Color Season — Taffetas Showing in Fall Lines — Some Talk of Brocades.

THE retail season is now opening up. During the past week the leading Toronto stores have been showing lines of Fall fabrics. Broadcloths, and and high lustre fabrics, such as Directoire suitings, satin-finished cloths and satin stripes certainly are well represented, and, in better grade fabrics promise to hold their own. It is the cheaper cloths that are regarded as a doubtful proposition, as for dressy wear and for evening gowns satins and satin-finished gabrics are still the fashion.

Large stores evidently take this view, as they are making special efforts to move the cheaper grades of satin-finished goods. The T. Eaton Co. opened the season with a sale of 42 in. goods of this class. The price was 38c a yard and one of the principal windows on the Yonge St. front was used to make the special display in connection with the sale. The advertising for the day also backed up the window effectively. Judging from the attention and interest the window created the general public is interested in these bright finished goods. Directoire modes have extensively advertised satin-finished fabrics, and, while the interest keeps up, the sale of these materials should be pushed.

Light-weight broadcloths in both lustrous and the soft suede finish in the new colorings occupy a high place in the better grade goods. Other fabrics that all the leading stores are showing are silk-warp Henriettas and smooth-surfaced cashmeres. Both broadcloths, Henriettas and cashmeres are shown in pastels and mid shades, as well as in the deeper tones. Pastel shades in broadcloths are selling extensively for dressy suits and for making evening capes, and these colorings are in decidedly short supply.

In high-class novelties, rougher weaves are showing, but in Canada, at least, any decided development is confined to the ladies' tailoring and the extreme trade. Among these novelties may be included camel's hair and jibelines and some pronounced rough cloths in home spuns and Scotch mixtures and unfinished worsteds. Hard-finished worsteds, cheviots and serges of all descriptions are freely represented in all lines.

Fall Colors.

Buyers have all prepared for an extensive color season, and in the cities it would seem that the ashes of roses shades and the reds, such as Burgundy, catawba, and the lighter copper shades are best thought of. Wistaria, particularly in the soft, dead shades, is one of the leading colors, and prunelle is another good color in the purple class, while raisin or grape is one of the high-class novelty shades. Green is advancing in favor, particularly in the shades verging on neutral tones. One of the new colors is artichoke, which is a bluish shade of grey green. Chicory and moss are also good-selling greens, and all these shades make their appearance in lighter tones for the coming Spring.

Grey still holds strongly in favor and taupe, though so much worn in the past Spring, has re-appeared though in a browner shade. Mammoth, mist-grey, steel and smoke are various allied shades of grey that make a strong showing.

Brown is most strongly represented by neutral tones, such as castor, walnut, nutmeg, but very dark seal is featured as a novelty color by the better trade.

Blues are always an important series and at present are represented by the green-blue shades; gendarme, and the saxe or delft shades, while deep rich navies are expected to be big sellers.

As usual, when novelty colors are strong, black sells extensively, the inference being that where a novelty color is not desirable, black will be taken. Therefore, there is more doing in black fabrics then for some seasons.

For evening wear, pastel shades are featured, the leading shades being peach, ceil, pearl, mustard, old gold, rose, ashes of roses, ox-blood, reseda, moss and dark and light tan.

Though plain fabrics make up a large proportion of the fabrics shown, the evident fondness for stripes makes itself strongly felt. Not only are piece-dyed fancy stripes shown, but striped fancies showing the introduction of threads of color, and unobtrusive color effects. Melanges have made a strong appearance and it is evident that they are expected to gain favor. In fancies, stripes are overwhelmingly in evidence, the few checks shown being evidently there for the sake of variety.

Silks.

Taffetas are back in Fall lines both in colors and in black in wide widths. Most buyers have given satins a fair representation, but there is more faith in the selling strength of such weaves as paillettes, peau de soie, as these weaves have more of the smooth, lustrous, cashmere surface. The high grade lines cashmere de soie is shown as the leading silk. Some representation has been given to failles and cord weaves.

In fancies, diagonals and subdued stripe effects are shown, and there is some talk of brocades making their appearance in silk lines again. Some handsome evening coats are showing in imported models made of brocaded satins. Moires and moire bengalines are shown. The milliners are making free use of these silks, and they are being used for facings and trimmings. Velvets for trimming purposes will be much used.

Shantungs and tussahs are expected to sell even better next spring than in the season now passing and already the sample lines for the new season are here and orders are placing. These weaves are almost staple now and are used for suits on occasions when linens are not quite dressy enough. These fabrics look particularly handsome in the new Spring shades. They are expected to have a strong rival in foulards.

The latter have for several seasons now been bidding strongly for popular favor. This year, they may be said to have arrived both in Europe and the States. They sold to some extent in Canada but later in the season there was a scarcity of desirable patterns and colors which restricted their sale. For the coming Spring every buyer will have to show foulards.

A SPLENDID TRADE PAPER.

June 7th, 1909.

Mr. B. Anderson, of Glen Ewen, writes:—"Have found it a splendid trade paper."

Radical Changes in Materials Since Season Opened

Rough and Unfinished Goods Have Taken Well with Suit and Cloak Manufacturers — Whipcords in Demand for the Severe Tailor Suit —Softened Lustre in Latest Varieties of Broadcloth—Old-time Brocades.

Staff Correspondence.

INFINITE variety is the key note of the fabrics shown for this season. While there is no denying the fact that we are gradually moving away from lustrous-faced and satin-finished goods, the last has not been seen nor heard of this class of materials, and many an old favorite has been retained to show in addition to the novelties.

The rough or unfinished variety are the newest materials that appeared for Fall and they have taken very well with the suit and cloak manufacturers. Some splendid style garments have been made out of them.

Plain and Two-tone Homespuns.

Homespun fabrics are very smart this season. They are shown in both plain and two-tone effects. The hopsack and basket weaves in both solid and melange mixtures have been ordered by the cutting up trade, also dressmakers and tailors. These fabrics are not only smart, but also very durable.

Mannish mixtures always come in for their share of popularity and later in the season these effects will be strongly pronounced. Self-colored stripes prevail in this line of worsteds with here and there a thread of color introduced.

One of the most beautiful and absolutely new materials of this season is cachemire cloth, which is made from a high-grade merino wool, and is shown in both suiting and coating weights. It has a velvety softness and rich lustre and contains a suggestion of zibeline.

Last season Paris introduced zibelines, but they were too late for the American trade, with a result that they were not at all popular. This season it is different, however, and this material is seen very extensively, especially in novelty suits. Short hair zibelines will be smart this winter. Panne zibelines are being taken by leading dressmakers of America, in dark shades. These goods show white flecks on the dark ground and are very effective.

Whipcords will be in demand for the severe tailor suit, their hard smooth finish making them especially desirable for tailoring.

Camel's Hair Serges.

Serge in all weaves and designs will be as popular this season. There are so many different weaves and such a veriety of new shades to be found in these goods that they are sure to receive much attention. The camel's hair serge will no doubt lead in high-class effects.

Wide-wale diagonals will be much used for tourist and motor coats as also for suits, and fancy weaves and striped effects are seen in many of the new worsteds, showing an intermingling of color that is quite inconspicuous.

Broadcloth will be used for strictly tailored suits and more dressy garments, in both the lustrous and dull or suede-finished effects. The latest varieties of broadcloth show a softened lustre and are very pliable. Some hairline and shadow stripes are seen.

Venetian will be very much in favor this Fall and Winter. This fabric is very practical, as it does not rough up nor does it catch dust easily. It shows a distinct twill and has good lustre and permanent finish.

Silk and Wool Crepe.

For dressy wear, silk and wool fabrics are shown in great variety. Silk and wool crepe will be very fashionable as well as cachemire and Henrietta.

Beautiful indeed are the new silk voiles, especially those showing Louis XVI. printed designs. These are intended, of course, for evening wear and they are shown in all the new and exquisite shades.

The Moyen Age modes bid fair to bring back into extensive use the brocades for the coming season and one finds all the old-time effects copied from the famous museum pieces as well as present-day designs which imitate embroidery or braiding so well.

Brocades will be extensively used for evening gowns and coats as well as for combining with plain materials. Among the new silks is a Persian printed messaline which is to be combined with plain silk, as the colors and designs are exquisite.

Satin broche is another novelty and very beaufiful. Broche cachemire is also very handsome and effective.

Fur Catalogues.

Fur manufacturers co-operate with retailers in securing special orders and making sorting business easier by issuing a catalogue and price lists. Each season sees an advance in the usefulness of these catalogues. Fewer stock cuts are used and the price lists are made clearer.

The reputation of the firm of L. Gnaedinger, Son & Co. for artistic and useful fur catalogues has been exceeded by the catalogue for the season of 1909-1910. This catalogue is 12½ x 9½ inches, with a heavy buff cover, side-stitched, showing their Moose Head trade mark in brown. The catalogue proper is made up of twenty-four beautiful fur plates, illustrating the entire range of fur styles. The plates are made from drawings of the actual garments and fur articles. The printing is upon very heavy white coated paper, the cuts having a buff background, surrounded by an artistic border.

This catalogue is perhaps one of the most artistic and beautiful issued anywhere. The price list to accompany the catalogue is particularly good and the arrangement clear.

The fur catalogue, for 1909-1910, issued to the trade by S. T. Greenleese & Sons, Montreal, is the best and most artistic ever issued by this firm. It is 12 x 9 inches in size, with a cover of heavy coated paper, artistically printed in two shades of green and grey, with the firm name, title, date and trademark, a bear's head, heavily embossed. Nine pages of half-tone illustrations are used showing the season's lines, and these are printed on heavy white coated paper, with a back ground of very light green. A very comprehensive price list and measurement charts are enclosed in the catalogue.



No. 1229. Price $2.25 doz. Immediate delivery

Complete Fall Line of

Latest Parisian Novelties in Women's Neckwear

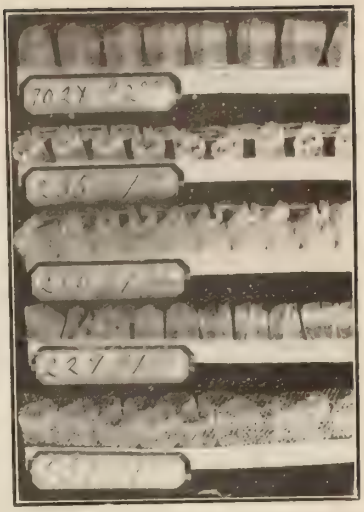
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MANUFACTURERS OF

"THE PERFECTION" Human Hair Net

The Best on the Market *Always Reliable*

Special quotations to shippers and large buyers.
Prompt attention given to Colonial Orders.
Acknowledged the cheapest House for Value.

PLEASE NOTE. WE ARE MANUFACTURERS NOT MIDDLEMEN

19 Cross St., Hatton Garden, E.C., London, England

About Silk and Lisle Gloves for Spring, 1910

This month our travelers start showing samples of the

BEST VALUES EVER OFFERED TO THE CANADIAN TRADE

Conditions in the German market during May and June forced prices down lower than they have been in many years, and we placed our contracts then.

We will show a larger range than ever, and would draw attention to the following price values:

Fine Gauge Mercerized Lisle, to retail at . . . . . 25c.

Jacquard Fancy Lisles, to retail at . . . . . 25c.

A TRUE Milanese Lisle, to retail at . . . . . 50c.

Handsome designs in Jacquard Lisle, to retail at . . . . . 50c.

AND MOST IMPORTANT OF ALL

The Very Best Double Tipped Pure Silk Glove

to retail at 50c. that has ever been put on the market.
This glove is pure silk, not loaded.

All our leading numbers are made by the one maker in Germany, who is well known for quality, careful making and finish. We control their output for Canada.

PERRIN FRERES & CIE

Mark Fisher Building : : : : : : MONTREAL

In the Neckwear Department

Neckwear Novelty

constant watchfulness is one of the prime essentials to success, and a reputation for having the best assortment of Novelties is easily gained by your stocking such novelties as we show and recommend as correct.

Our designers visit the leading centres abroad and keep in touch with American Novelties as well as originate designs suitable to Canadian Trade, a development for which Toronto is fast being recognized as a centre.

The Salesmen calling on you as representatives of this Firm are experts in this particular branch of the Dry Goods Business, and keep thoroughly posted in style tendencies. A few minutes conversation with this salesman will undoubtedly be of assistance to greater success as well as profit.

Leaders

Fancy Collars

A New York authority stated that business in Fancy Collars during last Xmas was the largest in history, and they predicted a 50% increase this season

Jabots

These are a very strong feature for Fall and Christmas, being worn with all forms of Neckwear as well as being pinned on waists where the collars are attached. In construction they are fashioned to the side principally, and are made up of a combination of Net and Chiffon with St. Gall Lace.

Bows

The Princess Bow is the latest feature in this class, being made of Taffeta Silk and Crepe-de-chene, and much longer and narrower than recent bows. This embraces several designs, but the chief characteristic appears in the length.

Belts

Elastic and Tinsel Belts are the leading features of this season, Elastics being trimmed with Jet, and Tinsels made up in new and effective designs.

Salesmen have Fall range of samples, and are at your service.

See them or write us.

Profit

Ladies' Wear, Limited

Toronto

F. P. EVANS, President.

W. F. GOFORTH, Vice-President.



An Interior View of A. F. McQuarrie's New Women's Wear Store, Toronto. Note the facilities for displaying dress accessories.

Latest Ideas of Fashion in Dress Accessories

Busy Season Marked by Scarcity of Operators — Novelty in Jabot Lines—Increasing Demand for Tailored Effects---Ribbon Prices Moving Upwards --- Exceptional Value in Lisle and Silk Gloves.

Ladies' Neckwear.

NECKWEAR houses are unusually busy for the time of year. As a rule, some slack time is experienced during July and August. This year there has not been the usual falling off in trade, and all the houses are busy, some of them so much so that overtime is the rule.

The scarcity of good operators which always marks the busy season, is making its presence felt at an unusually early date this year. Toronto is becoming a great centre for the cutting-up trade, and the development of the older branches and the establishment of new business is making it decidedly hard to obtain experienced hands. This condition must be borne in mind by merchants who are desirous of keeping their stocks well assorted, and also should lead them to place fair-sized orders well ahead, as by doing so they will have the goods in the department when wanted. When the season opens fully, and particularly when the holiday season commences, deliveries are going to be more difficult than usual this year.

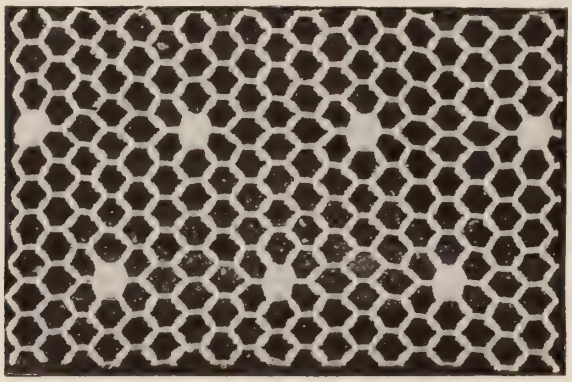
The early Fall lines are now on show, and so far the only real novelty seen is in the jabot lines. New effects show different sides. The one pleated and cascaded in net and lace and the other a plain band of heavy insertion, or there will be a knife-pleated side of net, while the opposite side will be a flat fan-pleated effect. All the new jabots are large, and fluffy effects are gaining ground. Just at present the stiff linen collar is a big seller and many authorities are of the opinion that it will have a large sale all through the Fall season.

To wear with the stiff collars, an infinite number of smart bow effects is shown made up of satin, messaline, etc. Full, perky little bows are shown, and bows with numerous ends finished with beads, tassels and fancy drops. Among the new things shown is a bow of crinkled silk, also a rose effect of crepe de chine, finished with three ends plaited together and ending with tassels and drops. Some of these effects have touches of Dresden silk introduced, and gold and pearl beads are used in their embellishment. These bows come in all the new colors and shades. They are shown in the new blues, in emerald and moss greens, in old gold and mustard, in amethyst and the many rosewood and faded rose shades as well as the staple navys, brown, pink and sky. The latest bow novelty consists of six ends, three on either side made into a bow with a knotted centre piece. This bow is just placed on the New York market and is now being featured here.

There is little change in stock collars, the styles now shown being in modified Gibson effect, and the curved effect that follows the outline of the neck as well as the straight military collar. These are of lace and chiffon, the laces chiefly seen being the heavier. Venise, crochet and Cluny effect through Valenciennes is also used. Satin chiffon, metallic, tissues, etc., etc., are used as trimmings. Many stocks have jabots attached though numerous straight effects are shown. The idea developing seems to be towards simple dainty effects.

Just at present the Dutch collar is selling, but the increasing demand is for tailored effects and some of the smartest models shown are in tailored stocks. These are developed in both black and colors. A very smart stock of this class had the lower edges of the turnover and stock as well as the double jabot buttonholed round in small scallops.

The standing high collar of lace is the type most in favor for the Fall trade, real lace for the classy trade



Craquelle Net—Shown by Ladies' Wear, Limited.

and imitations for the popular. The laces most in evidence in Fall goods are Venise, Cluny and Irish. Combinations of net and lace are also seen.

High collars are worn with a jabot in most instances. Nearly all the new jabots are larger and fuller than those which have characterized the past season, being in most instances arranged in cascade effects.

Jet, beads, bugles and spangles are seen in the new neckwear, and very pretty and novel, Metallic effects are also used to good advantage.

The frilling end of the trade is exceedingly busy. The large city stores are showing the new narrow pleated and fold effects, but there is a good demand at present from Quebec and some of the outside sections. The fold and narrow effects are right, and, as the season progresses there will be a widening demand. Narrow pleats of lisse, chiffon or net often have a fold of satin



New Shaped Stock Collar, with Jabot — Shown by R. D. Fairbairn & Co.

in some soft shade as a backing, and folds of gold tissue are much used. Folds also are edged with silk cords in white and color, or gold or silver, and beads and spangles in continuous line are often used to edge folds.

Metal patterned scarfs of chiffon, marquisette, or soft silk are selling well. These are intended as head wraps for evening or theatre wear. Many of these scarfs are very handsome, and a line of these goods makes a very striking display.

Ribbons.

There is practically no change in the ribbon situation since last month. How to get deliveries is still the problem confronting ribbon importers. The difficulty is largely the result of low stocks. Everybody bought as little as possible and when it became necessary to buy,



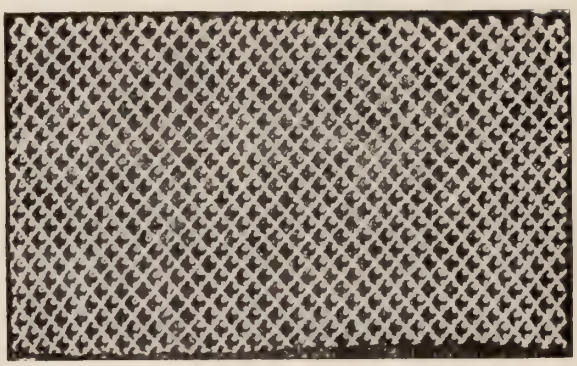
Jabot of Net and Lace with Crumpled Silk Bow Shown by R. D. Fairbairn & Co.

the goods were wanted at the earliest possible moment. Hence the impossibility to supply every one at once.

Prices are still on the upward tendency. Raw material is hard to procure and manufacturers have to pay more for it. There seems to be very little likelihood of a decrease.

The big demand is for taffetas. The expected heavy demand for satin ribbons has not materialized, about the usual amount being called for.

Millinery styles for the Fall and Winter favor the use of a good deal of velvet ribbon and as a result the demand for this class of goods is active. Moires are strong for Fall, in view of the popularity of moire silks.



Novelty Net, Crochet Effect—Shown by Ladies' Wear, Limited.

In high-class goods two-toned effects are good, and metal effects are shown.

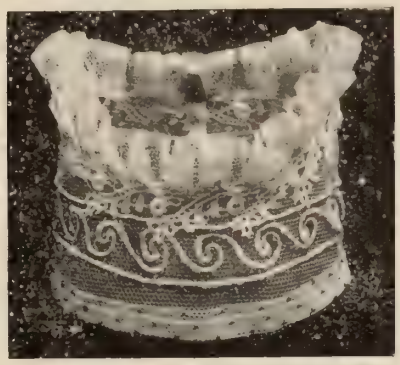
Fabric Gloves for Spring.

The range of lisle and silk gloves for the coming season is notable particularly for the exceptional value. In some instances lines are priced at $2.25 that formerly

Novelty and Smartness

¶ These are the outstanding features of Sanderson's line of Neckwear and Frillings.

¶ As a merchant you recognize the value—to you—of stocking goods which embody these essential qualities. They sell quicker and bring a better profit. In our Fall Neckwear and Belts some decidedly new and smart effects in Jet are being shown. Brighten up your Neckwear Department by adding a line of Sanderson's goods. You'll be surprised how quickly they will move out—and at the profit they will bring you.



No. 46. $4.50 dozen



No. 45. $4.50 dozen

SANDERSONS LIMITED

66-68 Wellington St. West : TORONTO, ONT.

Also Specialists in Veiling, Nets, Laces, Jet Buttons and Trimmings

It is a

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That is all you require to know about a glove.

Travellers now on the road

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Coristine Building,

MONTREAL

Pewny's Kid Gloves

THIS IS THE TRADE MARK

FALL SORTING

Our stock is complete in Kid, Suede, and Mocha Gloves, lined and unlined. All goods at old prices.

Write for samples. *Let us know your wants.*

GREENSHIELDS Limited

MONTREAL

Exclusive Styles in Garments For Fall



Heavy Hexicon Net, trimmed with soutache braiding and buttons, over silk slip,
No. F205 at $3.00 each.



Silk Waist made of good quality taffeta trimmed with soutache buttons. Black and colors.
No. F265 at $2.75 each.



Made of fine Bretonne Net trimmed with Plauen lace insertion and lace frill. A leader.
No. F1009 at $27.00 dozen.

The garments illustrated are a few specials selected from our Fall and Winter range. All up-to-date models at popular prices. :: ::

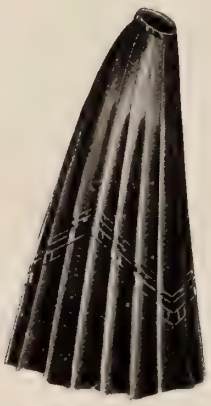


Our travellers are on the ground with a full range of
WAISTS
DRESSES
SKIRTS
and are coming your way. New Ideas, Prompt Delivery. ::



B178. Made of good quality Panama with pleated panels front and back, finished with soutache braiding. Black, brown and navy at $4.50 each.

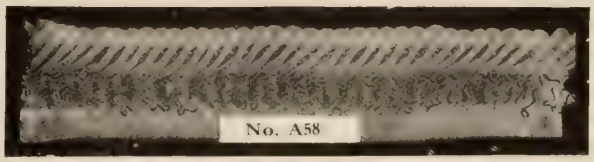
Taffeta Silk Dress with fancy braiding and silk covered buttons. Black and colors.
No. F600 at $12.50 each.



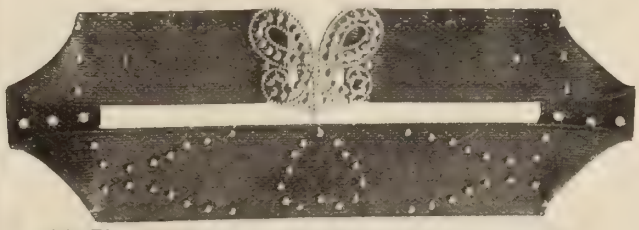
B179. Made of French serge and trimmed with taffeta folds. Black, brown, navy and wine at $3.75 each.

R. D. Fairbairn Co., Ltd., 107 Simcoe St., Toronto

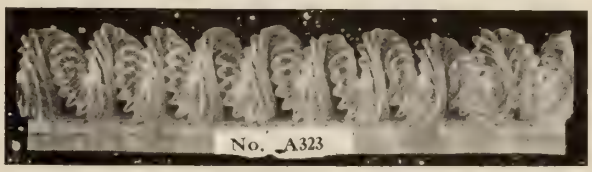
New and Original Designs for Fall



Soft Gophered Chiffon with row of Lisse in front.
$2.00 doz. yds.



Silk Elastic with Jet or Steel Studs and Buckle to match.
No. C677, at $6.50 doz.



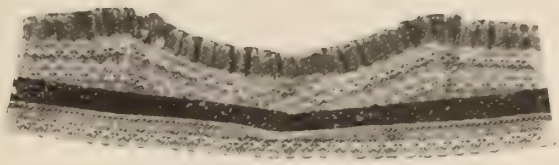
Medium width Fedora Ruching. A popular number.
$1.50 doz. yds.



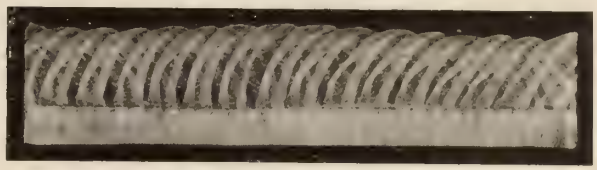
Chiffon Form, trimmed with Soutache Braiding and Jet.
No. D461, at $4.50 doz.



Ruching of heavy Silk Cord with row of Gophered Lisse in front.
No. A372, at $1.75 doz. yds.



Fancy Stock, with Valenciennes Lace and fold of Silk, Lace Ruche. No. D494, at $2.25 per doz.



Medium width Ruching of Gophered Chiffon.
No. A28, at $2.00 doz. yds.



No. D518, $4.50 per doz.



Taffeta Silk with Silk Rings and Buttons, Black or Gilt Buckles. No. C519, at $4.25 doz.

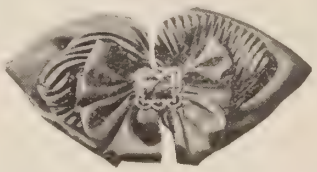
R. D. Fairbairn Co., Limited

107 Simcoe Street, Toronto

were sold at $3.50. While the difference in value is not so marked in all lines, it is safe to say that retailers have not seen in many many years such splendid values.

Undoubtedly this is due to the decided change in fashion. Practically no long fabric gloves are represented in the new line and it is safe to say that very few wholesalers and importers will push them. Short goods have all the call in the opinion of authorities though in New York, Paris and London, long goods are still selling, and are noted on the street.

Manufacturers who have put in additional machinery owing to the vogue of long gloves had idle machinery on their hands when the demand ceased. They are utilizing their high-grade machinery to weave fabric for short



Novelty Bow — Shown by R. D. Fairbairn & Co.

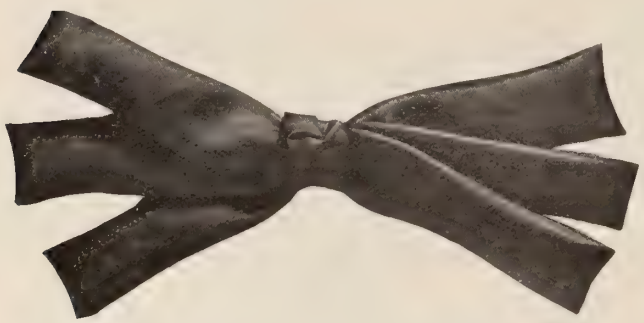
gloves of a less expensive nature. It was certainly better for them to do this than to have idle machinery. This, coupled with the low cost of yarns makes possible favorable prices for retailers and consumers.

The fact that very few long gloves are represented in the new range will be appreciated by retailers who all over Canada have had trouble in disposing of their stocks of long goods. In this respect however, it is apparent that importers have suffered more than retailers.

Mercerized lisle fabric gloves, to retail at 25 and 50 cents are the best value in years, and the same applies to silk gloves retailing from 50 cents to a dollar. It is apparent that silk gloves will sell better now that prices are more favorable.

Styles and colors show no material changes. The two dome fastener to match the color of the glove predominates. In colors black, white and pale tans will lead, with good sales of blue and sprinklings of such novelty shades as pale green and wistaria.

One of the novelties for the coming season is a chamoisette glove. Chamois gloves have been selling well in the United States and it is expected that this line will be well represented. They retail at 50 cents. Net gloves are represented in the sample range, but their sale



"Princess Bow," 6 inches to 8 inches wide, the latest idea in bows — Shown by Ladies' Wear, Ltd., Toronto.

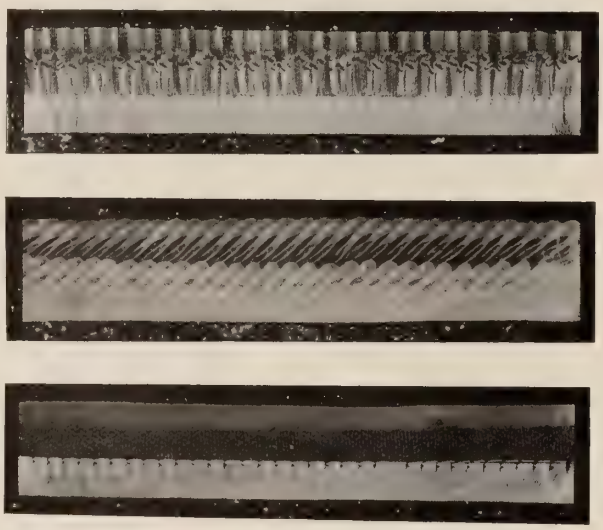
is doubtful. Expensive kid gloves are imitated in the fabric range. They show three button fastenings. Another novelty represented are ladies' and men's double lisle gloves. This glove is made of two layers of lisle and comes in good shades and is a big European seller.

Retailers will welcome the new scale of prices and there is every evidence of a big 1910 glove season.

Embroideries.

The high favor in which embroideries are held by the buying public is shown by the crowd around the counter in the retail stores when embroideries of any class are sold at concessions from regular prices. An exception, however, may be made here as to colored embroideries. Some very dainty effects were brought out in pastel colors on white, but with the exception of the high-class trade the sale of these goods has progressed slowly, and, even when offered at decided bargain prices, they are difficult to sell. The fact is, the majority of women, when buying embroidery, have the ordeal of the wash tub in mind, and they take only those patterns and effects that promise to pass it successfully.

Embroideries have advanced considerably since the Spring line of 1909 was bought, as the fashion in vogue of all embroidered effects has gained greatly since then. The new patterns are chiefly in lace effects, combined with both dainty and bold hand-work. Beautiful patterns on fine batiste and muslin are showing for the Fall trade, and



New Frillings for Fall — Shown by R. D. Fairbairn & Co.

novelty patterns in deep flouncings and wide bandings will be wanted for trimming the lingerie gowns for wear in the Spring and Summer of 1910. Embroideries have been extensively purchased for trimming the new Spring whitewear, and the usual qualities in insertion and edgings, and also in corset cover embroideries, will be wanted for the counter trade in increased quantities.

Braid for Trimmings.

New York, Aug. 31.—Braid of every description is a feature of the new trimmings. Wide silk braids of basket weaves are used to trim coats and coat dresses, either of matching or contrasting tones. A thick cord braid is also in evidence; in fact braids of every description are very much to the front. Soutache is still popular, but its vogue is giving way to rat-tail and embroidery braids.

A stunning trimming is a lace pattern braid, wrought with a spiral design in satin rat-tail. Tubular and flat braid combined on net bandings are also effective. There is a bewildering assortment of braid ornaments, loops, and buttons, and large crochet braid motifs are very smart.

Kid Gloves.

As the Fall sorting season approaches it is evident that the propheey of The Review regarding a shortage of desirable lines is proving true. Importers have not large stocks and retailers who are entering the season with a short supply will find it difficult to procure desirable lines. September 15th is usually the accepted season for starting out on sorting and Spring trips. This year some houses have had travelers on the road since August 15th, and they have done well with sorting orders.

Conditions in manufacturing centres abroad are very much improved. The difficulty now is to get sufficient factory help to turn out orders. Conditions are drifting rapidly back to the point of three years ago, high prices and insufficient supply. When the slump came two years



Jabot of Pleated Net and Lace, featuring the Side Effect Shown by Ladies' Wear, Ltd., Toronto.

ago manufacturers cut down the force of glove cutters and many of these drifted into other trades. It is hard to get them back now and this is proving a big handicap.

Laces.

Extensive use has been made of Irish lace and its imitations for some time, and still the end is not in sight. The fact, however, that it is no longer strictly new, has brought other coarse laces into prominence, and the fashionable trade is paying a good deal of attention to Cluny and Venise. Irish and its imitations still lead.

Venise lace is easily imitated, and, because the imitations are so like the real, it should prove a popular article with the great class of trade which buys imitation laces.

Jet and imitation stones are used a great deal on all-overs and trimming bands. These are used chiefly on fancy embroidered nets. Jet cabuchons of different sizes, and jet, pearly and colored beads, are employed on laces, the colors being used chiefly on colored laces.

While the chief demand will be for the staple black, white, cream and ecru, there is every evidence the Fall



New Stock Collar with Long Jabot — Shown by R. D. Fairbairn & Co.

trade at retail will be largely in colors, owing to the costume idea. Colors have not as yet been taken up to such an extent as to cause the classy trade to drop them, so it is quite likely that they will be stronger than ever for the coming season.



Jabot made up of St. Gall Lace Centre, trimmed to the side with Net and Lace—Shown by Ladies' Wear, Limited, Toronto.

Metallic laces are also in high favor, particularly in trimming bands, where a great deal of metal is used. It is also shown in all-overs, touches of metal being worked into the pattern.

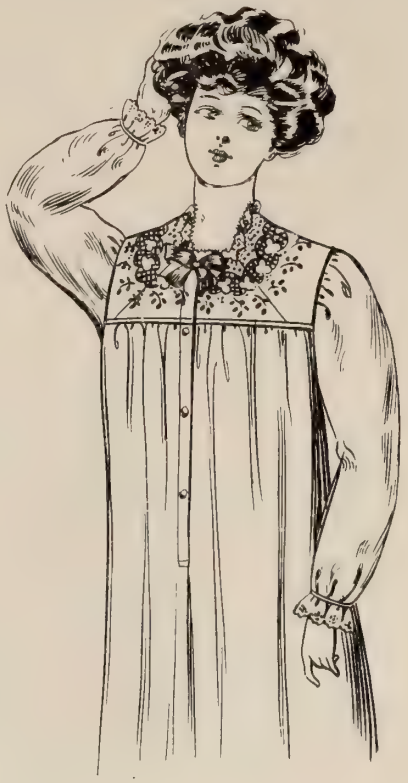
Allen Manufacturing Co., Limited



Whitewear Manufacturers

THE name "Allen's" on a lady's garment means quality, fit, style and superior workmanship, on low-priced as well as high-priced articles.

The "Allen's" garments have a distinctive individuality for daintiness and attractiveness.





Our designers who create these styles are the best to be had. Travellers are carrying a range comprising Ladies' Gowns, Corset Covers, Skirts, Drawers, Combinations and Princess Slips, Aprons, Misses' Underwear and Children's Dresses.

Waists, Suits, Dress Skirts, Kimonas and Wrapppers will be shown later.



Allen Manufacturing Co., Limited

Trade Allen's Mark MADE IN CANADA

Corner Simcoe and Pearl Streets :: :: Toronto

Trade Allen's Mark MADE IN CANADA



The Ready-to-Wear Wardrobes in A. F. McQuarrie's New Women's Wear Store, Toronto.

Best Vogue in Ready-to-Wear Garments

Good Advance Business in Popular-Priced Fall Suits—Crochet Laces, Combined with Tucks, are Featured in Waists—Large Demand for Staple Ecru, White and Black—Panel Effects Making their Appearance.

EVERY branch of the ready-to-wear trade in Montreal, Toronto and other centres is busy. Manufacturers last month were handicapped in not securing sufficient help. This condition will be somewhat altered during this month as many girls start to work during the early Fall. In every branch of the ready-to-wear trade men are being used as operators where possible. It means steadier work, and more work out of a machine. It is expected Fall sorting will be very brisk, and Spring lines of ready to wear goods are being ordered freely.

Suits.

Retail stores are making an early showing of Fall suits, finding it profitable to show this class of goods at an early date. Goods shown previous to the formal openings were well received, and sales were encouraging, assuring a busy Fall season.

The plainly made tailored suit has met with the most favor in early sales, but it is likely that later in the season the more elaborate goods will be in demand.

The coats of the two-piece suits are long, and are semi-fitting, or even more closely fitted. Some little soutache braid and jet buttons are used. Slightly more elaborate are those showing the Moyen Age effect, trimmed over the hips and with side pleats.

These coats are accompanied by pleated skirts, which also show trimmings of jet in some cases.

A great deal of favor is accorded materials of the mannish type, wide wale diagonals and rough finishes. These materials are particularly well adapted for these plain styles, principally in plain goods.

Navy is the leading staple color. Bronze green is coming into strong favor, and the plum and raisin shades are fashionable. Old gold is classed among the novelty shades, and red is expected to be in active demand.

Sealette Fashionable.

Following upon the vogue of Caracul garments which have outworn their popularity in the States comes the introduction of sealette, in imitation of real seal. Sealette long coats have taken well in New York and Canadian manufacturers are now showing them to the trade. Caracul is not selling to the same extent in Canada as a year ago, though small towns are introducing Caracul coats.

Separate Skirts.

While the separate skirt is not as popular as a couple of years ago, it is still selling in good quantities as a utility garment. Manufacturers are trying to push the semi-princess skirt, reaching a little above the waist, with the idea that this may prove popular enough to increase the demand. Other new style features will also help to increase sales.

The new skirts follow closely the styles of the suit skirts. Side pleats are shown in nearly all skirts, and many have the deep yoke with the lower part of the skirt pleated on to this. Trimmings about the hips are extensively featured.

Buying and Selling for Ready-to-Wear Department

Necessary to Closely Watch Manufacturers' Lines — Keeping Abreast with Style—Take Stock Frequently—Value of Window Space—Should Alterations be Charged? — Hints on Running the Department.

THE remarkable growth of the ready-to-wear industry during the past few years has made the garment department one of the most important in a dry goods store. The great improvements in manufacturing has made it possible to cater to the very high c'ass trade. The better class of ready-to-wear garments possess many distinctive features which take away the appearance of the ready-made garment, making it equal to the made-to-order garments. More attention is paid to fit and finish, and altogether the store with a



Shown for Fall by M. Pullan & Sons, Toronto.

high-class trade can be sure of meeting the needs of its customers by carrying a good stock of the best styles.

The Stock in the Department.

In order to achieve success in the ready-to-wear department there are many things which must be taken into consideration. Buying must be done very carefully, in order to meet the needs of the class of trade done by the store. The buyer must be well posted in this, by having a general knowledge of the trade in all parts of the store, and must govern his purchases accordingly. It is not wise to buy too heavily, at one time, as in the early part of the season goods may be taken readily, which, a few weeks later would simply be dead. It is better to buy in smaller quantities and buy often. There is such a rivalry among manufacturers, that while the same general styles may follow throughout the season, new features and novelties are constantly being introduced. For this reason it is necessary to keep close watch of manufacturers' lines and not to let the stock fall behind in styles.

Different stores have different ideas regarding the engtth of time goods should be allowed to remain in stock. One buyer states that after two weeks, if the line is not moving rapidly, prices should be cut. Others allow a longer time than this. The fact remains, however, that if the department is to do a first-class business, there must be nothing in it which can be classed as out of style.

As far as possible goods should be kept in glass cases. It is necessary that a certain amount should be displayed on racks throughout the department, for the majority of women prefer to wander at will through the department without the attentions of a clerk, and by having garments where they may be seen, and the prices easily ascertained, many sales will be made that would not, if the customer were obliged to ask that goods be shown her. The disadvantage, however, of showing goods on display racks is the dust, which necessitates brushing the garments every day. Too much of this takes away the new, fresh appearance of the goods, and detracts from their selling merits.

Light colored goods, of course, must be kept in cases to prevent soiling.

Stock should be taken frequently, in order to know what goods are selling, and what should be subjected to price cutting, also to make sure that sizes are in stock. Some stores follow the plan of having the head of each section of the department report to the buyer each morning on the quantity of goods in stock. This makes it a very easy matter to keep sizes filled in, etc.

Advertising the Ready-to-Wear Department.

Very frequent references to the ready-to-wear department should be made in the newspaper advertisements of the store throughout the entire year, but when the season opens there should at least be three good advertisements each week, and a liberal reference every day. It is a good idea to make the first advertisement for the season a general talk on the season's style tendencies, showing good illustrations of new suits. That should be followed up by definite information and descriptions, with prices. When goods are marked down do not exaggerate in telling about the values given. This always brings a firm into disfavor with the buying public.

Probably there is no other department of a store to which window space is as valuable as the ready-to-wear, except perhaps millinery, and the two departments, cooperating in the use of window space, can produce much better results than either alone. The department should be represented in window displays practically all the time. Garments shown on wax figures, show up to good advantage in the window, and convey a better idea regarding the goods than many other lines, which convey comparatively little idea of their value, to the mind of the observer, when shown in the window. Care should be taken in window dressing that garments are not shown, which clash in color.

Duchess
BRAND

We unconditionally guarantee every garment bearing the "DUCHESS" label, both to you and to your customers and they are the only garments of this character widely advertised to the Canadian Public.

Share in the demand for DUCHESS BRAND.

Whitewear

Blouses

Skirts

Wrappers

Kimonos

Children's Dresses

Rompers

Overalls

Costumes

Dressing Sacques

Wash Suits

Flannelette-wear



We help you sell "Duchess" Brand. Take advantage of our co-operation.

All inquiries are referred to you for goods.

QUALITY
FIT and
FINISH

are the big 3 with our goods. Styles and values are unsurpassed.

WRITE FOR SAMPLES

J. L. McCLUNG, 440 WELLINGTON STREET EAST, TORONTO

[illegible]

TRADE Laurentian MARK

The Standard

—of—

Value and Style

Waists and Whitewear

Over Fifty Patterns to choose from in

$9.00 Lawn Waists

A big range of Combinations
The latest ideas in Princess Slips (Long Skirts)

Laurentian Whitewear and Waists is the complete line.

LAURENTIAN BUILDS BUSINESS. PLACE YOUR ORDERS NOW.

"WAIT FOR THE LAURENTIAN MAN."

Laurentian Whitewear Co., Levis, Que.

WINNIPEG	TORONTO	MONTREAL	EASTERN ONTARIO	ST. JOHN, N.B.
Western Fabric Co., 63 Albert St.	W. H. Piton, Empire Bldg.	Z. P. Benoit, Mark Fisher Bldg.	and PROVINCE OF QUEBEC, R. Dionne.	Alex. Burr, Magilton's Sample Rooms.



Cut-out Border 2030 in the Watson-Foster Line, shown over a French grey stripe in flat, yet matching a very beautiful floral hanging in natural colors, quite beyond the ordinary in effect.

UNTIL you have seen others you cannot realize the obvious superiority of

The Watson-Foster Line for 1910

With its money-making possibilities it will enable you, not necessarily to *kill* your competition, but to *excel* it, which is much wiser and more profitable.

Briefly, our 1910 range is so full of new ideas in practical decoration, original colorings—specially created for the present revival in home decoration—that it would seem wise to *wait* and see what we consider our best, EVER.

The Watson - Foster Co., Limited

Montreal

Alterations.

There is a variety of opinions existing regarding alterations. There is no doubt as to the necessity of an alteration department in connection with a store which conducts a ready-to-wear department of any size, as no garment should be allowed to leave the store until it is perfect in fit. Badly fitted garments will cost the store many customers.

Regarding the question of charging for alterations, the better way seems to be to add a little to the price of all garments and then to make alterations without extra charge. Very few women feel willing to pay the full price for an ill-fitting garment and then pay extra for the necessary alterations. Sometimes the small amount added will not pay the actual cost of alterations, but on the other hand in some cases no alterations are necessary, or they may be very slight, so the expenses of the alteration department will be covered.

Salespeople.

In order to secure really good work in the ready-to-wear department, the head of the department must co-operate with the salespeople, by keeping them fully posted regarding styles and the talking points of their goods. This is necessary in order that the different salesladies may not be talking at cross purposes in trying to make sales. All the newest features should be pointed out to them, as new goods are brought into the department. They should be able to tell whether a garment can be made to fit without destroying the lines, even though the actual fitting is done by a competent fitter from the alteration department, also whether the necessary alterations will be too expensive.

Discussing the qualifications necessary in salespeople recently, a prominent Montreal buyer stated that affability might almost be put before ability, for even if a saleslady were not exceptionally capable, if she were affable and pleasant she could often make sales, where the one with ability but not the kind, courteous manner of the former, would fail. In fact, courteous pleasant treatment of customers is the real secret of success as saleslady or salesman in any department of a store. This coupled with unlimited patience, will often develop a successful salesperson out of what had seemed a hopeless case.

Ability to read human nature, and to size up a customer is another valuable asset in salespeople. It requires a great deal of tact to handle customers in such a way as to satisfy them and to make them eager to return to the store. Very often a clerk will spend a long time with a customer, and will fail to make a sale. In such a case it is very hard to maintain a pleasant, affable demeanor, and not show a little irritation at the failure. A saleslady who can do this is valuable to a store, as she will do a great deal towards bringing customers back to the store in future, when results may be more gratifying. In cases like this, the head of the department can do much towards preventing discouragement by commending the clerk for her patience, and showing her that it was not her fault if she had done her best. Some buyers fail to realize what a word of commendation means to the people in his department, and further what it means to the success of the department.

Handling Customers.

When a lady enters the ready-to-wear department, she should be met with a courteous inquiry as to what can be done for her. If she indicates her desires in any way every effort should be made to please her. If she wishes to buy a suit, about the only question which should be asked her is what color she prefers. Sometimes even this is undecided, and then she should be given every possible aid in making a choice that will prove satisfactory. The clerk can judge as to the size most likely to fit her, so that there will not be too much time spent in getting the proper size. Price should be avoided at first. It is usually easy to form an estimate of the price the customer will be willing to pay, but it is always flattering to the customer to show her something better. She will then say whether it is too high or too low. There is no easier way of spoiling a sale than for a clerk to show signs of surprise if the customer asks for a much cheaper suit than might be expected from her appearance. The lady buying the lowest priced suit in the store deserves the same amount of deference as the lady buying the highest priced. Sometimes a customer is made to feel that her patronage is a matter of indifference to a store because she can only buy the cheaper grade of goods, but this should never be allowed. The same effort should be made to satisfy her and to give her a proper fit as in the case of better goods.



Shown for Fall by M. Pullan & Sons, Toronto.

APPRECIATE THE REVIEW.

From McCurdy & Co., Sydney, Cape Breton—"We appreciate your judgment both regarding ads. and the general conduct of your able magazine."—McCurdy & Co., Sydney, Cape Breton.

Adopted Modes in Fall Garments Noted in New York

Style Developments in Fall Suits — Snug-fitting Draped Bodice, with Basque Front, one of the Possible Changes — Jersey Costumes — Preference for Old-time Coat Sleeves — Surplice and Fichu Suggestions.

Staff Correspondence.

Office of The Dry Goods Review,
160 Broadway, New York, Aug. 31.

THE dominant note in the early Fall models which have found their way into New York from Paris is the style of the Moyen Age, accepted with such furore in the French capital that America can hardly escape it. From recent advice from Paris we learn that at the celebrated Longchamps, Auteuil and Grand Prix races, these Mediaeval, Dagobert, Jeanne D'Arc, Moyen Age, or whatever one chooses to call them, fashions were in the ascendency, and the influence of this period makes itself felt, not only in the gowns themselves, but in wraps, coats and all the hundred little accessories of the toilette.



Jersey Costume

The upper portion is of silk jersey, with military collar, closely-fitted sleeves and side-front fastening. Skirt in pleated style is developed in cashmere de soie.—Made and originated by Al. Goldstone & Co., New York.

From the high waist of the Empire and Directoire styles, which even now have a large proportion of the women of this country in their grip, we have gone to the other extreme, and the elongated waistline, actually effected, or produced by trimming, promises to be the general rule this Fall in both coats and dresses. From the very long waist of the Moyen Age, with its short pleated or gathered skirt, we may pass gradually to the snug-fitting, draped bodice, with rounded basque fronts, below which flows the skirt in graceful lines, perhaps caught below the knee into a sash, or a motif of trimming. From the smooth-fitting effect over the hips, with never a glimpse of pleat or tucks, tiny pleats and many gathers. It is indeed a contrast.

The newest creation is the washerwoman drapery which may be the forerunner of the Louis XV drapery, which styles are bidding for recognition in the realms of fashion at the present moment. But, there will be no full drapery or panniers in the original sense of the word, as everything must preserve the smooth contour of the hips.

Tailored Suits and Coats.

Fashion at the present moment is in somewhat of a tentative state. Many styles have been introduced and each is bidding for popularity.

The demand for strictly tailored garments in hard-finished materials has created a scarcity in these fabrics, especially worsteds, which are also taken for men's clothing.

These tailored suits may be classed as "mannish" for they are in every way what their name implies. The most recent developments in coat and suit styles point to a greater length for coats and a shorter one for skirts, than those seen earlier in the season. These lengths have reference, especially to certain of the tailored suits shown by high class suit houses, and also to several of the costume suits of both the two and three-piece variety.

Suit coats in tailored effects are best described as more form-fitted than those of the passing styles, and it is the opinion of many manufacturers that as the season advances, the tight-fitting coats will come into prominence, which is not unlikely. Many of the new models show an inclination toward more waist-revealing curves and a snugger hip-line which is in line to the tight-fitted garments. However, it is the form-fitted model that predominates in the Fall and Winter showing, the hipless model brought up-to-date.

The reason given that the semi-fitting models will continue the best style is that it gives a woman a slender appearance as well as a youthful one. Women have learned to appreciate the becomingness of the hipless models, and they are not going to give into anything else unless it is a change from what they have become accustomed to.

One of the newest styles brought out this season is in the Russian coat style without a belt. There is no fulness at the waistline, no belt and the garment is cut on the Slavonic blouse style for which it is named. It is in fact a style of Moyen Age model, cut in one piece. It is collarless, or has a Dutch collar, or a military collar may qe added to it if desired by the wearer. Sleeves are long and cut with a slight fulness at the armhole. It is of course a novelty among the Fall

Canada's Pioneer House
Princess Dresses, Coats, Suits, Waists

The result of our "Royal" effort for Spring, 1910, will be reached in a few days, when our representatives will start out with the most extensive and attractive line of garments that Canada's "Pioneer House" has ever produced. Those merchants who handle our goods will wait for us without being asked. Those who have not yet experienced the advantage of handling

Royal Royal **Garments**

would do well to see the line before placing their Spring order elsewhere. Please do not misunderstand us. We do not say "wait and buy our goods," but we do earnestly advise you to wait and see our line. The garments will do the rest. Write, wire, telephone or call personally if our representative is late in reaching your town

THE McELROY MANUFACTURING CO., Ltd
47 Simcoe Street
TORONTO

Famous for their
Fit, Cut, Style, Hang and Finish

M. Pullan & Sons

Established 1902

Cloak, Suit and Skirt Manufacturers

Cor. Bay and Wellington Sts., Toronto

A Leader For Your Department.



842-997

Black Beaver, Best Quality, half lined, $7.25 net
Black Kersey, " " " " 7.75 net
Fall Mantles, $5.00 to $22.50

Send for a sample garment of this or other garments which appear in another page of this issue.

ORDER SIZES WHEN YOU EXAMINE VALUE.

Suits for Fall Range from $8.50 to $30.00

We specialize in assorted sample orders, and would like to serve you by sending you a small selection.

M. Pullan & Sons

Cloak, Suit and Skirt Manufacturers

Cor. Bay and Wellington Sts., Toronto

suits, but is one that has taken with some of the buyers.

Jersey Fabrics Creating Much Attention.

The revival of the mediaeval styles is directly responsible for the revival of the jersey. It is surprising how well costumes made with jersey tops and the bottoms of some other material have taken with the buyers from all over the country. One manufacturer is trying to outdo the other in the modelling of jersey costumes, with a result that they can be bought so cheap that they will become very common as the season advances. Some of the jersey fabric dresses are very beautiful with their long lines in Moyen Age style, and sashes at the knees in matching or harmonizing colors.

Separate Coats and Wraps Shown.

The new coats are among the most interesting of the Fall garments. In nearly every instance, the length of hip line which characterizes outer garments in general, is accentuated either by the cut of the garment itself or by the special application of the trimmings.

The length most adopted for the separate coat is from 54 to 56 inches. There are however, some very dressy coats shown in 45-inch lengths, and still others are shown that are 60 inches long.

Many of the new coats are fashioned along the dress lines, although they are in reality coats, finished as such, having single or double-breasted fastenings that run the length of the garment.

All the models regardless of their lengths are cut on semi-fitting or form-fitted lines. The panel effects are the most popular of the methods employed for the slight curving of the coat gores to the lines of the figure. The waistline is still "vague"; shoulder and chest lines are smooth-fitting and the hipline is snugger than in last season's models.

The old-time coat sleeve seems to have the preference in coats this season. It is cut without fulness at the top and follows the contour of the arm from shoulder to wrist. The sleeves are finished off with fancy cuffs. The greatest variety is found in the neck finish of the coats this season. The tailored coats adhere to the small flat collar and notched revers of mannish persuasion. The novelty styles have the high rolled collars or flat collar with square cut in the back.

Capes will be as popular throughout the winter as they have been during the summer. There are a number of beautiful styles shown that will undoubtedly become popular. The garments trimmed with fur are especially beautiful and it is surprising how well buyers have taken to them. In fact fur trimmed cloth models are the prevailing style for this coming winter and we may expect to see any number of them.

The lengths of capes vary, but those covering the costume of the wearer, as long as the dress are warmer for the cool weather.

The return to popular vogue of covert coats, is somewhat of a surprise, but they will be seen to a great extent this season. Coverts, broadcloths, and Scotch diagonals in rough finish are being sold most freely for the separate coats. These are generally shown in black, navy, castors, greens and smoke gray.

Dresses and Costumes.

Dresses, whether considered as separate garments or as a part of the costume suit, are among the most beautiful of the fall sartorial offerings. They vary in style being either plain after the tailored type, or the dressy style, but no matter how they are modelled, they are attractive. Because of the straight, flat lines of the



Eclipse

TRADE MARK REGISTERED



Just a Few

of the

450 Lines

of

Shirtwaists

now being
shown by
our
Travelers.







The Eclipse Whitewear Co., Limited

Toronto, - Ontario



PARISIAN
Corset Manufacturing Company
LIMITED.
BRANCHES MONTREAL & BRAMPTON
Manufacturers of the
FAMOUS P.C. CORSETS.
188, 190, 192 CARON STREET.
70, PARLIAMENT STREET.
QUEBEC, CAN. *Sept. 1, 1909.*

To the Trade:

"Sweet are the uses of adversity." Our fire which destroyed our plant last month has clearly taught us the truth of this homely saying.

Our new premises, in The Royal Paper Box Building, secured immediately after the fire, and the installation of entirely new machinery, new stock, etc., are making possible the winning of new friends for Parisian P. C. Corsets.

We have protected every customer regarding deliveries to the fullest extent possible, and from now on, expect to have no further need to apologize for delay.

Parisian P. C. Corsets fill the demand for the big medium priced sellers.

Styles and values prove conclusively that our entire energy is directed to giving you an inimitable line.

Sincerely yours,

Parisian Corset Mfg. Co.,
LIMITED

E. Chenet Yates
PRESIDENT

Moyen Age styles the adapted dress of that period is thought not only an admirable model for the smart house gown, but for the street as well.

The coat models give promise to become more popular this season in costumes than any other style. They are shown in a variety of styles and materials, in severely tailored styles or trimmed and made more dressy. Those having the high-rolled collars or military effects are the most pronounced types of the season.

Surplice and fichu suggestions are found among the new dress models, especially those of the evening and semi-dress varieties. They are in reality, a feature of certain of the models that represent the adaptations of the Louis periods. With them are shown skirt sections with pannier draperies and slightly raised back draperies. It is not likely that the bouffant draperies of the Louis descriptions will prove as fashionable, not to say popular, as the flat tunic effects. However there are indications that the styles of the Louis XV. and Louis XVI. periods may be coming back, and already we see them indicated in a number of models recently brought over from abroad where they are trying to bring into vogue these effects.

Petticoats in Tailored and Novelty Styles.

The new petticoats shown this season are in every way in accordance with the prevailing style tendencies in costumes and suits. The models are close-fitting hip lines and rather bouffant flounces. The gores are shaped with special reference to the fact that they must serve as the foundation for the long hip dresses fashioned on the new Moyen Age style. They are cut with extreme care, with no fulness at the back of the waist, the garments being finished in habit style with the fastening at the left of the front gore.

It may be said of the new models that the upper gore is a sort of elongated yoke to which is attached the pleated, gathered or circular shaped flounce.

For the coming season the jersey petticoat is shown in a broader line of colors than during the last few seasons.

✤

Dresses.

There is anything but monotony in the manufacturing world as far as dresses are concerned. There is a marked variety in styles that enables manufacturers to make a splendid showing of dresses.

The Moyen Age styles have been taken up readily, and promise to become quite as popular as the Directoire styles. They are being worn a great deal, and manufacturers lines for Fall and Winter are meeting with marked favor. Early samples were made on rather severe lines revealing the lines of the figure, but not fitted very closely. Some manufacturers feel the necessity of introducing new features in order to show novelties in their lines, and this has led to the introduction of drapery and overskirt effects. These are only being tried out at present but in view of the fact that they are particularly suitable for evening dresses, there seems to be no doubt that they will be taken up as readily as the simpler effects.

Some of the new dresses are most elaborately trimmed. Embroidered nets, beads, bugles, spangles, and jet in every possible form, rat-tail and soutache braidings are all used to good effect.

The favorite materials are taffetas, messalines, and Directoire satins for the more elaborate dresses, and panamas, fine serges and worsteds for street and day wear.



Shield Brand Waists

From one of the largest and best equipped factories in the trade, who manufacture specially for us.

Over two hundred numbers of Lawn Waists

Exclusive Designs **Latest Styles**

Special Values, $4.80, $6.50, $9.00, $10.50, $13.50, $15.00 up to $33.00 per dozen.

Net, Lace and Silk Waists for the Christmas trade

Special Values, $1.85, $2.25, $2.75, $3.00, $3.50, $4.50 up to $13.50 each.

¶ Early buyers unhesitatingly state our line is unequalled for styles and values. : : : :

¶ Our travellers also show the complete range of whitewear. : : : : : : : : :

SEE OUR SPECIAL REPRESENTATIVES

GREENSHIELDS LIMITED

Ready-to-Wear Department **MONTREAL**

Those who want the Latest—

really the *latest*—spring novelties in misses', girls' and children's dresses will do well to refrain from placing orders until our travelers come. They will be along with spring samples in October.

We haven't approached you with spring samples, simply because *it's too early yet* to have really *complete* selections.

We are holding off

until the last minute so that our four designers who are at present in New York may absorb the *last word* from that centre of fashion.

When our samples are made up you may depend upon it they will embody the features that will be *really in vogue* during the spring season of 1910, and will be later than anything shown by any other Canadian manufacturer.

DO NOT place your orders for girls' and children's dresses until you have seen our samples.

Home & Watts

LIMITED

Duncan and Adelaide Sts.

Toronto, - Ontario

Separate Coats.

Judging by the popularity of dresses, it seems reasonable to expect that separate coats will be a good feature of the garment trade for the winter. Some, however, are not looking for anything out of the ordinary in this respect. Women strongly favor the present style of dresses, and as they are sure to be popular throughout the winter for afternoon wear as well as evening, they will make the separate coat a necessity.

The new coat samples are most desirable, and are a decided change from the separate coat of the past few years. Many of the new samples are quite elaborate, and in almost every instance are seven-eighths length or full length. High class lines in some cases closely resemble a dress of the Moyen Age style, in heavy weight material. Every effort seems to have been made on the part of manufacturers to make the new coats as attractive as possible in appearance.

Continued Progress in Corset Manufacture.

(Staff Correspondence.)

New York, Aug. 31.—Every season much is written and said about the changes in corsets. This happens from time to time, but in the main, the real changes are few and they are so slight that they are not always noticeable. The lengthening of the corset skirt has been the one change of importance. This change has been made without the least interference with the upper portion of the corset. Designers have been able to do so without any trouble. The medium bust is what the masses require and while the bust of some models may be higher and then again others may be lower, the manufacturers usually go according to what the masses want. Of course every manufacturer goes according to his orders in making up corset lines, but he likes to know what is best so as to always have such models on hand, for the corsets that are most popular are bought by the medium class of trade so that they must be catered to.

One of the most noted features, however, in the new corsets and one that is meeting with rapid favor is that of instead of running the bones to the bottom of the corset skirt, they are terminated just below the bend of the hip, the skirt continuing its full length below. When supporters are attached the same smooth effect is obtained and the difficulty of seating oneself removed.

The enormous growth of the brassiere within the last few years is a trustworthy indication of the importance of such accessories.

Garments for Misses and Children.

(Staff Correspondence.)

New York, Aug. 31.—The Moyen Age styles have been found extremely well adaptable for suits and dresses for misses' and juniors. Many of the new Fall garments are replicas of models designed for the adult. Others show all the modern characteristics of the mediæval modes, combined with a certain simplicity in the trimmings that stamp them as essentially the garments for the younger set.

The tendency runs to semi-fitted lines both for the coats and dresses. These are particularly becoming to the undeveloped figure. The well-cut, gracefully shaped, half-fitting garments are indeed practical for the young girl, and they are shown in a variety of pretty styles that will receive prompt attention when the consumers see them.



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... ances were submitted by ... prosecution and some sensational evidence was given. W. McNeill, of the Newcastle Advocate, admitted printing the paper for McDougall.

A VERDICT ABSOLUTELY IN FAVOR OF INVADER BRAND

A verdict in favor of "Invader Brand" garments has already been rendered by the leading Dry Goods stores, to wit:

"White lawn waists are to be the leading staple line for Spring, 1910, and 'Invader Brand' the leader of the leading." All of which is respectfully submitted."

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The W. R. BROCK COMPANY (Limited)

MONTREAL

Our Spring 1910 Samples

are now being shown by our travellers in Ontario, Quebec and Maritime Provinces. : : : : : : : :

Values and Assortments Invite Your Close Attention

Some of the Lines We Show

¶ Ladies' and Children's Knitted Underwear (Hygeian Brand), Skirts, Underskirts, Ladies' and Children's Handkerchiefs and Hosiery, Waists, etc. : :

Men's Furnishings

¶ Negligee Shirts, Men's and Boys' Knitted Underwear (Hygeian Brand), Handkerchiefs, Hose, Boys' Fancy Collars, etc. : : : : :

Household Goods

¶ Table Linens and Covers, Laces, Table Napkins, Curtains, Towels, Toweling, Portieres, Woolens, Tailor's Trimmings, Dress Goods, Silks, Satins and Brocades, etc. : : : :

Special Lines for Sorting, including many Clearing Lots. : : : : : :

LET US HAVE YOUR ENQUIRIES

L. Hirshson & Co.

248 Notre Dame St. W., MONTREAL

M. 2715

Two and three-piece suits are offered in tailor-made effects. There is a difference of opinion as to which will take the best, but both are shown.

In misses' suits the skirts are pleated, some having a slightly raised waistline and others cut with the normal belt line. The long-hip effect is the pronounced style on a majority of the suit skirts.

Fall and Winter coats for small children are being shown in such fabrics as broadcloth, chiffon velveteens, corduroys, certain of the plush pile fabrics, wide-wale serges, whipcords and fancy woolens. The colors include white and all the pastel tones with the exception of violet which is not considered a good juvenile color. There seems to be special emphasis on light and Copenhagen blue and on peach pink, especially particularly in the finer broadcloths, from which are evolved many of the most beautiful of the season's models.

In the more practical shades are fodnd dark blue, golf red, seal and tobacco brown, sherry, hunter's green and faded rose. Black is represented in broadcloth and in the chiffon velveteens and corduroys.

The styles continue to favor the three-quarter and full length garments in sizes from two years up to twelve. The smartest models are cut with seamless backs and single-breasted fronts, fastened visibly or invisibly. The diagonal fastenings are also good style this season.

Velvet coats will be extensively seen, too. Brown is the most favorable, and black is extremely aristocratic. The use of sealskin as a trimming for children's coats is a new idea this season. Also furs of all description will be noted on the cloth coats for children.

✣

Waists.

Early indications in the waist field are that tailored linen and cotton blouses will be stronger than ever. In view of this, manufacturers are showing desirable samples in the new range. There seems to be a strong tendency to favor the simple practical effects, and the tailored waist appeals strongly to women, as it is suitable for many occasions and is easily laundered.

Both coarse and fine linens are shown in the samples but it is expected that the coarse linen, with laundered cuffs and collar of the fine linen, will be in the lead. Fine French shirtings are also favored in the new samples, and a few colored blouses are shown, in plain tailored styles. An indication, however, that the tailored blouses are getting away from the strictly plain effects, is the use of a little embroidery, and the fact that instead of the straight up and down tucks some of the new blouses show over-lapping points at each side, fastened with buttons, and other slightly fancy touches. The embroidery, in some instances, is merely insertion set in, while other blouses have the embroidery on the blouse itself.

Cotton crepe is represented in the new samples, but these are more elaborate than those of the past season. The feeling on the part of manufacturers showing these lines is that the fancy crepe waists will become more popular than the plain waists first shown. They are embroidered and trimmed with coarse lace insertion.

Lawn waist samples show changes in sleeves. While the long Directoire sleeve still holds a place in the new samples, the sleeve most in favor is on the bishop order in a modified form with a two or two and a half inch cuff, closely fitted. Tucks are used a great deal. Some of the new sleeves are made in two parts. The upper part of the sleeve is close fitting with horizontal tucks, and the lower part, forming a slight puff, is tucked vertically. Insertion, both lace and embroidery, is also in-

Wholesalers

will show the end of this month the **profitable** and **salable**

Egyptine and Blackeye Underskirts

EGYPTINE
UNDERSKIRTS



These underskirts are shown in the latest styles and colors, and are guaranteed to be full size, carefully made, and to give satisfaction.

Egyptine Underskirts are priced to give you a better profit. $15 to $24 per dozen.

Egyptine Underskirts look like silk, but outwear silk.

Blackeye Silk Moire Underskirts are the best value to be had. Prices from $30 to $52 per dozen.

Blackeye Silk Moire will neither split nor crack, and has both rustle and lustre.

THESE MATERIALS ARE CONFINED TO US

ASK YOUR WHOLESALER FOR THESE LINES

WRITE US IF HE DOES NOT SHOW THEM

Manufactured only by

The Canadian Converters' Co. Limited,
Montreal

troduced into some of the new sleeves, being set in horizontally. Directoire sleeves are also elaborately tucked and trimmed with lace. Up and down effects are popular.

The new lawn blouses are very elaborately embroidered, but very little lace insertion is used. Very fine insertion cannot be used on the popular priced blouses, owing to cost, and the demand is for better embroideries, and very little cheap lace. Lace edgings are used to finish the edges of collars and cuffs.

Collars on a great many of the new samples are straight, the same height all round, but the Gibson collar still has a showing. The Dutch collar is also shown.

Net and silk blouses are sure to do well. Usually, the woman who buys a suit, buys a blouse for wearing with it, and particularly at the present time, when fashion demands that the blouse match the suit in color, is this true. The store, with a trade which warrants the stocking of a good supply of colored fancy blouses, can increase sales in the waist department by suggesting to the customer purchasing a suit, that she will be able to buy a waist of the same shade in the waist department. In order to make this a success it is necessary for the buyers of suits and waists to co-operate in buying, so there will be corresponding shades in the two departments. Naturally the big demand will be for cream and white. Black will also be good, and black taffeta blouses, very often trimmed with jet, will be strongly featured.

Specialization Pays.

Specialization pays in the making of children's garments as well as in other lines, and the manufacturers who devote the whole of their factories to this line have certainly turned out most attractive garments.

With many firms the making of children's garments is only one issue and not then an important one ; therefore it is to the man who makes children's garments, and children's garments alone, that the retailer has often to look for novelty and new ideas.

Specialty houses have not as yet put out sample lines for the coming Spring, as they contend that it is impossible to show the latest styles, and the patterns and fabrics that the manufacturers bring out exclusively for children's wear. This policy is in strict accordance with the lines adopted by manufacturers of children's garments in the United States, and there, as well as in Canada, the houses that specialize upon children's wear will not be ready to show Spring lines before the end of this month.

The patterns of the new ginghams and other similar materials for children's dresses are copied, to some extent, from the patterns shown in silk ginghams. These include a handsome selection in stripes and plaids in shaded and in Dresden effects.

For present selling these firms are making a strong feature of cotton dresses for Fall selling. Cotton dresses for wear all the year round are taking strongly there, and the reasons given appeal just forcibly to the Canadian mother. The most important reason is that a cotton dress can visit the washtub as often as is necessary, and therefore it is a more cleanly and healthy garment. Secondly, cotton goods made specially for children's winter wear do not lose their colors, but keep their attractive freshness no matter how often they go into the tub. When the child wears proper underwear, a cotton dress is plenty warm enough in the well-warmed school rooms and the steam-heated rooms of the home, and for wear on the streets the cloth coat gives the proper amount of extra protection. Another great argument in favor of cotton dresses for winter wear is that they cost less and give better service than wool dresses for children, and because of their cheapness there is less inducement for mother to get busy and make the children's dresses, therefore the retailer finds his business grow.

In many cities in the States the authorities are instructing little girls to wear cotton dresses at school as they are much more sanitary and do not harbor germs like the less-easily cleaned dresses of wool.

Demand for Raincoat Materials.

Travelers are now showing a new range of ladies' raincoats which bear faint resemblance in materials and styles to the line of two years ago. Retailers proved last season that the rubberized silk materials were certain of fair trade and they took hold of the latest ideas in other materials to a large enough extent to show that the raincoat trade had taken a new lease of life. Retailers were certainly disappointed when the exceptional demand for fancy check and striped materials ceased and the sale of plain proofed materials lessened. However, it is now clear that this branch of the ready-to-wear trade will do a good Fall and Spring business.

The new materials shown are legion and each manufacturer has his pet name for many materials of the same order. Moires and Bengalines will sell in every part of the country now that prices have been reached that permit smaller retailers to take hold of them. The range of colors is extensive. Plain proofed materials, such as mohairs and other close woven fabrics are widely represented and will certainly sell. The khaki color is largely shown in waterproof materials.

As regards styles, the predominating feature is the coat fitting tight to the waist, and then a flare at the bottom. Fancy button trimmings are largely shown. The latest novelty in New York, which is being manufactured in Canada is the waterproof cape. It fits very loosely, is fastened with three buttons and has slits at the side instead of sleeves.

Good Business in Fall Suits.

City merchants, not only in the department stores, but in the numerous specialty houses that are now springing up in the larger towns, have been doing a big advance business in popular-priced Fall suits. Models from $9.50 up to $15.00 have been freely shown and have found a ready sale. The materials the suits are made from are the new smooth finished worsteds, panamas, satin cloths and satin stripes, and the colors include the staple blacks, navy, and green, as well as ashes of roses. Burgundy, wistaria, plum, olive and taupe and steel grey.

These suits are plainly tailored models with the three-quarter semi-fitted coat and some kind of fancy pleated skirt. These suits, as a rule, while strictly up-to-date,

Higher Prices for Whitewear.

Owing to the rapidly advancing prices in practically all lines of embroideries and cottons, manufacturers state that repeats on whitewear and shirtwaists can hardly be filled at former prices. The price movement is shaping in the direction of a ten per cent. increase.

MILADI SUITS - COATS - SKIRTS - DRESSES

RELIABLE WAISTS AND DRESSES

Travelers are now showing lines for sorting

MILADI

on a garment is proof of correct style and tailoring.

Our Fall line is the best in our history.

Miladi Suits and Dresses

have had the endorsement of the majority of good stores.

Miladi Coats and Skirts

have won the approval of every buyer who has looked at the line.

We show some surprising values at popular and medium prices.

The Reliable Waist
None Better Made.

Our travelers show the complete range of the well-known RELIABLE Waists and Dresses.

Leading Lines are:

Black Net Waists, with jet trimmings; Black Taffeta Waists; Black Silk Dresses.

RELIABLE Waists and Dresses create a reputation for you of having the newest things.

HART MANUFACTURING CO.

Phillips Square :: :: :: Montreal

Mr. Retailer:—

In the August issue of the Dry Goods Review you undoubtedly noticed our advertisement. It contained a cut of a child's coat with a complete description as regards material, sizes and prices and suitable for children of all ages.

We have found this coat a great success and if you are interested at all in Misses' or Children's Coats you cannot do any harm by looking over our advertisement, if you have not already seen it.

As September is an important month in the suit trade, we are right up to the front with an up-to-date line. If you have not seen our samples, we would be pleased to have our representative call on you, or—if you prefer it—we shall be glad to submit samples.

Our line has proved a success with the trade and prices are right.

A post card addressed to the firm will have our attention.

Yours very truly,

THE ECLIPSE CLOAK CO.

232 ST. JAMES STREET, MONTREAL

Our Fall Line in "Quiet Elegance" Suits Coats and Skirts

FROM EAST TO WEST

They Sell ! They Sell ! Added to the range are the latest models from New York.

Watt & Shapiro Manufacturing Co., 507 St. Paul St., Montreal

Waterproof Silk Capes

ASK OUR TRAVELLERS

Complete Line of Raincoats and Waterproofs on the road.

NATIONAL RUBBER CO. OF CANADA
MONTREAL

Canada's Largest Exclusive Raincoat House

SOUTHALLS'

SANITARY TOWELS

FOR LADIES—The ORIGINAL and BEST.

SOUTHALLS' ACCOUCHEMENT SETS

Containing All Requisites, in Three Sizes.

SOUTHALLS' SHEETS FOR ACCOUCHEMENT

and Other Sanitary Specialties.

SOUTHALL BROS. & BARCLAY LIMITED
BIRMINGHAM, ENG.

Representative in Canada—J. M. SCHEAK
CARLAW BUILDINGS, Wellington Street West, TORONTO



Patented Oct. 25, 1892

Improved Defiance Button Machine

Make Your Own

COVERED BUTTONS

Makes all sizes covered buttons from 12 to 60. Flat, Half Ball or Ivory Rim.

PRICE $7.50

Including any 3 of the following sizes: 16, 18, 20, 24, 30, 36.

Additional Dies and Cutter from 12 to 36, $2.00 per set. 38 to 60, $3.00 per set.

Set includes Die and Cutter.

Send for Catalogue.

DEFIANCE BUTTON MACHINE CO.
53 EAST 8th ST., NEW YORK

Please mention The Review to Advertisers and Their Travelers

show few of the novelty features. The collar is of the plain mannish notched type and is either of the material or faced with peau de soie. Many have jet buttons but covered buttons with an ivory rim are also much used.

Novelty styles for Fall have as yet made no appearance at retail, and the manufacturer is guarding pretty closely his new ideas. This much, however, can be said—Moyen Age styles will be strongly represented and diagonal and cheviot serges will be leading fabrics. The three-piece suit will be confined to the expensive lines, developed in broadcloth and elaborately braided and embroidered.

Crochet Combined With Tucks.

Semi-tailored styles in waists in nets and silks are the lines now selling for Fall. Trimmings that give the long line of embroidered net, and heavy laces such as crochet, combined with tucks are the mode at present. Some models show a small round yoke effect, or a square chemisette effect set in, but, as a rule, the more simple styles are favored. Curiously enough, more attention is paid to the back and this, as a rule, is almost as much trimmed as the front of the waist.

The long plain sleeve predominates. It is generally without the point that featured the Spring and Summer waist. Fewer models show the tucked-across sleeve, though it has by no means dropped out. The newer sleeves show trimmings of insertions. Some few models show the Gipsy or Hungarian sleeves. This has the plain tight cap at the top and the fullness below gathered into a deep cuff.

Whitewear.

All of the new whitewear lines feature combination garments. This is because of the assured vogue of Moyen



One of the New Models shown by the Eclipse Whitewear Co., Toronto.

Age styles, and the necessity for smooth-fitting under garments. In the better lines the princess model is the leader but well cut garments joined at the waist line are also good sellers. As a rule there is little change in the models shown from those of last year but in the more expensive lines buyers are asking for a garment that shows a longer body and a shorter flounce. In this class of trade there is also a preference for a garment that fastens at the back instead of in front or at the side. The fastening is hidden under a band and made as neat and as unobtru-



One of the New Models shown by the Eclipse Whitewear Co., Toronto.

sive as possible. Flounces as a rule are applied with a wide beading through which is drawn a ribbon of soft blue or pink which is tied on a flat bow at one side. The trimmings, as a rule, are on flat lines and consist of insets and insertions, while the flounce is of wide embroidery. Though embroideries form the principal trimming, lace is, as a rule, used in some form or other.

Besides the princesse combination, the corset cover and skirt and corset cover and drawers, joined at the waist line, are selling freely. Some very pretty models of this class are shown, and in the better grades the corset cover is quite an ornate affair.

Gowns, as a rule, still follow the short-waisted Empire models. The yokes are short and much trimmed and the sleeves are short and ornate also. The neck opening is either round or square and, in high-grade models, many are quite low.

Nainsook is a preferred material for underwear but cross-barred muslin, which is shown as a novelty, is taking well with the trade. Garments made of this fabric, as a rule, are simply trimmed.

Cluny, cotton Maltese, and baby Irish, combined with embroideries, form the leading trimmings, though Valenciennes is much used particularly on the cheaper numbers. Many firms are showing more embroideries upon their samples than lace, but, as a rule, the two are always combined in the trimming of the garment.

Imported garments show many panel effects on princesse combinations. One seen had a panel of alternating rows of lace and embroidery insertion, and another had panels of embroidery, both back and front, outlined with a narrrow insertion, the panels running down into the flounce, which helps to give the flat line so much desired now.

"PYRAMID" Handkerchiefs



PYRAMID
HANDKERCHIEFS
REGISTERED No 118990



The LATEST in HANDKERCHIEFS.
A PERFECT FABRIC.

Guaranteed.
Woven
FAST Colors.



Finish SOFT.
Quality Very DURABLE.

In BEAUTIFUL Styles.

PYRAMID
HANDKERCHIEFS

REGISTERED DESIGNS.

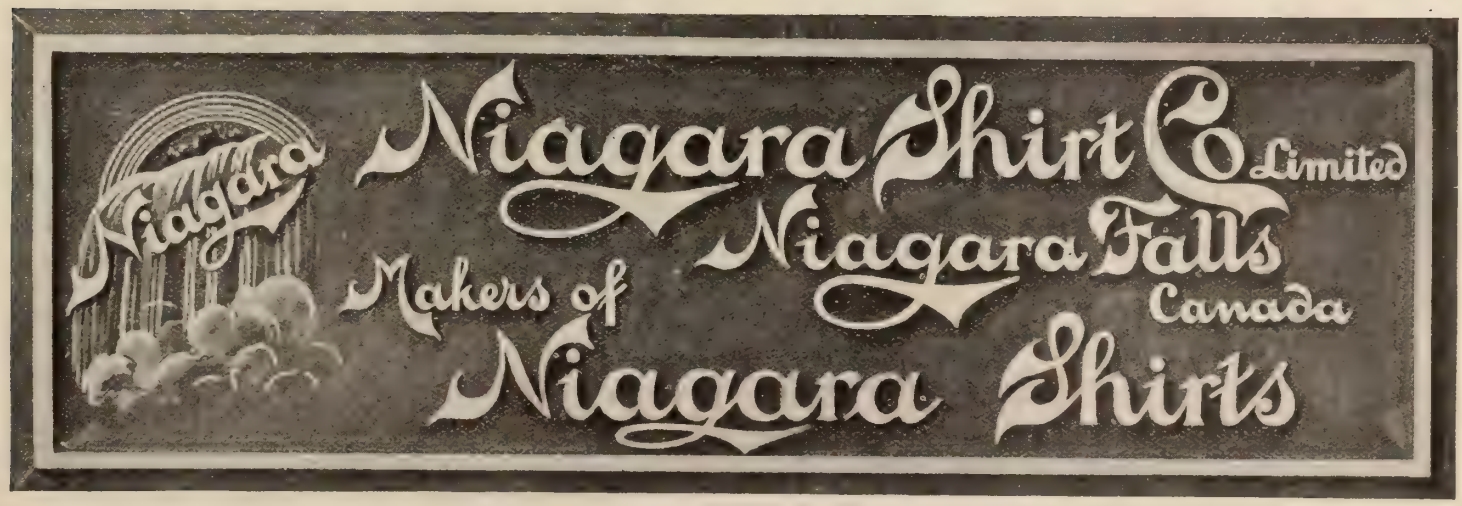
ONCE USED
Always
Asked For.

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HANDKERCHIEFS

Pyramid Handkerchiefs are Carried by All the Leading Wholesale Houses in Canada


NIAGARA NECKWEAR Co. LIMITED
NIAGARA FALLS
MAKERS OF
AMERICAN STYLES
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DOMINION SUSPENDER CO.
NIAGARA FALLS
MAKERS OF
Trade D Mark
SUSPENDERS
GUARANTEED


Niagara
Niagara Shirt Co Limited
Niagara Falls
Canada
Makers of
Niagara Shirts

"EXCELDA"

Handkerchiefs

Made from a new Fabric of superior quality.

When buying from the wholesale trade please insist upon having the genuine

EXCELDA

A Good and Reliable Article



Mind you get the Genuine "EXCELDA"

A good article commands respect from your customers and increases your business

Happy and Contented, We use Excelda Handkerchiefs.

Two Gold Medals Already Awarded for Excelda Handkerchiefs.

Men's Clothing and Furnishings News

Greys, Soft Drabs and Blues Predominating Shades in Men's Woolens for Spring—Advisability of Placing Early Owing to Advancing Prices —The Latest Word for Fall — Separate Trousers Habit Returning.

WHOLESALERS of men's woolens have prepared their Spring samples for the road, and it must be said that there is a very choice lot to choose from. The advice given some weeks ago to place early, seems now to have been very well timed, for an advance in prices is said to be inevitable. Where wholesalers have repeated on certain Fall lines they have had to pay an advance of from 7½ to 10 per cent. and there is every reason to believe that the same conditions will manifest themselves for Spring. New lines will arrive for delivery early in December. In some parts of the country travelers are already out with samples, but business done as yet is no criterion.

Looking to the Wholesaler.

It is stated that retailers are depending to a greater degree than ever upon the wholesaler to have stocks ready for selections at any and all times. This is regarded by some as one outcome of the recent period of depression, although it cannot be considered an advisable policy with prices moving upwards. Nor can the retailer always depend upon deliveries as he would wish them when he is buying in this hand-to-mouth fashion. There are those, however, who declare that with the general improvement in conditions this feature will gradually disappear.

Fall business has been good and wholesale men are well prepared for heavy sorting business. In Toronto during exhibition weeks the house business was exceptionally good in all men's furnishing departments.

Worsteds predominate in Spring lines and greys, soft drab shades and blues figure prominently in the lines shown. Stripes are again favored, but there is little suggestive of loudness. Grey cheviots will be strongly featured for Spring.

Discussing fabrics and shades for Fall and Winter, the Sartorial Art Journal points out that "between the worsteds on the one hand, which are refined and dressy and find their best expressions in dark and medium colors, and the cheviots on the other, which are rougher and more negligee and lend themselves admirably to light colors and fancy effects, angolas, worsted and angola, wool and worsted, and cheviot combinations in various weaves and color effects, and many special fabrics, unique in weave, beautiful and novel, will be much in evidence.

"Stripes, ranging from hair line to club stripes and broad effects, the colors softening as the stripes widen, thus preventing the pattern from even bordering on loudness, will be the general favorites, but checks and check and stripe combinations will be in good demand.

Silk Mixtures in Worsteds.

"In all kinds of sutings there will be many all-over mixtures in quiet effects, and the bright coloring in some of the newest fabrics will have just enough nap-covering to soften it to rich mellowness. Notable in worsteds will be some very handsome silk mixtures and club stripes, and in cheviots some charming double-color effects and ingenious combinations which suggest both stripes and checks, but define neither, and are impossible to describe.

"The choice in overcoatings will be practically unlimited, not only because in fabrics made especially for overcoats there is a great variety, but also because any suiting not strikingly fancy, may be used for an overcoat if one takes a fancy to it, without fear that it will appear to any one as a "butter in." In special overcoatings broadish diagonals will be prominent in soft roughish goods, lambswool, vicunas, elysians and fur beavers will be considerably fancied, and montagnacs, some of them decidely novel, will be in better demand than for years.



Waterproof Motor Coat — Manufactured by National Rubber Co. of Canada, Montreal.

Many fancy-backed fabrics will be in conspicuous evidence, and friezes, especially for motoring, will be much fancied.

"Both for evening and day dress the same fabrics and effects will be worn as heretofore, and also for evening dress negligee (the Tuxedo suit), for which shadow weaves will be popular, while the new black with black satin stripes will make a strong bid for favor.

Men Swear BY Them; not AT Them

A poor Waterproof Collar is an awful discomfort, but there is comfort for your customer and profit for yourself when you sell : : : :

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Separate Trousers.

"In vestings the variety will be as great as ever, and there will be many new things, and in trouserings the same patterns will rule as heretofore, but there will be many novelties, the manufacturers seeming to think that we are on the eve of a full return to the separate trousers habit, which so long prevailed, and which, as fashions go, is certainly long overdue."

Shoulders for all overcoats and undercoats will be of natural width or a little less, the tendency being toward narrowness, especially in sacks, and will be of natural finish, only enough wadding being used to give them a smooth appearance, except for sloping shouldered men, when they will be built up to normal height.

Rolls will be made so as to turn free to a considerable distance below the closing buttonhole if desired.

Sleeve finishes will generally be plainer than for a combination of the two having become disagreeably common in the cheaper grades of clothes.

Chest fullness in coats will continue to be considerable, but not so extreme as heretofore, and there is a very decided tendency toward normal shape.

Fall Overcoat Styles.

In overcoats the most popular style will be the single-breasted button-through half-box sack, with a velvet collar, and generally with patched-on pockets, which will not only take the place of the covert, which has died hard, but will frequently be preferred to the Chesterfield. The Chesterfield will, in a general way, be the same as it was last season, except for Fall wear, when it will be much more shapely in the back. For both overcoats the roll will be moderately long as a rule, though a turn to the breast line only will be preferred by the ultra fashionable, and there will be a decided tendency toward shortness.

The day-dress cutaway will have the skirts much more cut away than for many years; so much so, in fact, that they will sometimes form a sharp point at the back, producing a decidedly dove-tail effect. The business cutaway frock will, on the other hand, be but little cut away, and will differentiate itself from the same style of coat for last season by very much straighter side seams.

Sacks will vary but little from what they were last season, except that they will be more shapely, varying in waist closeness from the half-shaped to the nearly tight style of back. They will not, however, flare at the bottom.

"Although as a rule the roll of all single-breasted coats will be moderately long (from 8 to 9 inches), many men who rank among the foremost leaders of fashion will have their coats to roll not more than 7 inches, and the general tendency will be toward shortness; and though the open-notch roll will be considerably more in evidence than for a long time, the notch widths being even, the peaked-lapel style of medium notch widths will continue popular, but generally with the lapels at least moderately well peaked, instead of nearly square as for a long time, and sometimes with them peaked much more than for many seasons.

"Waistcoats for day wear, which almost invariably will be single breasted and will generally have no collar, will close with either five or six buttons so as to show a little above the roll of the coat if the roll extends below the breast line, but to run even with it if it is shorter, and will have cut-away points of medium length only."

The suggestion that the separate trousers habit may be slated for revival will be welcome news to the woolen men who state that business in these lines has, during the past couple of years, been exceptionally dull. In some

Opportunities



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Challenge BRAND Collars and Cuffs Waterproof

WHEN the waterproof collar came out first it had not a great many features to recommend it. It was not a good white color, it cracked easily, it smelt unpleasantly after wearing a short time and was uncomfortable, and it could never be mistaken for a linen collar.

Now, in the case of the Challenge Collars and Cuffs, this stigma has long been removed. They possess all the features of fine linen goods—comfort, style and long wear—minus the great disadvantage of linen—the cost of laundry. You can in your store demonstrate to your customer how easily the collar is cleaned, and he is a certain purchaser. He cannot fail to appreciate what a saving he is making by wearing a

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A Free Collar Case—We want to make you a present of a handsome outside Collar Case, made of British Plate Glass and Quarter-cut Oak. Write our agents about this.

The Arlington Company of Canada, Limited

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houses at the present time, however, it is stated that improved sales point to the revival suggested.

Shirts and Neckwear.

In shirtings and neckwear there is little to be added to that which was reported in previous issues. Manufacturers state that they are finding a scarcity of operators for some lines, and that the orders placed well in advance will receive first consideration, so far as deliveries are concerned.

The city stores are showing some very rich displays in hosiery, neckwear and fancy vests, and while it is noticed plain colors are given great prominence, particularly in the two first-named lines, the tendency in favor of fine stripes is also somewhat marked.

The cool weather which inaugurated the month of September caused some activity in gloves, chamois, greys, and tans being the colors favored.

Changes in Store Arrangement.

The women's ready-to-wear store on Yonge St., Toronto, formerly occupied by A. E. Rea & Co. and recently taken over by the Robert Simpson Co., has been converted by the latter into a men's furnishing department with direct entrance from Yonge St., and extension into the main building in the rear. It is understood that plans are under consideration for the extension of the smaller store to the height of the structure which surrounds it on three sides, and to make alterations which will give it all of the advantages of a main entrance.

Canada's Commercial Growth.

"The Evolution of Canadian Commerce," a strikingly handsome booklet issued by the Robert Simpson Co., Toronto, not only fittingly serves as a souvenir of the completion of the addition to this large departmental store, but likewise presents a graphic portrayal, by means of pen and ink drawings, of Canada's marvellous development. The idea and its details were conceived and developed by S. H. Howard, city advertising manager for the Company, while the drawings were executed by C. W. Jefferys, the Canadian artist, with whose work the public have become particularly intimate through his newspaper sketches. The development of Canada is divided into seven eras, the first representation portraying the exchange of European commodities between early traders and the Indians, while the last is a view and description of the Robert Simpson Co.'s store and some account of the growth which it stands for.

The booklet was one of the most highly-prized souvenirs distributed during the National Exhibition time.

New Bill of Lading.

On October 1 next, a new and uniform bill of lading will come into effect in Canada, which it is believed will fairly well satisfy the shippers of the Dominion, who have had cause for complaint in the past.

The Board of Railway Commissioners, after considering the draft forms of the bills of lading, agreed upon by the committee of shippers and railway representatives to overcome the difficulties, alleged and acknowledged, set their approval by ordering that the two forms of bill of lading for use in Canada be approved, and that they take effect on October 1 next.

The differences between the carrying companies of the Dominion and the manufacturers and shippers of the

FOR—— HARD—— WEAR——

If you are stocking workmen's clothes for wear in any trade, and built to stand real rough usage, there are none like the

WHITECO BRAND

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OVERALLS . . . .
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To the Retailer:

Maple Leaf Gloves are standard for quality and value. Ask your wholesaler for these goods.

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ALL FABRIC

BETTER THAN LEATHER

SEMI-ELASTIC MODEL

(Non-elastic shoulder straps, elastic back straps) affords the firm support to trousers that is absolutely necessary to good fit.

The best selling models ever put on the market. So attractive that everybody who sees them wants them.

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The top notch of perfect comfort. Lisle webs meeting new standards of beauty and merit.

Both models carry our new patented fabric ends (leather shaped), chemically-toughened wear-points, and solid, woven inserted back buttonholes.

An advertising campaign is just being started in the leading papers to acquaint the people of Canada with the merits of this new Chester line.

Send for sample dozens. Price $4.50 per dozen

Made by THE JAMES HALL CO.

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Hewson Suitings



for discerning men

MEN who want the very latest patterns—the most fashionable colors; men who know a thing or two about cloths—know superior quality when they see and feel it; these are the men who will buy our newest line of pure wool suitings from you. Ask us to send you a few pieces on at once. Samples on request.

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country are of long duration, and the culminating point may be said to have been reached a year ago, when at the suggestion of Chairman Mabee that the shipper and carriers should get together a number of semi-public bodies, decided to take action. The Canadian Manufacturers' Association took up the matter, and at a meeting of board of trade representatives held at Toronto, a committee of shippers was appointed to try to remedy the existing state of affairs by striving for the enactment of a simple and uniform bill of lading for the whole Dominion. The railway companies were not averse to discussing the question, and a number of conferences were held. The work of the committee throughout was of a harmonious character, and all parties worked for a shipping bill which would meet the approval of both the railway companies and the shippers. The text of the forms was agreed upon months ago, but only now has the Railway Commission set its seal of approval upon it.

The new bill differs from the old forms in that the latter, according to the shippers, was made by the carriers for the carriers, while the former is devised by the carriers for the shippers. The new bill is simple, containing but 11 sections as against 27 in the old bill. The two forms are worded almost alike, one being for consignments, "to order," and the other for "straight" consignments. The shippers gain an important point in that the new bill makes the railways responsible for loss or damage through negligence in transport or delivery. It also makes the initial carrier responsible for shipments of goods to destination, even though the consignments have to pass over other roads in Canada, or over the United States or other foreign roads with which there is a joint tariff arrangement. There are as well some minor additional obligations placed on the carrying companies.

The new bill compares favorably with the uniform bill of lading approved by the Interstate Commerce Commission of the United States on June 27, 1908, in that the carrier there is responsible for goods while in transit over its own line only. There are ten sections in the U. S. uniform bill of lading. In general the Canadian bill is based on the form used in the U.S.

Jacob Bender, Langham, Sask., general store, removed to Darey.

The Western Canada Trading Co., Vermilion, Alta., general store, assigned.

R. J. Storrie, Radisson, Sask., out of business.

J. C. Muise, Weymouth, B.C., lost $1,200 by fire.

Wreyford & Co.
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WHOLESALE MEN'S FURNISHERS
Sole Agents in Dominion for:—
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is best value and style shown this season.
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Our travellers are now on the road with full range for 1910.
If not regular customer, write us.

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Our travelers are now on the road with our new samples for delivery in SPRING, 1910. All fabrics used by us are the products of the world's best mills. Reserve your order till you see our samples.
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The Editor's Personal Page

American Fashions For American Women

THE American woman has never clearly realized the extent to which by her own invention and ingenuity she has herself been the originator of some of the most popular fashions adopted and worn by her sex—not only in her own country, but in Europe as well. She has given even Paris, for example, more distinct fashions that have a sense of permanency about them than Paris has ever given her

Take the Shirtwaist as an Instance: a purely American invention. Three times have the fashion authorities of Paris decreed that the shirtwaist style was over. But American women knew when they had a comfortable and convenient garment, and wisely held on to it. And last year Paris alone imported over a million dollars' worth of American-made shirtwaists, and it is the most universally-worn garment in France today

The walking-length skirt was an American invention today Paris has adopted it and it is worn by the best class of French women.

The Peter Thomson suit, first for children and then adapted for girls, was of American origin: today it is worn by French children and all over Europe, and has influenced children's suits the world over

The popular "Gibson waist" was of American origin: today the folds over the shoulders to give a broad-shouldered effect are noticeable in the coats and dresses that come to us from Paris.

The Tailor-Made Suit was of American Origin: it was immediately adopted by the English, and is now worn much by the French

The plaited skirt was an American invention. last year it was shown by a French dressmaker, was adopted at the London Exposition, and came back here as "the latest French skirt."

The cross-saddle skirt originated in America, and French horsewomen are just adopting it: the English women have adopted it already by the hundreds.

The unlined skirt came as a startling bit of new fashion news from Paris four years ago: it was invented, made and worn by the thousands in America as far back as fourteen years ago. Yet were American women asked to accept it—and they did—as a creation of the French dressmaker

And so one might go on and cite the popular "jumper": the "Prince Chap" coat and others, of purely American origin.

It is not, therefore, such a new or startling statement to make as it may seem: that the American woman is now competent to create her own modes. This does not mean that she need depart from taking or adapting what Paris or Vienna or any other European fashion center has to offer her But it does mean that she need no longer feel an absolute dependence on foreign conceptions and foreign ideas The time has come when of her own initiative, by her own ingenuity, she can begin to place herself on a par with the originators of fashions in any other part of the world. She has already shown that she can do it

And it is this realization that THE LADIES' HOME JOURNAL intends to make clear to her when in its next (October) issue it will present for the first time in any American fashion or general magazine

The First Purely American Fashion Department

with every style of American origin adapted to the American woman. Mrs. Westermann, in her article on page 11 of this issue of the magazine, endeavors to show that it can be done. But in the limited space of a single page this demonstration can naturally only be tentative: in a complete department of not fewer than seven pages, such as will be given next month, the feasibility of the plan will be conclusively demonstrated.

The Journal's New Fashion Department, it should be clearly understood, will be in every respect new It will not in any sense encroach upon, duplicate or displace the present successful Fashion Department conducted by Mrs. Ralston and her staff of editors and artists. Perhaps no Fashion Department conducted by any magazine is more acceptable or successful than this one, and it will be left exactly as it is and conducted as fully and carefully as in the past. It will naturally reflect, as it always has, the modes and tendencies of styles of Paris and the European capitals. There would be no sense in our saying—as there certainly is no occasion to say: "We can do without the ideas or modes of Paris." The ingenuity of the Paris dressmakers is not to be gainsaid, and thousands of women will choose to look to Paris for their styles, or, if they do not actually follow the lead of the French capital dressmakers, they want to know what is coming from there.

By presenting both Fashion Departments an opportunity for interesting comparison of the ideas of both nations will be offered, and, of necessity, a larger variety and wider range of modes than it has been possible to present heretofore in one department

In Every Respect will the new Fashion Department keep to itself, away from the present it will have its own corps of editors and artists, whose work will not be seen in the other department: all letters, as will be indicated next month, must be differently addressed and all correspondence will be separately attended to. Patterns of the American designs will be made and furnished by the Home Pattern Company, the same as in the present department Back of the new American department will be a strong array of competent advisers—men and women who have for years dealt with the problem of American fashions for American women, but who up to this time have never had a medium of expression with general circulation for their views, although they have created and sold to American women millions of dollars' worth of garments for their wear

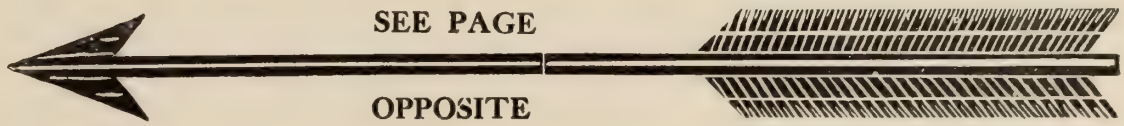
But the New Department Will Need, and it asks, all the assistance from our readers that it can secure: first, by telling us exactly what they think of it, for its continuance and success depend upon that, naturally: and second, by practical help. That is, the editors of the new department will be glad to receive suggestions and ideas from any professional or amateur American dressmaker, or any woman or girl who is clever in designing or making her own clothes. The editors of the American Fashion Department will now, next month or later—at any time, in fact—welcome any letters of suggestion or ideas with regard to the work they have undertaken: and for any such accepted suggestions or ideas, whether sent in the form of letters, drawings, sketches or the articles themselves, they will pay according to liberal market rates The entire world of girls', women's and children's clothes will be covered, the same as in any other well-conducted and comprehensive Fashion Department All letters of that sort should be carefully addressed to The American Fashions Editors of THE LADIES' HOME JOURNAL, Philadelphia.

Pray remember that as the new Fashion Department will in nowise encroach upon the present Fashion Department, neither will it encroach upon any other part of the magazine. The new department will be printed on extra pages especially added to the present magazine: not in place of any present pages. It is not designed to make of THE LADIES' HOME JOURNAL an out-and-out fashion magazine, nor a magazine dominated by its two Fashion Departments. It has no such intent: it will remain exactly as it is. Next month, October, our readers will see how the new department finds its place in the magazine.

The contents of the first page of the September issue of The Ladies' Home Journal, of which the above is a photographic reproduction, is of deep significance to thoughtful men who are compelled, by their commercial interests, to study and anticipate the influences which sway fashions in women's apparel. Merchants especially will be interested in following the growth of the idea of American Fashions for American Women.

THE HOME PATTERN COMPANY, New York

The American Women's Declaration of Independence



The great average body of intelligent American women—not the butterflies of fashion or the foolish who ape them, but the millions of women who are busily engaged in the occupation of making happy homes and rearing fine American families—revolted at the Paris styles for 1908-9. Their Declaration of Independence, having found a powerful ally and a brilliant leader in The Ladies' Home Journal, marks the beginning of a great movement toward the day when the best American designers will have a leading part in setting the styles for the world.

In this connection we would like to ask the trade to read the editorial on American fashions for men on page five of the September Ladies' Home Journal; also the article by Anna Burnham Westermann on page eleven. From both patriotic and business reasons we take a keen delight in calling the attention of the trade to these significant developments in the campaign for American Fashions for American Women.

THERON McCAMPBELL, President and General Manager

THE HOME PATTERN COMPANY

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NEW YORK	TORONTO	SAN FRANCISCO	CHICAGO
615 West 43rd Street	23 Lombard Street	617 Mission Street	Plamondon Building

Furnishings and Decorations for the Home

Wall Paper Men State that the New Pricing Terms are Working Out Very Satisfactorily — News of the Carpet and Rug Trade — Hints to Buyers of Oriental Lines—Good Business in Madras Muslins and Denims.

MANUFACTURERS of wall paper are well pleased with the manner in which the new pricing basis has been received by the trade. Retailers have at once seen the reasonable side of the matter as presented by the manufacturers and few have shown any hesitancy about the adoption of the new lines.

Fall placing records show a good volume of business in almost all grades. Interior decoration has become more and more a matter of study not only on the part of the consumer but also by those who have to do with the



Wilton Rug - Manufactured by Moore Carpet Co., Sherbrooke.

execution of the work, and this fact has been responsible for the most desirable activity in higher grades. It is being shown that demonstration is one of the most important adjuncts of salesmanship in the wallpaper department and the merchant who realizes his opportunities has installed this necessary equipment.

One noticeable outcome of the new scale of prices for wallpaper is the increased interest many retailers have taken in the lines. Unfortunately many retailers have got in the habit of regarding wall paper as somewhat of a nuisance and a poor net profit maker. Now dealers recognize that wall paper affords a good oportunity for profit. This partly accounts for the large increase in orders Canadian manufacturers are receiving. Factories interviewed state that orders are the best in their history.

Problems of the Oriental Rug Buyer

In high class rug departments some very good sales have recently been recorded in Oriental goods. Recent importations show a range of very choice patterns, and it is evident that buyers have given full consideration to the growing importance of the Canadian field so far as these lines are concerned.

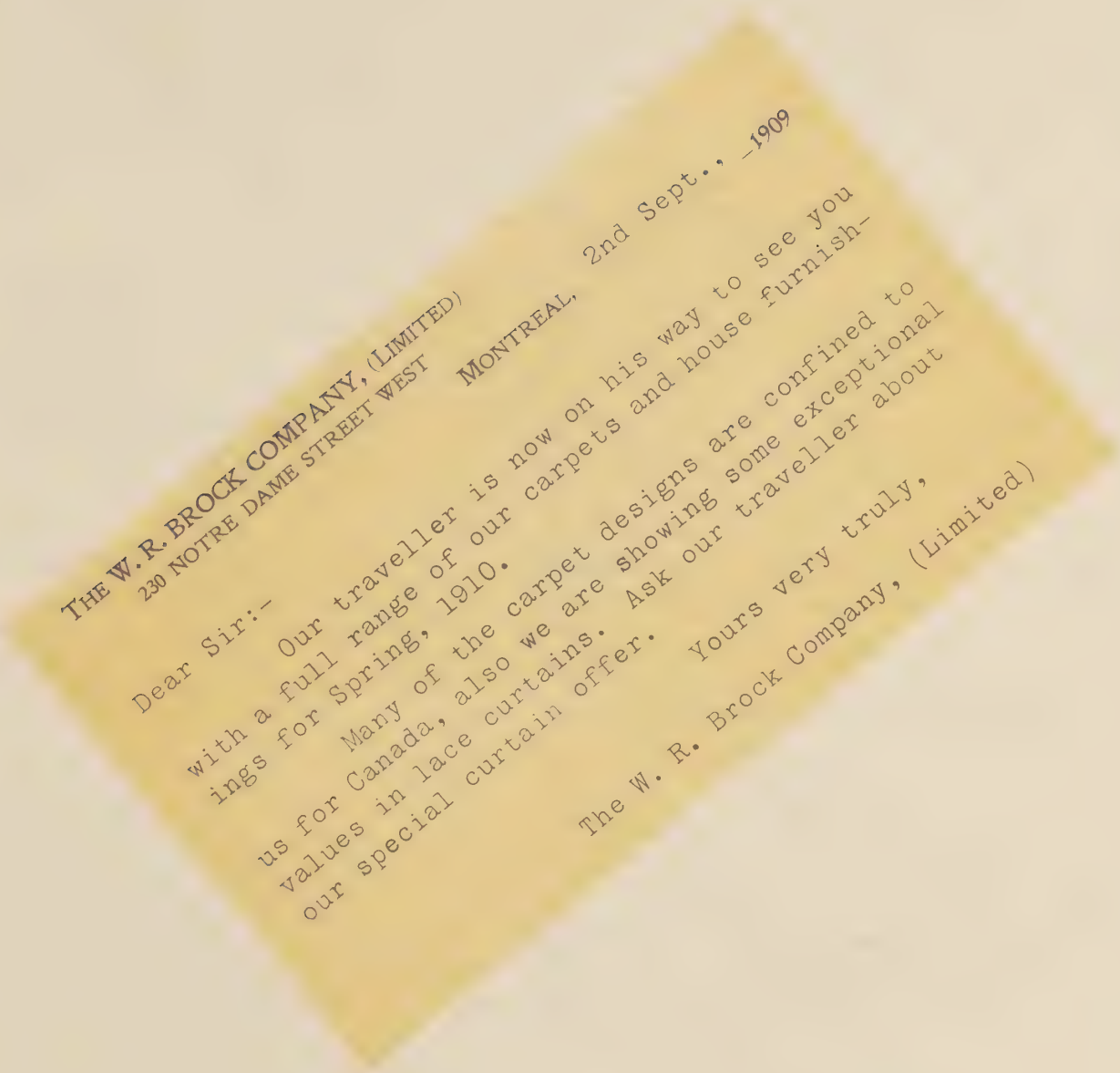
An authority on Oriental rugs writing of conditions and problems imparts information which will be of interest to the buying end of either the retail or wholesale department: "Many purchasess of Oriental rugs" he states, "are unaware that the methods of manufacture in the east have changed greatly in the last thirty years, and that the change has an important bearing on the character, condition and quality of rugs now offered for sale. Between 1875 and 1890, it was a comparatively easy matter to purchase a good rug for the price which many dealers ask for a poor one to-day. Not all the rugs offered for sale were good even then, but the majority of them were honest, individual and cheap, partly because most of them were 'home rugs,' i.e., rugs made in Eastern homes for use in the East. Rugs offered for sale to-day are, in most cases, not home products, made for Eastern use, but hand-woven factory products, made to sell in the West and to sell quickly. Some of them are very good, some ordinary and some very bad."

In selecting rugs, the author holds that the first question to be considered by the buyer is "What is the material?" If it is wool, is it all wool, or is there jute and other fibre, cotton, hair, or silk used with it? The second question concerns the quality or grade of the material, and the third question its disposition and relative strength. There are other questions equally important, such as "How well is the material woven?"

"The warp should be the heaviest, strongest and thickest, the pile next, and the weft lightest, though not too light. If the warp is lighter than the pile, and the pile is compact, the warp is likely to break in handling. If the warp is light and the weaving loose, the rug will pucker and creep on the floor, and no amount of stretching will keep it in shape. The weft should be strong enough to hold the fabric together, despite rough handling. If the pile is shorter and lighter than it should be, the rug will not give good service. The essential matter of weaving is not only the matter of knots to the square inch, i.e., the fineness of the weaving, but also the tightness of the individaul knots.

"As most Oriental rugs, especially in carpet sizes, are made in three to five different grades, it is very important to the buyer whether he is considering the best or the poorest. A margin of $50 to $200 between the quality represented and the quality offered is not uncommon. It is also important to the buyer that the knots be firmly tied. Knots poorly tied pull out easily at the back and loosen in service.

"Looseness of weave, resulting from long service and innumerable beatings and washings, is a condition of dissolution. The purchaser will do well to remember that although, as is commonly said, a rug may improve with age, meaning in appearance, it never grows firmer and stronger.



THE W. R. BROCK COMPANY, (LIMITED)
230 NOTRE DAME STREET WEST

MONTREAL, 2nd Sept., 1909

Dear Sir:-

Our traveller is now on his way to see you with a full range of our carpets and house furnishings for Spring, 1910.

Many of the carpet designs are confined to us for Canada, also we are showing some exceptional values in lace curtains. Ask our traveller about our special curtain offer.

Yours very truly,

The W. R. Brock Company, (Limited)

There is Always "One Best Way" to do Everything. The Displaying of Merchandise well goes a long way in assisting in the selling of it.

In Displaying Ready-to-Wear Apparel the most Practical Fixture now in use is the Guthridge Display Chair. Garments are not only shown to much better advantage but you also save Seventy-five per cent. of your Showing space. (They take up only one-quarter the space that display tables occupy). Having used these Chairs once you wonder how you ever got along without them.

Think of it—Over Seven Hundred and Fifty Chairs now in use in Chicago alone. Place your order now so as to have them for early use. Made of Birch, Mahogany finish, and Quarter-Sawed Oak, Golden Oak finish; both finishes are of a medium shade that will harmonize nicely with any furnishings. These chairs are already in use in the Suit and Cloak Departments of some of the leading stores of Toronto and Montreal. Write for descriptive circular.

F. M. GUTHRIDGE

1435 Wabash Avenue - CHICAGO, Ill., U.S.A.

1909

CANADIAN NATIONAL EXHIBITION

When you visit the Exhibition this Fall, let your footsteps linger in the "Process" Building, where you will find *our Exhibit* of

Down, Cotton and Wool Comforters

Pillows, Cushions, Tea Cosies, Etc.

We shall be showing an elaborate display of Comforters, which has never been shown in this country before.

Don't fail to see our Exhibit

MAPLE LEAF BRAND

The Harvey Quilting Co., Ltd.

33, 35, 37 PEARL STREET TORONTO

Three Possible Values.

"There are three possible values in every Oriental rug—the utility value, the art value and the collector's value. The utility value depends entirely upon the durability of the fabric as a floor covering. The art value depends on the color and design of the rug, rather than on its texture, though fineness of texture is desirable. The collector's value depends on the rarity of the art value.

"These three values in every rug make a fair comparison of price difficult to the purchaser. Rugs which appear to the buyer quite alike and equally valuable, may, in fact, be as far apart, in quality and worth, as the work of Michael Angelo and that of Gustave Dore. Certain dealers advertise that they disregard the art and collector's values of the Oriental rugs which they offer for sale, and price their goods in 'cold blood' on utility value alone. The argument may be plausible enough to sell goods, but it has no foundation in fact, for the reason that no dealer can buy rugs on utility value alone.

"When good and bad rugs, artistic and inartistic, rare and common, are sold as a lot, the wholesaler frequently places the valuable rugs in the bale for the sole purpose of disposing of the poor ones. If the rugs were bought by the piece, the manufacturer pays for art value in the quality of the material and the skill of the master weaver; the importer pays for the art value to the manufacturer or to the Eastern middleman, and the retailer pays for art value to the importer."

Linoleums and Oilcloths.

The linoleum men report an improved activity in heavy cork carpet. As a covering for office, meeting hall, church, school, and showroom floors, it is the choice commodity. It is shown in natural cork and also in green shades.

Among the most recent additions to lines now on the market, matting designs are counted among the best sellers. In some cases the weave effect is relieved with a small coupon or dainty, florated design, while in others the weave is made the background for more elaborate designs. In the same class, mosaic or small tile patterns are good. Flooring designs have also been in demand.

Spring lines of Canadian linoleum and floor oil cloth are now in the hands of the wholesale dry goods trade. The range shows a splendid collection of the latest ideas in designs and coloring, besides being the largest yet shewn.

Fair Demand for Draperies.

Retail housefurnishing departments report a very fair demand for goods in the Madras muslin and denim class, and very wide ranges of patterns are being shown. The lace curtain trade has likewise been moving briskly. Larger and more representative departments seem to be the objective of development in these lines with the retailer, who will always find that they give him many opportunities for suggestion, which properly presented to the shopper, almost invariably brings good business. Thus it is that one of the large city stores by demonstrating with the goods to the customer has converted what might have been a very dull season into one which kept all hands fully engaged.

It is not easy

to follow the trend of the popular taste, or to catch the demand of an exacting public for change. In the regions of decorative art, an idea is often introduced which may bring with it a complete change of fashion. The artist was certainly gifted when he caught the idea for new designs and colourings for the *BRINTON CARPET CO.'S* **Haslemere, Wilton** and Cheriton

Brussels Squares

for the effects are remarkably beautiful. They have appealed so strongly to buyers that the looms have been kept busy weaving them from the first day they were shown.

Brinton Carpets

will make an effective line in any stock. They are equal to the finest English made carpets, and made from English yarns, and are designed specially to meet the requirements of the Canadian trade.
Write to-day for details.

Our Travellers will be showing the Spring samples very soon.

The Brinton Carpet Co

(of Canada), Limited

PETERBORO, - - ONT.

SALES AGENT:
W. E. WHITEHEAD, 28 Wellington Street West
Also Kildare Handtufted Carpets.

The secret of a big trade in the wall paper department lies in having a stock that will satisfy everybody.

Satisfying everybody means buying in variety and

Staunton Wall Papers

are as widely known for their endless variety as for their quality, which is saying much. From them you can choose an abundance of patterns suitable for your trade and with the assurance that the goods will give complete satisfaction.

We have, for this year, the most remarkable stock of wall papers that has ever been shown in Canada and, in consequence, are doing the heaviest business in the history of this company.
Why not let us put this line before you? Why not let us prove our claims?

Write us now to show you what we can supply.

This is the Trade Mark our goods mutual

Stauntons placed on for our protection

Stauntons Limited

Wall Paper Manufacturers

941 Yonge St. Toronto

The Moore Carpet Company

SHERBROOKE ❧ QUEBEC

MANUFACTURERS OF HIGH GRADE

Carpets and Rugs

Princess Wilton Rugs (*all sizes*), Magog Brussels Rugs (*all sizes*),
Windsor Brussels Carpets, Sirdar Wilton Rugs,
Togo Bath Rugs, Balmoral Brussels Carpets.

Our Rugs and Carpets can only be appreciated when price and quality are compared with others. An inspection of our lines will convince you of this fact. :: :: :: :: :: :: ::

THE MOORE CARPET COMPANY

JOHN R. FOSTER & CO.

—LONDON—

Manufacturers and Warehousemen of

Upholsterers' Trimmings,

Smallwares, etc.

Trimmings of every description, from the Cheapest to the Most Elaborate, for Curtains, Draperies, Furniture, etc. Embroideries.

Warehouse: 44a, Gutter Lane, Cheapside, E.C.

Factories: 3 and 4, WINSLEY STREET,
And 50 and 51, CASTLE STREET, EAST, W.
Telegrams: "TERFOS, LONDON."

Agent for Canada:

Edgar Fenton, 32 Colborne Street, Toronto

KING'S
Established 1775

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND.

Sole Selling Agent:
SYDNEY MOSS,
Empire Bldg., 58 Wellington St. W.
TORONTO

Carpets and Rugs.

Business in carpets and rugs during the month of August has never been very brisk. With the arrival of September, however, many merchants in Montreal are looking forward to brisk sales as the "Back to Montreal" period should be productive of returns. Then again, in Toronto, the Exhibition will attract a number of merchants, which should lead to considerable house buying.

From a wholesaler's standpoint, the Fall sorting season has but nicely begun, and the season is opening up well.

Travelers will, as usual, go on the road with Spring samples about the middle of the month. Styles in patterns and colors will be practically the same as those of the past year. Green will, it is expected, again be the predominating color while fawns and wood shades will follow in order. Self colors and two-tone effects will have their usual demand. Reds will still figure in combination effects for dining rooms and halls, but for drawing rooms or bedrooms, these colors have very little demand.

Prices for Brussels, Tapestries, Wiltons and Axminsters are expected to remain unchanged.

Canadian lines of carpets and rugs have been greatly strengthened for the new season. Many new patterns and colorings have been brought out by the different factories and it is certain the Canadian lines will show increased business.

One of the new things shown in Canadian lines is a Brussels rug in carpet sizes.

New Costume and Mantle Department.

John E. Boles, Ingersoll, has added a costume and mantle department to his store. An annex to the north of the millinery department was remodeled and decorated, and gives the firm a floor space of nearly seven hundred square feet for the display and selling of mantles and costumes. Besides being bright and roomy, this new department has been thoroughly modernized.

A. O. Sawyer, formerly manager of Sutcliffe & Sons' store in Peterboro, has taken a position as manager of the dry goods department of Sutcliffe & Sons' store in Lindsay. Mr. Sawyer succeeds W. M. Lawrence, who was transferred to the Oshawa store recently.

Ed. J. Kelly, Brockville, formerly with D. W. Downey, boot and shoe merchant of that city, has entered business for himself. He has had twenty-one years' experience. in the boot and shoe line, beginning as a parcel boy with the late Geo. McLean, of Brockville.

The Forbes woolen mills, at Galt, are undergoing extensive improvements. The lengthy buildings which have been erected during the past few years will be joined, the new connecting link taking the place of an old boiler house. The entire length of the mill when completed will measure 1,600 feet, or nearly one-third of a mile.

Henderson Bros., clothiers and furnishers, of Fort William, have become installed in their new store. It is 85 feet deep by 25 feet wide and has modern equipment. One of the features which Henderson Bros. have inaugurated is a free accident insurance policy of $2,500 with every purchase of $10 and over.

The Robert Simpson Co. spent upwards of $2,000 in an elaborate and exceedingly effective plan of store decoration for the Exhibition season. Over three acres of natural flowers were used.

R. D. Griffiith, formerly with the John White Co., Woodstock, has taken charge of the clothing department of the W. W. Wilkinston Co., Galt.

FORTUNE IN FIFE LINOLEUM

First of all inspect our range

In Cork, Plain and Printed Linos

For we can show you something superior

Every kind of taste being catered for

Lino with the "guarantee"

Is "FIFE" Linoleum

Nothing can rival the beauty and variety

Of our range of patterns

Literally lasts a lifetime

Every retailer

Unless hopelessly out of date

Makes a point of having "FIFE"

JAMES B. JAMIESON,
Canadian Manager of the
FIFE LINOLEUM CO., Limited
64 Wellington Street West, TORONTO, ONT.

Records Show Improved Demand for Higher Grades

Indications of an Increasing Plenitude of Money — Early English Effects for Dining and Living Rooms — Comfort Versus Ornament —Stocking the Department — Development in Favor of Summer Lines.

WITH the proverbially dull month of August gone down to history with its record of clearance and bargain sales, the furniture department will again reflect that freshness so suggestive of the advent of another season. Enquiries of merchants who enlivened the past month by special inducements, brings the information that there was marked activity among the higher grades. This was not the case one year ago, and the fact is said to indicate the increasing plentitude of money and a return to that consideration of home comforts and adornment which is not a feature of stringent times.

Preference Indicated.

The head of one of the very large city department stores, asked with reference to the selections of his customers stated that early English furniture had figured very prominently in the selling—particularly for living and dining rooms. This style of finish was being featured strongly in the ornamentation of houses, and furniture to match was the thing. Rich, cosey upholsterings of leather had sold well, and there was every proof for the assertion that people were showing some inclination to eliminate severely formal and sometimes useless effects for those which tended to comfort and to a fuller appreciation of the best room in the house.

Fumed Oak and Mahogany.

Some improvement has recently been noted in the demand for mahogany dining room furniture. This is, of course, a wood which has always been suitable for any room in the house and any marked return to favor for the dining room is not surprising when one considers the cycle of taste. Fumed oak is also coming into prominence and already departments are showing sets for dining room and den made up in this wood of rich brown shade. Golden oaks are said by some to be diminishing in popularity owing to the increasing range of imitations which are having a cheapening effect. Still they are fitting into a good place for a certain class of trade, and the demand from certain parts of the country show no results from influences such as described.

Brass Goods Selling Well.

In bedroom furniture, brass goods are having a fair run and the very choice patterns in mahogany and walnuts which manufacturers are now turning out has created great interest in those woods for bedsteads. Dainty colonial effects, or those in which there is some suggestion of the styles of many years ago are now being shown and are certainly greatly appreciated at a time when a pronounced individuality has made its appearance.

There is little to be said on the price situation. Beyond the present firmness, there is nothing to indicate a change either to lower or higher levels. Canadian manufacturers, it must be pointed out, are producing some of the finest lines that were ever placed on the market, and large retailers refer in terms of high commendation to this fact. The improvement in the past five years has been remarkable and it may be safely said that the furniture industry is in every way measuring up to the present requirements and immediate prospects of the country not only as regards practical utility, but likewise aesthetic demand.

Rattan for Sitting Rooms.

During the past couple of months heads of departments have noticed some development in Canada of a custom prevalent in the United States—that of equipping the sitting-room with wicker and rattan furniture, and removing for the time being those coverings, where the floors are of hardwood, draperies and upholstered goods which more properly belong to cold weather. This tendency is worthy of development by the local merchant who is pushing summer lines.

Stocking the Department.

"Were you a general merchant in one of the Canadian towns or smaller cities, and were considering the addition of a furniture department, what lines would you stock?" was the question asked of a department buyer.

"That would depend upon the class of people I could attract, and the scope of the exclusive man's enterprise would also have to be considered," he replied. "I do not think, however, that I should make a great mistake in stocking medium values. They are always safe and can be shown to advantage in connection with the house-furnishings department. Probably a general merchant could find it possible to go in for exclusive stuff, eliminating the low grades. A reputation for keeping goods that cannot be bought elsewhere is worth something. For example, the other fellows may not consider it advisable to go in for the richer grades of early English. A few pieces, which suggest their exclusiveness might prove worth while for it seems to me that the local merchant must lose a great amount of business simply because he does not cater to a likely demand. I would not advise any policy, however, which would result in a clumsy accumulation, for if there is anything that gives a floor an ungainly appearance it is a mass of ill-kept furniture which is immovable except at sacrifice. Experience in a small country town has shown me that a good general working stock is a safe proposition. There should be regular clearances and the department kept as clean as possible."

The Robinson Co. Extending.

The G. W. Robinson Co., Hamilton, are making preparations for extensive alterations to their store. It is understood that two storeys are to be added.

The plans for the alterations provide for an up-to-date restaurant and roof garden on the top floor, which will be among the most elaborate and largest in the Dominion. This announcement will be warmly welcomed by the business people and shoppers of this city, as for some time the pressing need of a restaurant of the kind planned has been felt. The fourth floor will contain an immense toy and sporting goods department and a playroom for children. The carpet, curtain, furniture and wall paper departments will be located on the third floor. The stock of these departments will include everything for the home. The second floor will be utilized for millinery and the

ladies's garment departments, and a men's department will be added to the first floor.

Moving stairways will connect the ground floor with the first floor, and rapid elevators will be installed in the building, giving the customers excellent accommodation.

The capital stock of the company will be increased shortly to $250,000.

The dry good business of Charles Cummings, Galt, has been purchased by D. E. Kinzie and James Johnston. Mr. Kinzie has been with R. A. Briscoe, dry goods merchant, for the past seven years.

Straw for Winter Hats

Paris, August, 25th, 1909.

Milliners have been flinging to the winds lately the association that has always seemed to exist between the seasons and certain fabrics. Not content with featuring velvet in June and July they are now preparing to introduce straw as a brimming for winter hats.

A prominent milliner is decorating beaver hats with straw bows, and there is a certain fascination in this decidedly novel and unusual alliance. Among the early Autumn models shown is a distinctive Cavalier hat, the trimming of which consisted of bows of cerise straw and shaded ostrich plumes. Beaver for the lining of hats of moire silk is a new feature. For instance, a hat of French mustard shade had the brim lined with deep blue beaver, and was turned up at the left side to show a bandeaux of Balkan embroidery. Other new models seen are the jam-pot crowns with mushroom vandyked brims, the brim and crown of contrasting materials. A black velvet hat had a full draped crown and the brim was overlaid with heavy white lace, with two dead-white wings laid flat across the crown.

Milliners here think well of the large Louis XIII shapes with the rolled or sharply turned-up side-brim. These models make up into an elegant hat—a hat of the dressy kind. Those shown here are simply massed with aigrettes, paradise or ostrich feathers worth a small fortune.

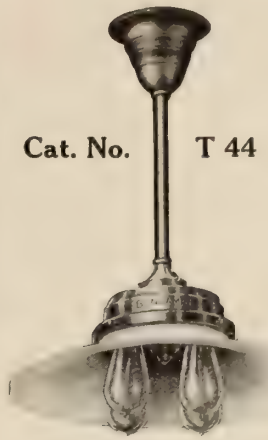
There is an increasing feeling for grey hats, wings and feathers. These range from the new Sphynx grey to mole, and from pearl to elephant or iron-grey, and many of these hats have the sombre coloring relieved by a gay wing in flame colored or with parrot feathers.

The toque, now generally adopted, has a close-fitting brim, pulled down well over the head and framing the face in soft folds of mousseline or velvet, the folded brim being combined with a soft voluminous crown, now of tulle, but later of velvet encircled with a velvet ribbon.

Many of the toques made for wear at Trouville are entirely of soft chiffon velvet, and some of them have the close fitting brim covered with quilled black satin, the trimming consisting of a standing brush osprey or feather.

This new toque necessitates a change in the way the hair is worn. With these large hats the hair is parted either in the middle or at the side and is puffed out full at the sides. The hair is tucked under, and around the crown of the head is put a rope of false hair braided or coiled into a turban twist. This coiffure forms a satisfactory rest for the new toques.

For wear with the long shapes now leading in the large hats the hair must be built out behind, and to-day nearly every woman is wearing false hair to supply nature's deficiencies, nor does she much care that everybody knows it.



Cat. No. T 44

Cut Your Electric Light Bills 2/3

AND GET A LIGHT THAT IS NEARER SUNLIGHT IN COLOR THAN THAT OF ANY OTHER SYSTEM OF LIGHTING

You know what the TUNGSTEN LAMP is doing. If not, ask the first electrical man you meet three questions: 1st.—What about the quality of light of Tungsten lamps? 2nd.—How much do they save in current consumption? 3rd.—If you were lighting my store what lamps would you use?

THIS BENJAMIN TUNGSTEN FIXTURE

is especially designed for store lighting purposes. Let us tell you just how to save 66 per cent. of your present lighting expense. Write for our Tungsten folder.

BENJAMIN ELECTRIC MFG. CO.

64 YORK STREET, TORONTO

WESTERN ASSURANCE COMPANY. Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

The Ad. Man's Monthly Talk on Good Advertising

Hot Weather Publicity by the Paquet Co., Quebec — A Portage la Prairie Store's Appeal—Good Ads. Poorly Set—Criticism and Comment.

THE full page ad. of the Paquet Co., Quebec, reproduced here, was the work of K. S. Fenwick, who has the faculty of making the ads. which he prepares stand out with striking individuality. This is no exception. The illustrations used were particularly appropriate to the matter contained in the body of the advertisement, and in spite of the fact, that upon the day for which these items were advertised was rainy and disagreeable it is reported that there was a particularly large sale for these goods. In this ad., as in many that he writes, Mr. Fenwick departs from the almost universal practice of ad. writers, of using illustrations of the goods advertised, and the illustrative features are more for the purpose of calling attention to the ad. itself than to represent the goods it speaks of. The average dry goods merchant is unable to go to the expense necessary to procure cuts of this character, and are obliged to confine their use of cuts to those of the goods advertised, and even larger advertisers in most cases are content to limit the illustrations in their store announcements to this class of cuts, though, of course, frequently special head-pieces are made use of. The answer to the question as to what particular method is the most effective can only be answered after a test has been made. Mr. Fenwick has evidently found that in his case the style, which has come to be almost entirely characteristic of the Paquet ads., is the one that produces the best results. The same kind of ad-



A Splendid Hot Weather Ad. by K. S. Fenwick, for The Paquet Co., Quebec.

vertising might not be effective in appealing to the clientele of a store in another city.

Browns', Portage la Prairie, Man., do some splendid advertising, both in the local newspapers and in the store catalogues sent out. The reproduction of their "Hurry up" sale announcement on this page, is a good sample. The idea is not new, the cuts, furnished by a syndicate, having been seen before in similar sale announcements, but in all probability it was new to the western town,



How Browns' Limited, Portage la Prairie, Appeal to the Progressive Westerners.

and would doubtless, backed by the prestige of the Brown store, produce satisfactory results in increased business. Good judgement has been used in the composition of this ad., and in this respect it leaves little room for improvement.

There are at least two defects in the Schlueter ad. shown here, and sent in for criticism. It is not attractively gotten up, lacking good composition and illustrations. Frequently it is possible to produce a good appearing ad. without the use of cuts, but it has not been done in this case. The second defect is that it does not sufficiently describe the goods advertised. An ad. is supposedly written for the purpose of creating a desire for the goods the mechant wants to sell—so strong a desire that the reader will put herself to some inconvenience to obtain them. This is a good test to apply to an ad. after it has been written. Ask yourself if it is attractive enough in the first place to compel attention, and in the second place to induce the reader to buy the goods advertised. A simple list of articles or of goods, with prices will usually

fail before this test. The Schlueter ad. would have been much better if it had been illustrated, and if the goods had been described better, even if the list of bargains were curtailed.

The full page ad. of W. H. Seroggie, reproduced from the Montreal Star, does not do justice to the progressiveness of that store, nor to the newspaper from which it is taken. There are too many type faces used, and this has a decided tendency to give the ad. a detrimental patchy appearance. It is not enough that an ad. should be striking. It is also necessary that it should favorably impress the reader. The distinctive feature of the advertising done by the new Selfridge store, in London, Eng., which have elicited favorable comment, both in Europe and America, is their high class artistic appearance. The Seroggie ad. is not artistic, though the subject matter contained in it is good. The items are well described, and a good appeal is made to the reader. No doubt the ad. produced good results, and had it been made more attractive from a typographical standpoint, its effectiveness would have been increased.

Trade Names of Furs as Used in Canada.

The following list will prove interesting and instructive. For the majority of the information The Review is indebted to L. Gnaedinger, Son & Co.

Columbia sable is American opossum or coon, dyed skunk or sable color.

Isabella opossum is American opossum, dyed brown.

Sable opossum is raccoon, dyed sable.


Schlueter's THE BUSINESS CORNER
BIG SPECIAL
JULY SALE
Clearing the Deck of all Summer Goods
Big reduction in every department Nothing will be carried over Every yard of Muslins Silks Dress Goods Ginghams Vestings and Dress Linens will be cleared off the deck Come prepared for bargains
Read the List and Read Carefully Every Item a Gold Nugget!
Do You Want Big Value in Dinner Sets
New Department in our Business 5, 10 and 15 Cents
5 Cents Will Buy
Look Over the Big Value in Dress Goods
Look at the Big Reductions in Lace Curtains
Don't Miss It!
All the Special Prices are Spot Cash
SCHLUETER'S | THE BUSINESS CORNER PRESTON

An Ad. Which Could Have Been Greatly Improved by Illustration.

Mock fisher, is raccoon, dyed mink.

Baltic seal is muskrat, plucked, and dyed seal.

Hudson Bay seal is muskrat, plucked, sheared, and dyed seal color.

Shore or river mink is muskrat, dyed mink.

German Otter is muskrat, dyed otter.

Australian sable is a wallaby, dyed sable.

Oriental mink is a Chinese weasel, dyed mink.


Men's Summer Furnishings
Carpet Store:
W.H.Seroggie
8: Catherine and Peel Streets
Women's Vests and Hosiery
Novelties in Wash Fabrics Less than Wholesale Prices
THIS IS A BUSY STORE
Lawns, Nainsooks and Cottons to Go at Factory Prices
CANADA'S LEADING WHITEWEAR MANUFACTURER HAS SOLD TO US HIS SAMPLES
THE FINEST OF UNDERMUSLINS AT LESS THAN HALF THEIR VALUE
An Extra Special Sale of Children's Sample Dresses and Pinafores!!
Hair Goods
Your Vacation Baggage Can Be Bought Very Cheap at Our Store
Wrist and Band Purses
Odd Pieces of Kitchenware
25c RIBBONS, for 15c
Plates and Fruit Dishes Reduced
Embroidered Turnover Collars, Monday, for
Silk Coats
25c Sale

A Good Ad. Poorly Set, by W. H. Seroggie, Montreal.

Russian mink is a Kolinsky, dyed mink.

French sable is a Kolinsky, dyed sable.

Mink marmot is a marmot, dyed mink.

Sable marmot, is a marmot, dyed sable.

China lynx is a Chinese dog, dyed black.

Mock lynx is a selected black hare.

Mock ermine is white rabbit.

Near seal is coney, sheared, and dyed seal.

Alaska sable is natural skunk.

Australian coon is an Australian wallaby.

Rocky bear is goat, dyed black.

Grizzly bear is goat, dyed brown.

Cape buffalo is a Chinese sheep, dyed brown.

Hudson Bay sable is fine marten, caught in the Hudson Bay district.

Black lynx is natural lynx, dyed black.

Black fox is natural fox, dyed black.

Furs Brought Good Prices.

At a recent fur sale in Edmonton, good prices were bid for catches brought down from the north. Lot No. 1 consisted of 9,130 rat skins, which were knocked down to the Northwest Hide Fur Co. for $3,150.25. Lot No. 2, consisted of 52 red foxes, 26 cross fox and 102 otter, 171 mink, 194 martin, 20 wolves, 18 wolverines, 97 weasels 30 bear and 35 skunk, were secured by Jos. Ullman & Co., of Minneapolis, for $4,953. Another lot went to McMillan & Co., of St. Paul, for $1,851.75.

SORTING MILLINERY
CABLE REPEATS

In addition to our present well-assorted stock we have, since openings, placed large orders by cable, and by the time this announcement is in the hands of our friends will have in the warehouse, ready for delivery, the following:—

COUCHE VELVETS; and MOIRE, CORDED, and OTTOMAN SILKS; in all the fashionable Shades.

CABOUCHONS, BUCKLES and other jet lines.

WINGS: Our Nos. 592 and 593, extra special value in large Pointed Wings, at 65c. and 95c. Full range of colours.

BEAVERS: In black, white and colours.

FLOPS: 37½c. to 85c. in black and colours.

HATS: Our hats were all sold out during opening business, but during sorting full lines of the newest shapes will be always on hand and our customers will be kept posted.

MAIL ORDERS FILLED CORRECTLY and PROMPTLY

THE SMITH - RUNCIMAN CO., LTD.

100 Wellington St. West, - - Toronto
193 Sparks St., - - - - - Ottawa
64 King St. East, - - - - Hamilton
63 Albert Street, - - - - - Winnipeg
71 Germain Street, - - - - St. John, N.B.

The Millinery Trade Review

Large Hat Still the Thing Judging from Opening Indications—Practical and Becoming Models—Toques and Turbans in Great Variety—Made and Pressed Shapes Well Represented—Velvet and Beaver Leading Fabrics.

THE wholesale openings that mark the beginning of the new Fall season were held in Toronto on Monday, the 30th. The weather was all that could be desired.

Toronto is becoming a great millinery centre and this year the crowd of buyers down for the openings was a record one. The wholesale section was crowded from end to end and, particularly in the early part of the day, it required some patience to arrive at the show-rooms.

Opening styles show that the large hat is still in the ascendant, for both the picture shapes and the much-talked-of turbans are large in size, and many of the picture shapes are very large. Still, milliners, when looking through the many models shown by the leading firms must have been struck by the number of practical and becoming models shown—models that the majority of milliners can copy and recommend with confidence to their customers.

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Toques and Turbans Leaders.

Toques and turbans were shown in great variety and are sure to have a leading place in the season's selling. Of the larger shapes the majority have the high side roll, sharply bent up, or, newer still, the gradually rounded roll. These hats are all on the Cavalier order and have the long line from front to back. To wear them properly the hair must be built out at the back. Not a few hats had the new back roll, and many side roll hats were also shown placed upon the head with the roll at the back. Indeed, the front of the hat is not a fixed point this season but milliners fix it at the most becoming point.

Both made hats and pressed shapes were well represented and from appearances now there will be a good sale for both. The draped turban seems to be the newest idea and those of beaver and velvet are at present in the lead.

The novelty shapes are, many of them, on the Marquise or tricorne order, though of course the hats of this class now shown do not, as a rule follow the same lines as those shown a few years ago. The new tricornes are much larger and many have quite large crowns. The new "aeroplane" hat, so much talked of, is somewhat of this order. In this shape the side brims roll over the crown, giving the model something of the shape of an aeroplane, and the handsome plumes that trim it are placed at the back.

✠

Moire, Velvet and Beaver.

For early wear, the moire hat promises to lead and moire fabrics are much in evidence, so much so, that it was said that a complete clearance of this fabric had been effected on the opening day. Moire itself may not last beyond the early part of the season but moire ribbons and fancies will be good all through and may make an appearance again in the Spring.

Velvet and beaver are the leading millinery fabrics and the larger number of hats shown were developed from these fabrics.

One of the novelty ideas developed at the openings was the use of metallic effects—hats were covered with gold tissue or silver tissue, and shot tissues of gold and black, silver and black, and gold or silver and color were seen on some of the smartest of the latest Parisian importations. These tissues combine with fur most successfully and, as fur hats promise to be a strong feature later, more will be seen of these fabrics. Some of the most striking of them were developed in ottoman and moire.

✠

Feeling for Lighter Fabrics.

There is quite a feeling for lighter fabrics in combination with the heavy Winter materials. Some of the leading houses showed Chantilly and Spanish lace scarfs and trimmings and the mob crown of velvet or satin was veiled with Chantilly or net. The hat with the crown of white Chantilly and brim of black velvet was shown at one important opening. Hats covered with crepe were another form of this development, and the full puffed crown of maline was also shown. This is in strict accordance with Parisian ideas. In Paris many of the most striking hats have had maline trimmings—either the crown has been formed of that material or enormous pompons or wired bows have been much used. Large lace bows have also been used on the late hats.

Expensive millinery is much trimmed with ostrich in handsome willowed effects and, where price is not considered, paradise is used or beautiful ospreys. Medium-length plumes are being taken freely by the general trade, and for popular selling come in a large variety of sweeping fancy mounts. Here coque leads and a very big business promises in this class of feather. Wings are showing in immense variety and, while wings of all sizes are showing, preference seems to be given to the very large wing effects. These are made wings and are so soft and pliable that they can be draped around a hat in almost any form the milliner wishes.

✠

Showing Millinery on Models.

A method of showing hats quite common in Paris and New York, but which is quite an innovation here is to have a lady model in the show-room to try on hats so that customers may judge of their appearance when worn. This year S. F. McKinnon & Co. introduced this innovation to Toronto millinery buyers, and judging from the interest excited they must have found the new idea a most profitable one. The new millinery is built along graceful and becoming lines, but certainly appears to much greater advantage when worn. Because of the size of the new hats the hair must be properly dressed, and the smart coiffure of the lady that so gracefully wore the new models shown by this firm must have made many milliners realize how much proper hairdressing has to do with the success of the season.

Endless Array of Shapes and Materials in all Millinery

Vast Difference in General Contour and Treatment of the New Turbans—No one Color Leading—Fad for Bronze and Steel Effects—Many Contradictory Features Noted—Furs are Extensively Used.

Staff Correspondence.

Office of The Dry Goods Review,
160 Broadway, New York, Aug. 31.

OPENINGS are still the order of the day in millinery circles. Nearly all of the New York department stores now advertise models to the trade so that, even at this early date, it is not at all unusual to see Fall hats in the shop windows. The retail departments are, of course, very quiet, but in wholesale departments there is no such complaint.

One hears expressions of regret over the fact that so many different styles are favored at the one time. It is bewildering, for there are hats of all sizes and shapes, and an endless array of materials. Undoubtedly the hat of the hour is the turban. This term is misleading as applied to many of them, however.

While all are larger, there is a vast difference in their general contour and treatment. The Russian turban is quite a different affair from the Hindoo variety, which is a low, draped affair, while the former measures, not infrequently, eighteen inches from tip to base. It is expected that the peach basket lovers, will become the devotees of the draped turban and hat. Drapery is the strongest feature of the season and in consequence the materials that are used are all chosen to that end. Another striking variety of hat, which was much to the fore at all of the displays is the Marquise, or tricorn. This shape for the large hat has first place, and is made of all the fashionable materials from hatters' plush, which is very strong, to moire which is the leading material to date. Velvet was used as we all know, extensively during the summer months, particularly for facings for which purpose it still leads. As has been stated in previous issues, corded materials are much in favor, but during the past month moire has gained the lead, although the corrugated materials are running a close second in the race for favor. As moire is a little hard against the face, velvet is usually used to face. The facing is nearly always the color of the hat itself, for while there are many colors blended in feathers, it is not the rule at present to have decided contrasts, and the majority of hats are in solid color.

No One Color Leading.

The season, not only in millinery but in all branches of apparel can not be described as gay. Not only are the materials heavy, but colors are dull. There is no one color now leading. At the first openings the vintage shades carried off the palm, but later so many other colors crept in that it would be difficult to tell just what does lead. There are some lovely golden shades appearing, which are an outcome of vogue of olive colorings. Reboux green is another of the greens on the tapis, and there are many ranging from the palest citron to the richest olive. None of the greens are bright,; they have either a bronze or bluish cast. Color, usually a most important feature, is this season, however, of lesser importance, as all colors, in some of their shades, are good, and since really the most elegant hats are black.

Silver and Gold Tissues.

There is the usual tendency peculiar to the start of every season to push metal cloths. Now the fad is for bronze and steel effects, although silver and gold tissues as well are used. All of these metallic cloths drape beautifully. It must be understood that the dull or tarnished effects are preferable. Gold and silver tapestry ribbons are used for coachmen's rosettes or turbans and the smart Marquise shapes as are also gros grain and the heavier weaves of ribbon, which it is the fad to side or knife-pleat before bowing. Small, tight bows are used, as well as great scrawling affairs of net or lace.

With so many contradictory features, it is difficult to give a lucid idea of what prevails. It looks as if manufacturers of both blocked and hand-made would be kept busy.

Feathers and Flowers.

There are so many offerings in the fancy feather houses that the majority of hats are trimmed from this array rather to the neglect of the flower trade. There are several novelties to be found among the flowers too, the most important being large black silk and velvet orchids. Large hats of white moire, faced with black velvet and trimmed with a sheath of black orchids, were a striking feature displayed at many houses. Wheat, perhaps, is not strictly speaking a flower, but for millinery purposes it must be so classified. Exaggerated wheat heads of velvet or chenille are very effective, and are among the novelties.

Furs for Millinery Purposes.

The skins of practically all fur bearing animals are dyed and used for millinery purposes. Aigrettes and fancy feathers in brush effect are the trimmings most frequently chosen for the fur turban. Among the most important feather novelties must be mentioned mercury wings. These smart wings are used, in small sizes at the base of aigrette clusters or flower monitures, in all colors and materials, since it matters not what the wings are made of if they are shaped like those peculiar to mercury. For example, velvet or any of the novelty fabrics of the season may be made into small wings, which are always applied rather flat to the coronet. On a model shown the wings were made of gauze appliqued with gold soutache.

On the whole, the new hats are decidedly attractive--rather extreme, of course, but on the whole hardly as freakish as last season's output. Turbans are the most important consideration for the first of the season at least, and probably for all winter, since this style of hat is so suited for the use of fur.

Feathers and Furs.

Natural effects are strong but two-tone and shaded effects as well as solid colors are taken. Novelty breast effects, owl heads, coque heads, etc., etc., are also used but chiefly on walking and street hats. Mention must be made of the kid and suede leathers that are used both for crowns and for brim coverings and trimmings.

Fur hats and hats with fur in combination with other fabrics will come strongly to the front at a later date.

Cockburn & Rea
LIMITED

Never better prepared for Sorting Millinery Business than what we are at the present time

When our travellers call we would like you to ask them to show you our Special Liberty Ribbon, No. 444 which we claim cannot be beaten

Silk Velvets are strong for this Season's Trimmings

SORT UP EARLY AS THEY WILL BE SCARCE

Letter orders promptly looked after

Cockburn & Rea
LIMITED

54 and 56 Wellington St. W., Toronto



Another Big Hit!

The "Hello People" Sailor to be a Winter Winner

Made in Satin, Epingle, Moire, Bengaline, Velvet, Silk, Plush, Hatters' Plush Cloth, and in all other seasonable fabrics, and in all colors and combinations, including a new French Enamel Cloth, in combination with all materials.

Also new and desirable dress shapes in Side Roll, Back Roll and Quarter Roll in the latest Parisian models.

Popular Hats ——— Popular Prices

All live dealers will stock the "Hello People" Sailor for Fall, as it will be a big seller. Send for samples. Do it now!

Canadian buyers are invited to call when in New York on Fall buying trip.

Jacob Wechsler, 46-48 E. Houston Street, NEW YORK

Fall Opening

Wednesday and Thursday

September 15th and 16th

YOU are cordially invited to our Fall Openings on above dates. Especial care has been taken by our buying staff to make the visit instructive as well as profitable.

Hundreds of beautiful creations, imported patterns, copies of high cost models, and less expensive ones, will be on display.

NOTE THE DATES AND COME

MAIL ORDERS OUR ESPECIAL HOBBY.

BROCK & PATERSON WHOLESALE ONLY LIMITED

ST. JOHN, N.B. HALIFAX, N.S.



THE ART OF MILLINERY

TO produce hats that are distinctive materials used must possess both quality and style.

Our constant endeavor is to offer the best productions of the World's Markets at prices which invite any comparisons.

We are well prepared for the "RUSH" Season and orders sent to Toronto or to Branch Houses will be well filled.

THE JOHN D. IVEY COMPANY, Limited

WAREHOUSES:

TORONTO
MONTREAL
QUEBEC

BRANCHES:

WINNIPEG
OTTAWA

Veilings and Chiffons

WE HAVE
the proper veilings to make your veiling department a success.

WE ARE CONFIDENT
that we can serve you in this department to the best advantage as we make veilings a specialty.

We also lead in Chiffons, and have just received a shipment of

Aeroplane at 45c (42")
Alexandra at 35c
Adelina at 25c

Our range of these goods will do full justice to your store.

Wm. C. Mortimer Co., Ltd.
117 Wellington Street, West, Toronto

Fur fabrics have been introduced, such as imitation lamb and pony-skin and all these goods promise well for the Winter season. Preference seems to be given to the long haired furs, such as fox, lynx, foxaline both black and white ; seal, however, leads with the high-class trade and mole and chinchilla again are in evidence, while mink is never out of style in Canada.

The Fall colors are the very dull rich shades. Black is more favored than for many seasons. The all-black hat is shown ; black and white is strongly featured as well as black trimmed with a color. Dark steel grey and taupe, as w?ll as the new Sphynx shade, have taken well, and in better hats dull olive greens have sold. The dull shades of amethyst and the plum shades are other good colors. The novelty blues have sold well and particularly in misses' hats the faded rose shades have been good. As a relief shade with fur and black the new flame or tomato red is good and cerise is also used for this purpose. Grape in a new shade, and the gold and copper shades are also good.

Remodeling the Lindsay Store.

Extensive alterations are to be made in the store of the T. Lindsay Co., Ottawa, of which A. E. Rea, Toronto, is now managing director. One of the floors of the main building will be richly fitted up as a ladies' ready-to-wear department. Many of the sections are to be changed so as to make room for more extensive and elaborate showing of new lines. Asked his reasons for going to Ottawa, Mr. Rea is quoted as having stated:—"Ottawa is the Capital and as such attracts many people. We thought it an excellent place and the time opportune to display our goods. We aim to make it in ladies' wear the style centre of Canada. We believe in the principle of the direct relation between manufacturer and consumer and the patrons of our store will get the goods at manufacturers' prices."

The directorate under the new conditions will be Senator Edwards, president; A. E. Rea, managing-director; J. B. Rea and Emmanuel Tasse, directors.

Improved City's Seating Capacity.

An advertising feature which while decidedly practical, goes a little further than most schemes since it confers that which is in the nature of a direct benefit upon the public, making the beauty spots of the city more reposeful in summer, has been adopted by the Frederick B. Edgecombe Co., Fredericton, N.B. They had a large number of comfortable benches manufactured and on the back of each one had some such phrase as "With the compliments of the Frederick B. Edgecombe Co.," printed in neat lettering. These benches were distributed in spots throughout the city and country where benches were calculated to be most appreciable to the public. It goes without saying that the seats have been well patronized and, in consequence, the same may be said of the store in which the happy idea originated.

Veilings and Nets.

The greater number of new veilings are of rather an eccentric character, and it is a question as to whether they will be taken up by the Canadian trade to any great extent. Canadian women do not as a rule go in for extremes and some of the new veilings, while smart, are in very extreme styles.

The new veilings with the very large mesh, fine hair like threads and heavy blocks and dots are very striking, but have so far been taken up only in the more moderate types, the very pronounced effects not being regarded with much favor as yet..

Quiet styles in finer meshes are in greater favor than more pronounced effects, the octagon mesh in fine and open patterns being favored.

Dress nets favor the coarser mesh goods, the coarse hexagon mesh being popular. It is expected that colors will be in greater demand than last season, and metallic effects will hold a prominent place.

Some very pleasing effects are shown in wood silk embroideries in neat paterns upon fine mesh grounds in black and ecru and in all the leading colors, and these are being taken up by the popular trade.

There is a very good demand for all kinds of nets both plain, embroidered and spotted and striped, but the novelties shown are in the coarser meshes. Tulle Greek is a new heavy mesh that is selling, and the crochet and craquelle nets both plain and spotted are in high favor. The waist to match the suit is to be a feature and for the furtherance of this idea colored nets are selling. For the general counter trade the staple shades are navy, brown, grey and champagne.

Because their emp'oyer insisted that there be no gossip during the noon hour, thus infringing upon their inalienable right to talk, two hundred girls of a shirt waist factoy in New York went on strike. What is more they demand increased pay and shorter hours. They belong to Shirtwaist Makers' Union No. 23.

What You Want When You Want It

That's the secret of our success in handling sorting business. It enables you to give your customers just what they call for.

We are now ready for the sorting season — better prepared for it than ever before.

Travellers will call on you with samples of the newest in Velvets, Ribbons, etc. Our stock of these goods is complete, and is the largest in the Dominion. We have some splendid values in Moire silks — bright, new goods, which are bound to be in demand.

If our travellers do not reach you soon enough, send your orders to the house, and they will be given prompt attention.

The D. McCall Co., Limited

94-96-98 Wellington St. W. : : Toronto

Branches at Winnipeg, Montreal, Quebec, Ottawa

American-made Pattern Hats

HERE are two very popular Fall designs. Many dealers in Canada are handling our Pattern Hats and making larger profits thereby. *Are you satisfied with the profits you are making? Would you like to increase them and still give your customers full value? You can do it easily with the stunning effects and matchless values embodied in our American-made Pattern Hats.* Send for Pattern Hat Catalogue No. 100. Free to dealers on request. : : : : : : :



No. G-4763—The beautiful medium-size Pattern Hat (shown below) is made of Silk Paon Velvet over a very pretty roll brim shape, with facing of Moire Silk. Effectively trimmed with beautiful Fancy Wings in Dart effect, also an artistic drape of Silk Velvet in combination with a Novelty Persian Buckle. May be ordered in the following colors: Black, Green, Brown, Navy, Garnet, Taupe Gray.

Price each, $3.75



No. G-4754—Charming simplicity is featured in the elegant Velvet and Satin Plush draped Turban illustrated above. This chic design is made of Shirred Paon Silk Velvet. Trimmed with a drape of Satin Finish Plush and Shirred Velvet in combination, also a piping of Imported Gilt Persian Braid and a Novelty French Gray Steel Ornament holding in place a bunch of small Wings. May be ordered in colors as follows: Black, Brown, Catawba, Green, Taupe Gray.

Price each, $3.75

CHICAGO MERCANTILE COMPANY

106-108-110-112 WABASH AVE. : : : : CHICAGO, ILL., U.S.A.

Ups and Downs in Business

Ontario.

J. Libourois, Embrun, tailor, assigned.
J. Bates, tailor, Fort William, assigned.
John Bates, tailor, Fort William, assigned.
B. Kaplan, general store, Cottam, assigned.
Crumley Bros., Kingston, dry goods, assigned.
John J. Rich, Little Britain, tailor, loss by fire.
L. A. Marrin, boots and shoes, Barrie, assigned.
Myers Shoe Co., Toronto, assigned to F. B. Perry.
A. L. Tremeer, Little Britain, general store, loss by fire.
W. H. Newcombe, dry goods, Niagara Falls, sold out.
H. F. Judson & Son, Frankville, general store, loss by fire.

George Wade, general store, succeeded by J. & G. Talbot.

Jas. A. Matchett, boots and shoes, Owen Sound, assigned.

Martin Schweig, tailor, Kenora, removing to Fort William.

Wheaton & Co., men's furnishings, Toronto, dissolved partnership.

Miss A. Paquette, millinery, Ottawa, stock sold at 20c on the dollar.

D. Hanna & Co., boots and shoes, Toronto, succeeded by R. J. Hanna.

F. A. Jellis & Co., general store, Grand Valley, giving up business here.

Smith & Climie, general store, Thamesville, sold to Robinson & McGuire.

Jas. Pattison & Co., general store and millinery, Fergus, J. Pattison, deceased.

Jos. Mills & Son, hats and furnishings, Hamilton, sold to MacNab and Langley.

The Merchant

WHO IS NOT USING LABELS

is neglecting one of the best and least expensive of advertising methods. Your label on the garments you sell gives distinction to the garment. It is a perpetual reminder of your business to the wearer. It's an advertisement that stays active until the garment wears out. Let us make some labels for you—labels that are distinctly attractive, woven in fine silk—and the cost is surprisingly small.

We Solicit Your Enquiry

CANADA LABEL & WEBBING CO.
LIMITED

9 MORROW AVE. TORONTO, ONT.

HAIR GOODS

THIS LINE WILL NET YOU 50 TO 100 PER CENT. PROFIT

Hair goods should be carried by all progressive milliners.
(All hair goods made in grades A, B and C)
Latest styles in Puffs, Pompadours, Chignons, and Curls.
Switches in straight and wavy hair.

The "NE PLUS ULTRA" Sanitary Hair Pads, made by us of real human hair are most satisfactory, also a full line of wool pads.



Hair Ornaments



Pins, Bandeaux, Barrettes, Combs, a specialty of the house.
All the latest novelties are carried by us.

Hair Nets

We are the largest importers and can guarantee satisfaction.

"NE PLUS ULTRA" Hair Nets of the finest real human hair. Ask for samples of Nos. 200, 250, 300 and 400. All put up in single envelopes.

Ask for our No. 600 silk net at $4.80 per gross

AGENTS FOR THE "SHARRIS" HAIR NET, the bag-shaped net with a draw thread. Outlasts three ordinary fringe nets

If you want the best sellers write us. Send for samples and prices.
THE SPECIALTY HAIR GOODS HOUSE.

J. PALMER & SON, Limited

5 and 7 DesBresoles Street, MONTREAL

Some Seasonable Hints to Buyers

From information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

KELEMADE BAGS.

One of the best selling lines of fancy goods for Fall and for the holiday trade is the leather shopping bag. This article is a necessity and makes both a handsome and useful present. Bags of this kind receive much wear and the buyer who wishes to add to the reputation of his department should secure goods that will retain their appearance, because they are soundly and properly made from good materials. In this class are the "Kelemade Bags." As a guarantee that they possess the wearing qualities claimed for them, each bag is stamped on the frame with the manufacturers' name.

K. A. Kelly & Co., of Boston, Mass., the makers of the "Kelemade," are large manufacturers and sell enormous quantities of bags not only in the United States, but in Europe also. The selling agent for Canada is Frank Goudy, Empire Building, Wellington W., Toronto. These bags may also be obtained through the jobbing houses.

J. R. PALMENBERG'S SONS INCREASING FACILITIES.

J. R. Palmenberg's Sons, New York, have leased the store and basement of No. 87 West Third St. They will use these premises in connection with their factory adjoining at Nos. 89 and 91, thereby increasing their storage facilities by 5,000 additional square feet.

SPRING UNDERWEAR SELLING.

Edward Burns Co. Limited, Ontario agents for Watson's unshrinkable underwear, have started the campaign for Spring with a more superior range of samples than has been shown heretofore. The Watson Mfg. Co. intend shipping all Spring goods from their Brantford mill to insure customers prompt delivery.

A TAILORING DEPARTMENT.

Nearly seven hundred dealers in Canada have come to the conclusion that in order to run a tailoring department successfully they must have all the resources and buying powers of the big city tailor. In no other respect is the idea now fully exemplified than in "The House of Hobberlin," whose ad. appears in this issue. For over a quarter of a century they have been tailoring clothes for men, and are represented to-day by nearly seven hundred agents in all portions of Canada. Merchants in the smaller cities and towns find it a paying proposition. The sample book is gotten out on an elaborate scale, contains over 300 large samples, and a generous supply of business literature to secure business. There is a splendid revenue in it—and it costs nothing to try the experiment, and the advantages are manifold.



Delfosse & Co., 7 Hermine St., Montreal, are showing a great line of superfine French wax heads. The feature of these is that they will never crack nor melt in hot or cold weather.

MESSRS. THOMAS GRIMSHAW & SONS, LTD.

This well-known firm of hosiery manufacturers, of the Sun Mill, Littleborough, whose warehouse is at 27, Dale Street, Manchester, England, are now devoting very special attention to the colonial trade. They have already built up a very large business in the home market, and, as mentioned, have recently turned their attention to the shipping branch of the trade as well. Many of the goods they manufacture are specially suitable for the Colonies. The firm's speciality is the well-known "Oak Tree" brand of hosiery and underwear. The "Oak Tree" underwear is guaranteed unshrinkable, and is made in all weights. A guarantee is given that if any garment shrinks in the washing it will be replaced.

The ladies' department includes a very large variety of spencers, bodices, vests, and combinations in every variety of texture and weight in white, natural, and pink.

The range of men's shirts and pants is also very large, and may be confidently relied upon for strength and durability in wear.

The Canadian representative of Thos. Grimshaw & Sons, is A. W. Holtby, 28 Wellington St., West, Toronto.

THE MOORE CARPET CO.

The Moore Carpet Co., of Sherbrooke, are making a specialty of rugs in all grades. They are bringing out a new line of Brussels rugs in carpet sizes, which will sell at a low figure.

Their travelers who will show the Spring range are J. M. Greenwood, who will cover Toronto and Western Ontario; A. Macdonald, Winnipeg and the Northwest, and W. J. Egan, Montreal, Ottawa Valley, and the Lower Provinces.

THE NATIONAL RUBBER CO.

The National Rubber Co. of Canada, Montreal, have the following sales force calling upon the trade: S. Greenfarb, the Maritime Provinces and Prince Edward Island; F. Champeaux, Quebec; S. M. Hansher, Western Ontario; H. Lassner, Eastern Ontario; W. Hansher, Southern Manitoba; L. Vineberg, Manitoba, Alberta, Saskatchewan, British Columbia; and C. J. Terreaux, Montreal.

REVIVAL OF HIGH WINDOW DRESSING.

The tendency, in certain quarters, is for higher trims; it is very decided among merchants whose windows admit of effects more elaborate and more demonstrative to the extent and variety of their stocks.

William Vogel & Son, Broadway and Houston Street, New York, recently had a special window of furnishings dressed in the manner indicated, the main factors of the exhibit being shown on the long deep pendent fixtures with their brackets and cross bars.

This equipment was made by J. R. Palmenberg's Sons, and installed by Mr. D. R. Mowerson, manager of their sales and demonstrating department.

NISBET & AULD'S FALL COLOR CARD.

Nisbit & Auld have issued a handsome and useful shade card showing in convenient form a list of the chief novelty and staple shades for the Fall and Winter season of 1909-10. This card which comes in the form of a hanger is most conveniently arranged for reference, and should prove valuable not only in the dress goods department but in all the many departments in the store where color is of first importance. The colors are plainly named and the card should have a conspicious place in every dress goods department.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St, Toronto — 465 Temple Bldg, Montreal

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal
MERCANTILE REPORTS AND COLLECTIONS
Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985

LEGAL CARDS.

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal; Chas. A. Duclos; Henry N. Chauvin.

Cable Address "MACKER," Winnipeg — Office 511 Ashdown Block
McRAE & WALKER
Manufacturers' Agents and Wholesale Jobbers, WINNIPEG.
Correspondence solicited from manufacturers desiring live, up-to-date representation in the West

J. SPROULE SMITH
Manchester Building — TORONTO
Representing: Paris Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Ltd., Carpets, etc., Rochdale, Eng.; Wm. Clark & Sons, Canvas, Hollands, etc., Upperlands, Ireland; Albert Godde Bedin & Cie., Chiffons, Laces, etc., Paris, France; Perret Gros & Million, Malines, Veilings, etc., Lyon, France; Melrose Knitting Co., Socks, etc., Glenwilliams, Ont.

Dieckerhoff Raffloer & Co.
OF CANADA, LIMITED
DRY GOODS COMMISSION MERCHANTS AND MANUFACTURERS' AGENTS
Montreal—525 St. Paul St.; Winnipeg 400 Hammond Block; Toronto—154-160 Wellington Street West, cor. Simcoe Street—Head Office.
Importers of Buttons, Smallwares, Laces, Tailors' Trimmings, Linings, Velvets, Felts.
Stock carried in Montreal and Toronto.

HOTEL DIRECTORY.

WINDSOR HOTEL
HAMILTON, BERMUDA
This house is pleasantly and conveniently located on the east side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNicol, Prop.

VICTORIA LODGE
HAMILTON, BERMUDA
Mrs. J. F. SMITH, - - Proprietress
Opposite Victoria Park and Cedar Ave. Private Board $12 to $14 per week.
Open November — Closes in May

THE GRAND UNION
The most popular hotel in OTTAWA, ONT.
JAMES K. PAISLEY, - - Proprietor

HALIFAX HOTEL
HALIFAX, N.S.

WHOLESALE HOUSES.

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY

LET US COLLECT
YOUR OVERDUE ACCOUNTS
During the year we've been in business we've collected a heap of money for our clients. Send us your slow collections; and we'll make your slow-paying customers hustle to pay up.
SEND THEM IN TO-DAY!
THE BEARDWOOD AGENCY
313 New York Life Building, MONTREAL

Condensed Advertisements

AGENTS WANTED.

AGENTS WANTED—Calling upon the retail trade to handle the productions of a high-class lace and novelty house. An interesting line for any agent with good connection amongst high-class retailers. Address, Laces, care DRY GOODS REVIEW, 88 Fleet Street, E.C., London, England

WANTED—INDUSTRIAL AGENT for thriving western town. Must be a capable organizer, able to inspire big commercial ventures and to write literature that will attract attention. A newspaper man would be preferred, but high class applicat ons will be considered. Salary $2,500 to start, $3,000 second year, and there is practically no limit to the money provided the man can "make good." Answer in confidence, "G.H.," care the MacLean Publishing Co., Montreal, Que.

AGENT WANTED—To call on the retail trade and costumiers with attractive line of trimmings, linings, embroideries, braids, buttons, etc. Supplies for ladies' tailors. Good class. Box 4K, DRY GOODS REVIEW, 88 Fleet St., E.C., London, Eng. (tf)

COMMISSION LINES WANTED.

TRAVELER with good connection in the Ottawa Valley and Ottawa City desires commission lines, ready-to-wear, small wares, or a line from a specialty house. Apply Box 150, DRY GOODS REVIEW, Montreal.

MISCELLANEOUS.

CUT DOWN YOUR PRINTING BILLS one half by installing a "Writerpress." Your office girl or boy can with it print your circulars, price lists, etc., at the rate of 1500 to 2000 copies per hour. Best machine ever made for printing facsimile typewritten letters. Prints from printers' type, half-tones, etc. Retail stores could greatly increase their business by using a Writerpress to run off circulars and letters, sending them out to their customers and probable customers announcing special sales, etc. Send for illustrated catalogue and samples. The Canadian Writerpress Company, 33 John St. South, Hamilton, Ont.

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513, No. 83 Craig St. W., Montreal, and 129 Bay Street, Toronto.

KEEP AN ACCURATE ACCOUNT of your employes' time. The Syracuse Dial Time Recorder is the most practical time recording machine for dry goods and millinery stores Entirely automatic. Nothing to confuse employes. A turn of the pointer, a pressure in the hole opposite the employe's number, and the hour and minute is recorded. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 15 Alice Street, Toronto. (tf)

THOUSANDS OF DOLLARS go astray in the mails every year. YOU should therefore insure against a possible loss by sending YOUR remittances by Dominion Express Company Money Orders and Foreign Drafts. If delayed, lost or stolen, a refund will be promptly arranged or a new Money Order issued without further charge. The Dominion Express Company also transfers money by telegraph and cable, and buys and sells foreign money. If you want to send money to any part of the world the Dominion Express Company will be pleased to accommodate you. Hundreds of agencies throughout Canada. (tf)

LIVE BUSINESS MEN insist that their business correspondence be typewritten. Keen, progressive merchants find personal typewritten letters bring the best advertising results. They are secret, individual, powerful business getters. The Light Touch MONARCH is especially attractive to the merchant. Write for interesting literature. The Monarch Typewriter Company Limited, 98 King St. West, Toronto, Ont. (tf)

MEN SELLING ON COMMISSION, or men whose time is not fully employed, should become our agents. The Canadian Grocer, Dry Goods Review, Hardware and Metal, Printer and Publisher, Bookseller and Stationer, Plumber and Steamfitter, Canadian Machinery and Power House are all well known and highly regarded trade papers, with a large circulation throughout Canada, United States and Great Britain. The circulation must be maintained and increased. We pay large commissions to men who push for new subscribers. If you can do anything in this way write the Circulation Department, giving references. THE MacLEAN PUBLISHING CO., Toronto. (tf)

PEERLESS CARBON PAPERS AND TYPE WRITER RIBBONS are unequalled in writing, manifolding and wearing qualities. Our "Klear Kopy" Carbon was awarded a contract over 43 competing lines by one of the world's largest governments. All up-to-date dealers in stationery, typewriters and office supplies handle our goods. Ask them or write us direct for prices and samples. Peerless Carbon and Ribbon Manufacturing Co., Toronto, Canada.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling and greatly facilitates the loading of cars, drays, etc., and for handling goods in and about the warehouse and factory reduces the cost of labor because far less warehouse help is required. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

SHOW CASES, COUNTERS, SHELVING and Wardrobes a specialty for Dry Goods trade. Send for illustrated catalogue. Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto, Ontario.

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references to the Canadian Writerpress Company, Ltd., 33 John St., Hamilton, Ont. (tf)

WE HAVE EIGHT rebuilt Visible Oliver Typewriters for sale. The price is $30 each, and at that figure they are a bargain and should not be on the market long. Monthly payments can be arranged if desired. The Monarch Typewriter Company, Limited, 98 King St. W., Toronto.

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Eclipse Umbrellas

Comprise Every Umbrella Want

For Ladies, Men and Children

The Variety of Handles, Fabrics, and Styles Will Please the Most Exacting Taste

Values are Unsurpassed

Trial Orders Requested. **Return Goods If Not Satisfactory**

When Ordering, State Quantity, Price, Ladies' or Men's

The Eclipse Umbrella Co., Limited

454 St. James St., Montreal

Our Sales are Increasing Every Month in

CAMPBELL'S

Linen Threads

We would ask you to try them.
They are Strong, Smooth and Best Quality.
For Household or Manufacturing Purposes.

All Large Wholesalers carry them in stock, or can procure at once from us

AGENTS FOR CANADA:

JOHN GORDON & SON

TORONTO **MONTREAL** **WINNIPEG**

September

To the Trade—

Crum's Prints

Reserve your orders until you have seen our range of patterns.

The price of "Crum's Standard Cloth" is lower this season, notwithstanding the advance in the cotton market.

With our samples of Crum's Prints we are also showing a large range of Lower Priced Prints; also Dress Muslins, Dress Ginghams, Dress Linens, and a variety of Summer Novelties in Cotton Fabrics.

¶ Samples of the above will be in the hands of our travellers at an early date : : : :

John Macdonald & Co.

LIMITED

TORONTO

Special Number
Dress Materials

DRY GOODS REVIEW

October 1909



DYEING TO WIN

The purpose of re-dyeing a roll of flannel or other fabric on Dry Goods shelves is to put the goods in selling condition.

No fault, it may be, is to be found with the quality, but for some reason the shade of the goods does not take with the buying public, so that for all practical purposes the line must count as dead stock.

Stock that will not sell, or can only be sold at a marked sacrifice, does not help to reduce the Bills Payable accounts, or make dividends.

Whatever the factor that has placed the line in the off-color list, the value can only be restored by having the goods re-dyed and finished in a popular-selling color.

This is the business of R. PARKER & Co., TORONTO. Their plant is the largest in Canada, and there are few dyeing establishments anywhere more thoroughly equipped and in better shape to care for the best and largest business that may be demanded.

For more than thirty years they have been dyers to the Dry Goods and Millinery trade of Canada. Their Works are at 787-791 Yonge St., Toronto, Canada, and any enquiries so addressed will receive prompt consideration.



Robert C. Wilkins Co. Limited

MONTREAL

Rooster Brand Specialties

SPRING 1910

"I CROW OVER ALL"

HALF LINED SUMMER SUITS

Thoroughly Tailored Wool Crash — Scotch Flannel Homespuns, etc., etc.

OUTING TROUSERS in fabrics of every description. New idea of waist preventing wrinkles and bulges when belted.

WHITE DUCK CLOTHING, KHAKI CLOTHING

Riding Breeches, Hunting Coats, Yachting Jumpers, Gym Knickers.

TROUSERS DRESS STYLES, glove fitting Waist. New Strap outside seams, etc. WORKING STYLES with linen thread double sewed seats. Full sizes. Worsted, Tweed, Serge, Bannockburn, Untearable, Whipcord, Bedford cord, etc.

SHIRTS Detachable Stock Collars, Reversible Collars, Double Stitched, etc., etc., everything new for OUTING—NEGLIGEE—WORKING; all shades and colors.

OVERALLS Special feature, all Elastic Suspenders with customer's name printed on same. Double Bibs, Patent Pockets, Adjustable Buttons, Patent Wrist Fasteners, Double Stitched, Full Sizes.

WHITE COATS—BAR VESTS Our Travellers are now covering all Canada.

Active Fall Business

Fall stocks in all departments are of a size and diversity to adequately meet your sorting wants.

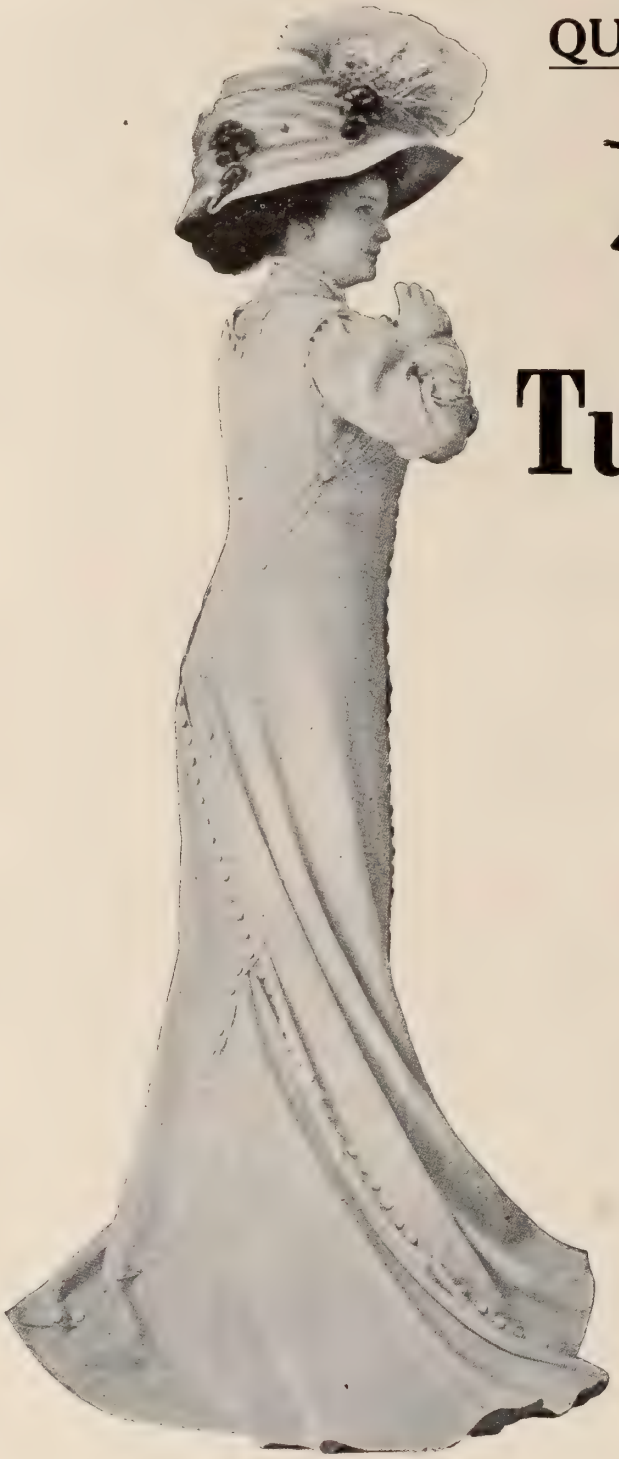
Your want list, whether given to our travellers or sent by mail, will receive prompt and accurate attention.

Our travellers have samples of many lines of Spring goods. You will appreciate the values shown.

Greenshields Limited

Montreal

Please mention The Review to Advertisers and Their Travelers.



QUEEN OF DRESS GOODS

Priestley's

Tussah Royal

IN ALL THE NEWEST SHADES—

Austrian Satin
Belvoir Satin
Clarence Satin
Alexandra Satin
Wool Travers

All of these Cloths are shown in the leading Fall shades, and are now in stock.

These beautiful materials, accepted by the fashionables in London, Paris, and New York, will ensure the success of your Dress Goods Department. Make these cloths leaders in your Dress Goods Department this Fall. Our Fall Dress Goods Stocks are well assorted.

THE NOW FAMOUS

500-BUTTON COSTUME

lately exhibited at the Dressmakers' Conventions in New York, Boston and Chicago. It was made from

Priestley's

ENGLISH TUSSAH ROYAL

SOLE AGENTS FOR CANADA

Greenshields Limited

MONTREAL

Debenhams

FOR NOVELTIES

Spring 1910

Staples

AND Novelties

FOR Import

WE ARE NOW PREPARED WITH AN

Important and Extensive Collection

FOR

Spring and Summer 1910

Silks Ribbons Cloths

Fancy Dress Goods

Laces Trimmings Veilings

Prints, Fancy Linens, etc.

Tulles Chiffons Linings

NOTE—Our travellers are now on the road and hope to have the pleasure of submitting the collection to you at an early date.

Debenham & Company

London, England

THE GAULT BROTHERS CO., LIMITED

ST. HELEN STREET, MONTREAL

GAULT'S

DRESS GOODS DEPARTMENT—SPRING, 1910

Our Spring range of Dress Goods and Suitings contains all the Staples and the

SALEABLE NOVELTIES

as regards colors and materials.

To see the range is to know what is correct.

To buy is to make sure of lines that mean business for you.

Ask for TIGER BRAND Black Dress Goods

PRINTS

A varied and comprehensive selection of Canadian lines. See our Specials at 7¾c.

An enequalled 10c. English Print. Note the finish, the width and patterns.

GINGHAMS

The latest range in the trade of the

Wm. Anderson Zephyr and Manchester Goods

See Anderson's 10c. Ginghams.

WASH GOODS DEPARTMENT

A carefully selected range of staples and desirable novelties.

A range of Linens unequalled in value.

LININGS

Our SILKEE Lining is a favorite.

See the samples in our travelers' hands.

Spring 1910 Range of

"Red Seal"

Cottons and Sheetings

is now in the hands of our representatives.



The mark of Quality and Value for White and Grey Cottons and Sheetings.

RED SEAL COTTONS have been the mainstay of staple departments in leading stores all over Canada, for many years.

The 1910 range represents the pick of the offerings of foreign and domestic markets. The RED SEAL is a certainty of value and quality.

Examine the range of RED SEAL White and Grey Cottons and Sheetings. Right through the range you will see our prices are unequalled. We are offering you old prices on these lines. Take advantage of them.

CANADIAN FANCY GINGHAMS

A larger range than we have ever shown, the patterns of which have been most carefully selected.

OUR BIG LEADER

We are again offering a 36 in. striped flannelette at 8c. This is an exclusive line and its value is unmatchable. We have already sold a large quantity of this line for Spring.

COTTONS HAVE ADVANCED

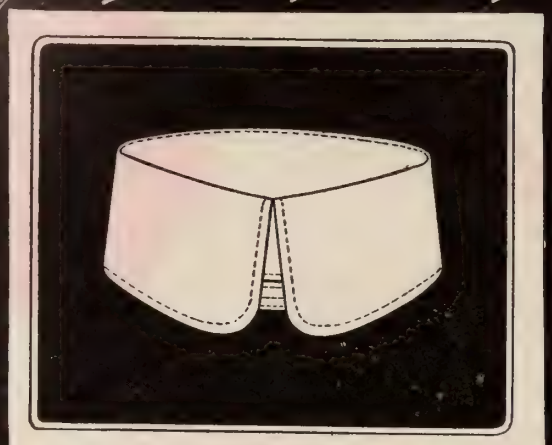
We anticipated this condition. Our contracts were made early, and our prices are lower than present values. This statement can be verified by examining our lines of cottons.

Our Assortments are complete and our Values interesting in

Denims	Flannelette Blankets	Shirtings
Tickings	Apron Ginghams	And all staple lines

The Gault Brothers Co. Limited

MONTREAL



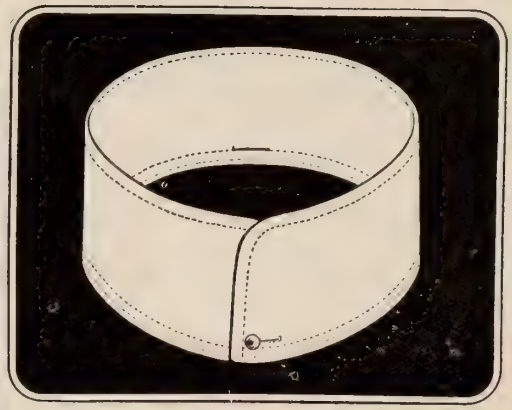
STRATHCONA
Heights: 1½, ¼, 2, ¼, ½

$1.00 per doz.

The biggest
2 for quarter sellers
in Canada.

Success COLLARS

All
Wholesalers
sell them.
Best value on the market.



DRUMMOND
Heights: 2, ¼, ½

Watch this space for styles.

Ask your wholesaler for "Success" Collars
MANUFACTURED BY

The Canadian

The trade of Bill Smith, Mechanic,

is worth cultivating—and there's only one sure way of accomplishing it. *Give him good value for his money!* The man who wears overalls must needs make a little money go a long way. To the dealer who affords him most assistance along this line he will be loyal in his trading and effective in his verbal advertising.



Sell him

"Success" Overalls

and he will appreciate them as being superior to any kind he ever wore before.

"Success" Overalls are strongly made from the toughest materials, generous in size, having wide legs, high backs and extra pockets open and faced at both sides.

They are guaranteed perfectly made. "Success" Overalls cover a range of Overalls, Bibs, Smocks in 6, 7 and 8 oz. weights, black, blue and gold black colors.

Your wholesaler can supply you at these prices:

6-oz.	7-oz.	8-oz.
$8.25	$8.75	$9.50

If your wholesaler cannot show you samples,
WRITE US DIRECT.

Manufactured and carried in stock by

Converters' Co. Limited.
Montreal

Philips' Specialities in Dress Linings and Flannelettes

All Dry Goods Importers should stock them.

Opaline and Opalette

The best substitute for silk lining yet produced. Equal in bloom and superior in wear to silk, at one fourth the price.

The "Neu" Moiré

This lovely fabric is specially adapted for lining Directoire and other clinging dresses. It makes a charming skirt.

New Brocade Lining

Very best quality Egyptian Cotton, fast woven designs, all fashionable colors. Equal in appearance to real silk, and more durable.

Arpekas Flannelette

Cheap, warm, healthy and safe. These goods will neither flash nor flame, either before or after washing.

Eider Lambskin

An entirely new fabric that will soon become a necessity in all families. Delightful for ladies' and children's underwear, and exactly adapted for dressing gowns.

"Own Make" Window Holland

Made in the best **Whitepark** Irish Linen Finish, and sold to large importers at 20% off usual list. It runs sweetly on the roller, throws a delicate shade and gives unlimited wear. White, cream, ecru, green, &c.

J. & N. Philips & Co.

Manchester, England

Mills—Tean and Cheadle **Branch—20 Cheapside, London, E.C.**

OFFICES

211 Lindsay Building,
St. Catherine St. West,
Montreal

611 Empire Building,
Wellington Street West,
Toronto



IT is as much to your interest as ours that we should repeatedly bring to your attention the

Corticelli European Fashion Service

Any reliable retailer can obtain from us full information in regard to this service and how it can be of benefit to him. We invite *YOU* to write for information.



Corticelli

SPOOL SILK

CORTICELLI is full length.

CORTICELLI is full weight.

CORTICELLI is the best spool silk.

CORTICELLI is the standard spool silk.

CORTICELLI is the strongest spool silk.

CORTICELLI is the smoothest spool silk.

CORTICELLI is greatest in spool silk sales.

CORTICELLI is sold by leading merchants.

CORTICELLI is the most popular spool silk.

CORTICELLI is the spool silk for you to sell.

CORTICELLI is endorsed by leading dressmakers.

CORTICELLI is the most complete in colors and shades.

CORTICELLI is making the greatest growth in its three-quarters of a century of popularity.

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Bradbury, Greatorex & Co.

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Aldermanbury, London, England.

We have pleasure in announcing to our numerous Trade Friends the fact that we are now prepared for THE SPRING, 1910, CAMPAIGN.

Notwithstanding the fact that there have been material advances in both the Cotton and Wool Markets, our early and large contracts place us in an advantageous position as regards prices.

The latest novelties in Dress Materials of all classes will very shortly be laid before you by our representatives, and will embrace all the most up-to-date weaves and designs in Prints, Zephyrs, Ducks, Drills, Woollen Suiting Cloths, Delaines, etc.

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Don't You Think It Would Pay

—You To Handle—

"PREMIER"

Dress Lining?

Strength and Endurance in Every Thread.

Fast Dye in Every Piece.

Selling Qualities in Every Yard.

If you are not already handling this line please write us for samples



SOLE AGENTS

John M. Garland Son & Co.

OTTAWA : ONTARIO

LOOK OUT FOR THIS SHIELD AND TRADE MARK.

THE RETAIL TRADE IS URGED TO ASK FOR THESE CLOTHS.



THE RETAIL TRADE IS URGED TO ASK FOR THESE CLOTHS.

Goods to be obtained from the high-class Novelty Dress Goods House, STOBART SONS & CO., Ltd., WINNIPEG

FLANNELETTE

If purchasers of this useful material for underwear all the year round would buy the best English make they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

HORROCKSES'

Flannelettes

(made by the manufacturers of the celebrated Longcloths, Twills and Sheetings)

are the best

SEE "HORROCKSES" *stamped on selvedge every 5 yards.*

Horrockses, Crewdson & Co.

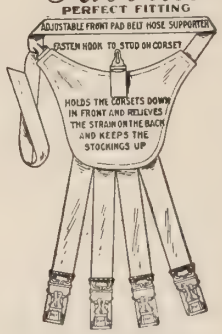
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Cotton Spinners and Manufacturers

PRESTON **MANCHESTER** **LONDON, ENGLAND**

STANDARD SHAPE
with
SHUR-ON CLASP

Kleinert's
IMPROVED
Favorite
PERFECT FITTING



BELT SUPPORTER
PATENTED DECEMBER 17TH 1900.

Cuts furnished free for advertising these supporters

EVERYBODY USES THEM



LATEST

Kleinert's
NU-METHOD
Supporter
WITH
ADJUSTABLE
HOOK



PATENTED 1909

Cuts furnished free for advertising these supporters

Increase Your Sales by handling Advertised Goods

SOLD BY ALL LEADING JOBBERS

I. B. KLEINERT RUBBER COMPANY :: Toronto

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchants

181-183 McGill Street, MONTREAL

James Stanbury & Co., Toronto

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia :

1906.

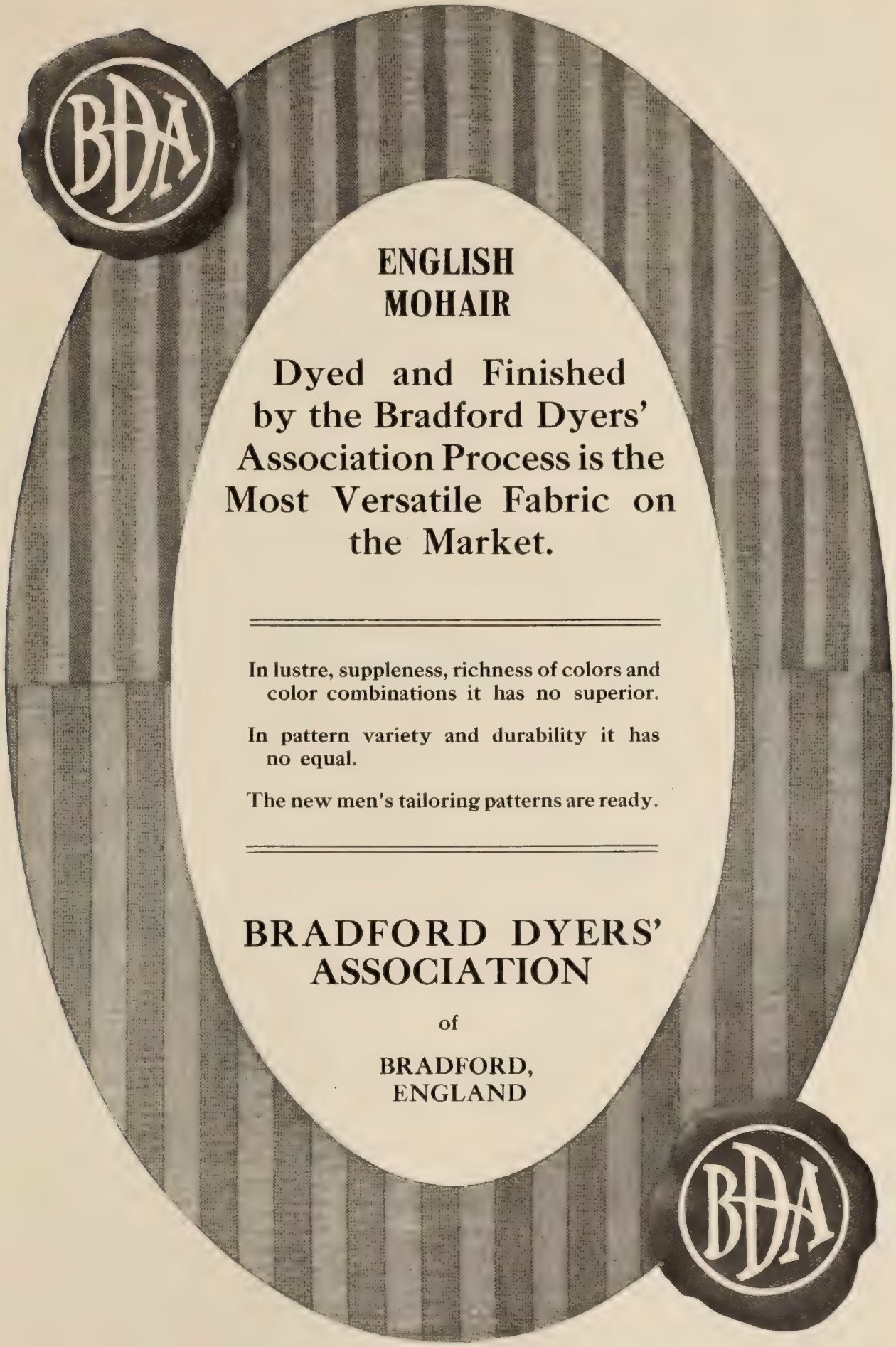
	Canada	Other Countries	Total
Cosies, Cushions, etc.	£ 495	£ 154,047	£ 154,542
Curtains	190	87,675	87,865
Fancy Goods	313	279,452	279,765
Piece Goods, Cotton and Linen	11,894	3,297,724	3,309 618
Flannelettes	1,688	251,965	253,653
Boots and Shoes	4,951	114,003	118,954
Rubber Sand Shoes	2,319	47,998	50,317

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway. We will also supply specimen copies on application.

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BDA
ENGLISH
MOHAIR
Dyed and Finished by the Bradford Dyers' Association Process is the Most Versatile Fabric on the Market.
In lustre, suppleness, richness of colors and color combinations it has no superior.
In pattern variety and durability it has no equal.
The new men's tailoring patterns are ready.
BRADFORD DYERS' ASSOCIATION
of
BRADFORD, ENGLAND
BDA

Facts of Interest—Mainly About Ourselves

THE PERSONAL INTEREST OF ITS READERS. The Review will always endeavor to inspire in its readers that personal interest which stands for confidence and co-operation. Without these, a trade newspaper is handicapped in its usefulness. The merchant who imagines for a moment that The Review has no ear for his problems is very much mistaken, and the man who considers that it is anything but vigilant with reference to ideas, suggestions, methods or plans which it may pass along for the benefit of others or apply to its own improvement is very much in the dark as to its purposes as a trade newspaper. There is no telling where or when a good idea may be appreciated, and the man who sees no good in fair exchange is only beclouding his own helpfulness.

Time and again The Review has stated that it is willing to pay for good merchandising ideas with the object of making merchants more conversant with the best in each other's methods, in order to enable them to direct their efforts in the most practical and economic course consistent with progressiveness. To cultivate such a feeling The Review would assure its readers that it is always accessible for consultation in matters pertaining to its particular sphere. That this feeling is growing is evident from enquiries received from one end of Canada to the other. Some of these are only of interest to the parties directly concerned, while others have been dealt with from time to time in the columns of the paper.

In making its columns open to the discussion of matters of live and helpful interest to the trade The Review feels that no merchant should have any excuse for nursing difficulties which some other merchant may have solved satisfactorily or to which a remedy may be evolved from discussion in The Review.

Let it be remembered, however, that where results to be achieved have no distinct, legitimate merit in its relation to the best interests of the dry goods trade, The Review cannot be expected to take sympathetic part.

✠

COVER ILLUSTRATES LATEST VOGUE FEATURES. Self-expressed encomiums with reference to the cover design this month should, The Review feels, meet with reasonable confirmation from those of its readers who are inclined to be critical. The constituents of the design illustrate approved fashion features and for that reason should be of particular interest to students of the latest modes. The background is a reproduction of a steel-grey moire silk, showing the antique watering effect which is so highly favored. A Manuel photo has been reproduced for the central figure. The gown is in the French mustard shade and is of the fashionable over-drape type.

✠

THE WIDEAWAKE MERCHANT KEEPS POSTED. "They know as much about advance styles nowadays as we do," remarked the head of a wholesale woolen department, referring to the manner in which retailers were posting themselves upon market and style conditions, well in advance of their actual introduction. He attributed it in large measure to the monthly forecasts and style news in The Dry Goods Review, which, he declared, kept the merchant in close touch with activities of paramount interest. This information preceded the traveler and it was often found that the merchant was as fully enlightened as to fabric features before he saw samples as the traveler was himself. Salesmanship in that way was facilitated: the merchant knew what he wanted, and in making selections could intelligently discuss with representatives the style, merits of weaves and designs.

The statement made by this department head only serves to further reveal the true import of the incident related in another paragraph on this page. It pays to read The Review, and to read it carefully. No effort is spared to give the readers of this paper the most authentic market and style news available, and that sufficiently far in advance to be of actual value to the merchant in his buying.

✠

DRESS FABRICS. THE MONTH'S SPECIAL FEATURE. The Review this month is specializing in dress materials for Spring, and care has been taken to give to its readers illustrations of as representative a range of samples as possible. Coupled with these is a fund of information with reference to the season's fabrics and market conditions which should claim attention from the present viewpoint. Not only is the latest word from Canadian centres given, but authoritative letters from New York and the Continent should be of helpful interest to the retailer when he comes to consider next season's requirements.

✠

RESULTS FROM CAREFUL STUDY OF THE REVIEW. The Canadian retailer should seriously ask himself whether he studies The Dry Goods Review as closely as he should. Recently, W. T. Ritch, a representative of an English firm, described a case in which a retailer's careful and regular perusal of the paper resulted not only in store improvement, but in securing a new customer for an advertiser. Recently, a Vancouver retailer visited the Seattle Exposition, and while chatting with one of his friends, a buyer in a Seattle store, he mentioned a special sale idea described in The Review. The Seattle man was much interested and asked to have the article sent him. This was done. On the back of the article was the advertisement of an English firm. The buyer became interested, gave a sample order, and repeats have followed. Another interesting instance related by Mr. Ritch, describes the results secured by an advertiser, by The Review being read on mid-ocean, while the first one happened on United States soil. An Ontario retailer was returning from England, and on board ship met the buyer of a Portland, Oregon, store. The talk drifted to fashion forecasts, and to substantiate his remarks the Canadian went to his stateroom and brought back The Dry Goods Review. The Portland man was not only interested in the reading matter, but also in the advertisements. The result was a sample order to a Manchester house. These two accounts have brought others from the same territory. Surely the results from trade newspaper publicity are far-reaching.

The W. A. Gay, who we announced a short time ago, was unauthorized to take subscriptions for the MacLean Trade Papers and Magazines is not the Robert Gay, who for twenty years has been in the employ of the MacLean Publishing Co., and who is likely to remain there for at least another twenty, nor are they relatives.



Increase Your Sales

Of Every Line of Goods You Carry, and Make

100% Direct Profit on McCALL PATTERNS

Ten Thousand Merchants,

hundreds in your State—in Towns the same size as yours—are now doing the largest and best business in their locality, because they sell McCall Patterns and Fashion Publications, and thus insure regular and frequent visits to their store from all the women in town.

There is nothing that interests women so much as the "latest styles."

It will not place you under the slightest obligation to send for our plan and free samples. We simply want you to see our proposition and decide strictly on the merits of it.

The well-established McCall Canadian Office and Factory at Toronto, the largest and best equipped Pattern Plant in the Dominion, make it possible to offer Canadian Merchants the Celebrated McCall Patterns and Fashion Publications, with ALL the advantages of TERMS, PRICES, DELIVERIES, etc., United States Merchants enjoy.

Write to day and be in time for the active Fall trade.

THE McCALL COMPANY

The Leading Paper Pattern House of America

236 to 246 West 37th Street, - NEW YORK CITY

CHICAGO SAN FRANCISCO TORONTO, CANADA

NOT IN THE TRUST. NO CONNECTION WITH ANY OTHER HOUSE.

HER LADYSHIP GARMENTS



No. K179—to Retail at $1.00

WE are out with the *strongest* range of Blouses and Whitewear, that it has ever been our privilege to show to the trade.

¶ We picture only one of twenty styles in our range to retail at $1.00.

¶ Wait for one of our Special Garment section travellers to call on you, and be convinced that you cannot afford to pass by the range of Whitewear and Blouses shown by The W. R. Brock Company (Limited) Toronto.

The W. R. Brock Company (Limited)
Toronto

RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

DRY GOODS REVIEW

Issued Monthly — Office of Publication, 10 Front Street East, Toronto — October, 1909

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ADVERTISING RATES—12 MONTHS

One page	$300
" half page	180
" quarter page	100
" eighth page	60
" inch	30

The Horizon Clears.

THAT which was considered a fair prospect in the dry goods trade six months ago is now being realized. To discuss market or trade conditions with manufacturers and wholesalers is to become convinced that business during the present season has been very good and that elements of doubt with regard to the future are negligible. Confirming reports come from all quarters of the Dominion, and August trade returns render the fact all the more significant. The total trade for the month was $55,869,031, an increase of $7,761,972, as compared with August of last year. Imports of merchandise totaled $30,241,376, a gain of $7,189,371. Exports of domestic products amounted to $23,537,330, an increase of $626,791. Exports of foreign products totaled $1,726,-341, an increase of $186,040. Customs duties for the month were $5,351,157, an increase of $1,170,970. For the first five months of the fiscal year the total trade of the Dominion has been $247,788,335, a gain of $36,130,-252, or about seventeen per cent., as compared with the corresponding period of 1908.

Toronto wholesale men state that, during the Canadian National Exhibition there was a record business. One house reports that in two days their sales exceeded those of the two weeks of last year—that merchants not only came to look things over, but were prepared to buy. During re-union week in Montreal there was a similar impetus in sorting business there. These facts are regarded as ranking among the best indications of the propitious state of things throughout the country. Good crops and activity in almost every line of industrial enterprise constitute the basis of the prevailing prosperity. It is interesting to note here that, scanning the industrial and commercial horizon, Robert Hobson, late president of the Manufacturers' Association, sees little to warrant discouragement. In his annual address at Hamilton he stated:

"I cannot but feel that as business men we have much to be thankful for. Trade conditions, both domestic and foreign, have noticeably improved. The clouds of depression which gathered so suddenly towards the close of 1907, and which continued to overshadow us during 1908, have slowly but surely been breaking up. Building and construction work is gradually resuming its normal swing; the assurance of another bountiful harvest is restoring the confidence of the banker, the manufacturer, the wholesaler and the retailer; money, in consequence, is growing easier, and credits steadier; stocks which were allowed to become depleted almost to the point of exhaustion are now being replenished—in fact, from every quarter come encouraging evidences of revival. There are, of course, exceptions, for in some few industries the effect of hard times is still being felt. But, broadly speaking, the situation is improved; the trend of business is markedly upwards, and ere another year has passed I trust the clouds will all have disappeared and we will again be enjoying the sunshine of prosperity."

The fact that prices in cottons and woolens have steadily advanced is regarded as another cause to which may be attributed the excellent sorting business. Retailers are anticipating this movement, although it cannot be said that they have as yet felt the advance in any considerable degree. Wholesalers declare that great business has been done in lines stocked prior to the advance, but that, where re-orders have been necessary, increases have been made. It is frequently a difficult matter for the wholesaler to increase prices on sorting business, under such circumstances, and it, therefore, cannot be said that the advance has had general application. On Spring lines, however, they will have full effect. New price lists on cotton goods show an advance ranging from 5 to 20 per cent., while in woolens, both on repeats and on Spring lines, the raise has been from 10 to 15 per cent. The prospects of a further bulge in prices are such that woolen men state that early buyers will undoubtedly have the advantage in prices and deliveries. The knit goods manufacturer who has found it necessary to enter the market for his raw material recently has found marked differences, as compared with prices earlier in the year, and it would appear that changes in values may be looked for in some of the new lines.

Woolen Men Want Enquiry.

CANADIAN woolen men are wide awake to the fact that if an important industry—one that is indigenous to the country and hence entitled to every reasonable encouragement—is to be preserved and developed as it should, there must be a thorough understanding, on the part of those who hold its future in their hands, as to the conditions which threaten it.

Of one thing the woolen men appear to be convinced—that authoritative reports of government commissioners and others, dealing with conditions affecting the industry in England and on the continent have practically confirmed their statements, and that the time has now arrived when the industry in Canada should be made the subject of an investigation extending from sheep to clothing. They claim that, by such a course, the whole question would be considered upon its own merits and political elements properly eliminated.

A resolution advocating the appointment of a commission with such action in view was endorsed by woolen and knitted goods men at a meeting of their section preceding the sessions of the Canadian Manufacturers' Association in Hamilton. A further inquiry would only be in line with the promise of Sir Wilfrid Laurier at the annual banquet of the C. M. A. in Montreal, 1908. He stated that manufacturers should have representation upon the commission.

It cannot be denied that such an inquiry, properly conducted, should settle, once and for all, the long-debated question as to whether Canadian factories measure up to existing opportunities, in what direction the woolen industry may be developed with most satisfactory results, how sheep raising may best be encouraged, what measures are necessary in bringing about standardization of wool, and what facilities should be given the farmer for assembling, packing and marketing raw material. In these latter particulars the wool-growing industry has been sadly neglected. It is useless to conside any measure for placing the woolen industry upon its proper footing which does not fully estimate the requirements of the sheep raiser. That was a significant sentence, which, on the occasion of a recent meeting of woolen men, followed the question asked by the chairman: "Where do you go to buy Canadian wool, outside of the middlemen?" Room for businesslike regulation, education or systematizing certainly exists where farmers have but meagre knowledge as to the standards of their product and where equipment essential to the proper marketing of it is deficient.

Opinions differ as to the most satisfactory method by which to offset those disadvantages which confront the Canadian industry at the present time. The problem resolves itself into one which calls for the reasonable encouragement of those lines which can best be produced in Canada. To properly equalize conditions, there are those who hold that the protective measures should apply not only to raw material, but also to every stage of manufacture—the increase being graded according to the amount of labor expended. Where it is shown that a certain kind of wool can be most satisfactorily produced in this country, the growing of that wool should be encouraged. A similar procedure with regard to tops, yarns, cloth and clothing would promote development where possible and give a well-defined purpose to Canadian industry.

That there has been marked development in the manufacture of woolens and knitted goods cannot be denied, and it is a commendable fact that those industries, in spite of discouragements complained of, have steadily advanced towards high standards. That fact should be of weighty significance in the inquiry which now seems opportune, and should add force to optimistic estimates as to the possibilities of the Canadian industry.

Watch Your Stocks.

TIME and again the slogan of watching stocks has been dinned into retailers' ears. Supplying customers what they want when they want it, is the modern method of keeping and building business. Some department stores are seldom, if ever, out of sizes or styles in staple lines, particularly. They accomplish this result by making out each night a list of short sizes or styles. In this way heavy stocks are not carried, assortments are good, and stocks are turned frequently. The smaller retailer can follow the same example. Train the clerks to report at once any goods sold out, and send or communicate requirements to the wholesaler at once. This method is one of the effective ways of preventing the inroads of mail orders.

Butterick Patterns

in the right place again

The H. H. Sturtevant Co.

Zanesville, Ohio

make the following announcement:

BUTTERICK PATTERNS
IN THE RIGHT PLACE AGAIN

Three years ago we thought we had found a better pattern than the Butterick. We changed. We gave the new pattern much publicity and a fair trial. We know now that Butterick Patterns stand to-day admittedly the best, and Zanesville women will be glad to learn that Butterick Patterns are here—in their rightful home—again. They're on sale now

STURTEVANT'S THE BIG STORE

We admire Sturtevant's—The Big Store

It Takes a Man of Courage

to admit a mistake—especially a mistake in merchandising. To let go one line of goods to put in another of the same character, and then at the end of two or three years to throw out the new line and restore the old, takes a man of special courage. We admire Sturtevant's.

But Their Reward

Oh yes! They report that their sales of Butterick patterns for the first two weeks after restoring them were

210 Per Cent. Larger

than their sales of that other pattern same two weeks one year ago. Were the women glad to get the Butterick back again? And did they show it?

Who Is the Next Man of Courage?

THE BUTTERICK PUBLISHING CO.

33 RICHMOND STREET WEST, TORONTO, ONTARIO, CANADA



A View of the Ground Floor in the Store of Bonnewitz Bros., Van Wert, Ohio.

Drygoodsmen and their Practical Methods

Western Merchants Holding Guessing Contests — Hartford Merchant Publishes his Own Advertising Medium — A Town Store Which Holds its Own Against City Competition—With the Maritime Merchants.

Nothing too Good to Carry.

AT FIRST glance, it would appear that the dry goods merchant in a town of 8,000 people, located midway between two cities, one of 40,000 and the other of 25,000, would find himself face to face with the standing problem of focusing, in his store, the trade from that radius of country which he is entitled to consider his.

Some time ago, The Review gave a short description of the store of Bonnewitz Bros., Van Wert, Ohio, and now, through the kindness of Horace R. Bonnewitz, of the Gipe Carrier Co., Toronto, is able to publish views of a number of the departments. They show well-arranged stocks, excellent disposition of merchandizing space, and modern equipment.

Van Wert is situated as described above—between two larger cities. Asked for an explanation of the success which has been achieved by the store, Mr. Bonnewitz stated: "Nothing is too good for us to carry. We have what the people want, and they know that they can do no better in Fort Wayne or Lima. We consider that we get all the business that is coming to us within a radius of 20 miles. All three places are connected by electric lines, and, in addition to this, the district is interlaced with good roads. All of these things help to bring the country people close to their merchant. The distribution of advertising, whether by circular or newspaper, is an easy matter. The city customers have little, if any, advantage over those from the country in the matter of shopping opportunities."

The Bonnewitz store has five storeys and a basement. It has a frontage of 60 feet, and as the building stands on a corner, a window arrangement of 110 feet is possible. The dividing partitions are removable, and the trimmer is thus enabled to combine front and side windows very effectively. The main entrance is recessed eight feet and vestibuled—a plan which proves its value alike in stormy Winter weather and in the dusty days of Summer. A stationary show case stands in the centre. As previously pointed out, the first floor is used for general dry goods, office and balcony waiting-room; second floor, ladies' ready-to-wear; third floor, carpets, curtains, upholstery, wall paper; fourth floor, reserve, and fifth, rough storage. The basement is used for kitchen furnishings, china and cut glass, and here also is a bargain department, made up of remnants from the main departments. This is the only place in the store where tickets show reduced prices, or where they may be obtained.

The Bonnewitz store had its origin in 1877, in a building about one-fifth the size of the present structure, which is practically new.

Guessing for Cold Cash on Hard Wheat.

Saskatoon, Sask., and surrounding country will for the next few months, be a region of great hopes for popular folks and good guessers. Currie Bros. announce that, as their New Year's gift, they will divide $1,725 among six people who guess nearest the correct number of grains of new, No. 1 northern wheat enclosed in a half-bushel

case, which is not to be opened until the morning preceding New Year's Day. The first prize will be $1,000 cash, and the sixth, $40 cash. One guess is given with every dollar's worth of goods purchased. J. F. Cairns is out with a similar contest. It is called "Cairns' Christmas Box," and contains $1,500 in "cold cash." He has enclosed about half a bushel of No. 1 northern wheat in a sealed box, which will be opened Dec. 24. The best guess will be worth $1,000, and the sixth best $25 in cash. No guesser in either contest may win more than one prize.

It is noted that the announcement made by each of these departmental stores is worded almost exactly alike, and that the guessing in each case continues up to the day preceding Christmas and New Year's Day. It would appear, therefore, that the announcement as to the number contained in the Cairns' half-bushel at Christmas would be worth something to those guessing on the Currie half-bushel during the week between the two holidays. The fact that Cairns has taken "about half a bushel," while Currie has taken an "exact half-bushel," may, however, point to the kink in the problem.

As if to diversify the guesserfest arranged by the merchants, the Daily Phoenix is pulling off a voting contest—the most popular lady receiving a piano worth $550. There will be five other prizes, the sixth being a $75 watch.



View of the Basement in the Store of Bonnewitz Bros., Van Wert, Ohio.

Has His Own Advertising Medium.

Some weeks ago, The Review traced the interesting process of evolution which gave to the Village of Hartford, Simcoe County, its first printing plant, and to the B. W. Thomas store its own advertising medium. Since then further developments have featured the history of that printery. Its product has assumed larger dimensions, the capabilities of its press and type fonts are being more fully tested—the B. W. Thomas store is spreading out on its publicity work.

Number 1, Volume 1, of "Store Hints," a four-page paper, has made its appearance. Every inch of the 14x22-inch sheet is full of news—and advertising—for R. J. Thomas, who has developed this publicity feature, knows how to so construct an ad. that he gives present-moment news value to his announcements, be it stovepipes or lingerie. In the application of his facts, he hammers away at quality. Listen to this: "We are not doing business just for this year, but for next year, and the year after; that is why we stick to quality." When Thomas sells overalls that wear well, he knows that quality is going to carry him through to that point in the future when those who wear them will want more overalls and will know where to get them.

The B. W. Thomas store carries almost everything suggested by the ordinary vicissitudes of life as necessary to a man—from sox to marriage licenses—with emphasis on quality. They have found that the home-made advertising medium—there is none other close at hand—has paid well, hence the recent enlargement.

The Thomas press will print a page 7x11-in. Typographically, there may be some criticisms applicable to "Store Hints," but, considering the circumstances, it is a credit to the publisher—looks well and reads well. Each page is devoted to one or two distinct departments. Here and there a few bright sayings are sandwiched in—things that people will read and will always look for.

"Store Hints" is issued "every little while," and, for distribution, is sometimes enclosed, along with samples, in a large envelope, which also carries a few lines of store news. The front page of the first number of the paper is reproduced in this connection. The subscription price is "the confidence and patronage" of the people.

Interesting Employes.

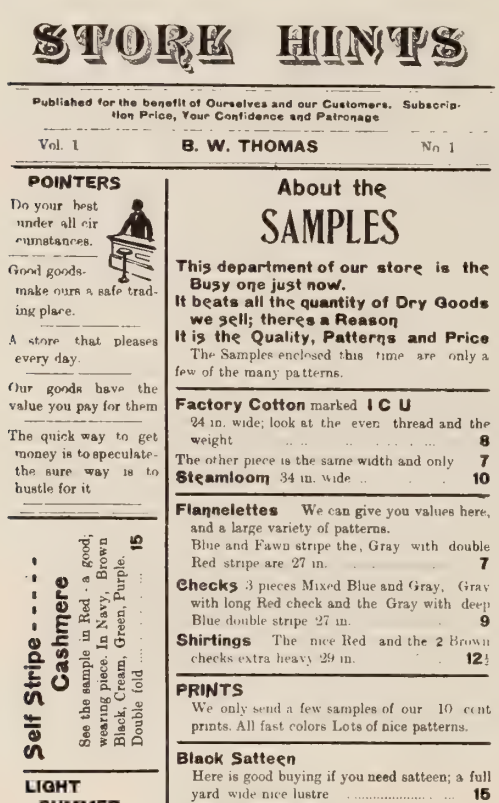
The Spirella Corset Co., with headquarters in Meadville, Pa., have a model branch factory in Niagara Falls, Ont. They have now acquired land across the river on Whirlpool Street, and will erect a large factory on it. It is the policy of the company to have their employes' interest in every move for expansion that is taken, so, recently, a little army of the employes of the Meadville factory went to Niagara Falls to investigate conditions there.

Cash Doubled His Output.

Moncton, N.B., Oct. 1.—The new store which is being erected by R. N. Wyse is of two storeys, 38 feet wide, and 100 feet deep, with a full-size basement, suitable for merchandizing purposes. Mr. Wyse will have 7,200 square feet of space immediately available, and when comparison is made with the fact that in his present store he has only about 1,500 square feet, one must immediately realize the significance of the development which made larger premises necessary.

One of the display windows will face on Main Street, and another on Robinson Street, while the upper storey will be similarly served. The store is being equipped with up-to-date fixtures throughout.

One of the striking features of this business is that it has been conducted for a number of years on a strictly cash basis. When it was taken over by the present owner



STORE HINTS

Published for the benefit of Ourselves and our Customers. Subscription Price, Your Confidence and Patronage

Vol. 1 B. W. THOMAS No 1

POINTERS

Do your best under all circumstances.

Good goods make ours a safe trading place.

A store that pleases every day.

Our goods have the value you pay for them

The quick way to get money is to speculate the sure way is to hustle for it

Self Stripe - - - - Cashmere 15

See the sample in Red - a good, wearing piece. In Navy, Brown Black, Cream, Green, Purple. Double fold

LIGHT SUMMER PRINTS All to go at 9

About the SAMPLES

This department of our store is the Busy one just now.
It beats all the quantity of Dry Goods we sell; there's a Reason
It is the Quality, Patterns and Price
The Samples enclosed this time are only a few of the many patterns.

Factory Cotton marked I C U 24 in. wide; look at the even thread and the weight 8
The other piece is the same width and only 7
Steamloom 34 in. wide 10

Flannelettes We can give you values here, and a large variety of patterns. Blue and Fawn stripe the, Gray with double Red stripe are 27 in. 7
Checks 3 pieces Mixed Blue and Gray, Gray with long Red check and the Gray with deep Blue double stripe 27 in. 9
Shirtings The nice Red and the 2 Brown checks extra heavy 29 in. 12½

PRINTS
We only send a few samples of our 10 cent prints. All fast colors Lots of nice patterns.

Black Satteen
Here is good buying if you need satteen; a full yard wide nice lustre 15
Figured Satteen
Something new and nice; we have this in two patterns at 15

The First Page of "Store Hints," Issued by the B. W. Thomas Store, Hartford.

and it was announced that, in future, all transactions would be cash only, wise heads predicted failure or a retreat to the old system, but through many discouragements and failures Mr. Wyse stuck to his guns, and through sound business management succeeded in more than doubling its former output.

Adding Furniture Department.

Moncton, N.B., Oct. 1.—The Peter McSweeney Co. have enlarged their building in order to add one more to their ten departments. The changes and additions made will increase the floor space of the store by about 7,500 square feet. An elevator, which is being installed, will serve the four floors. The entire third floor is now being made ready for an up-to-date furniture department. This space is 126 feet by 63 feet, and will be arranged in convenient form for showing and demonstrating different lines.

The business is divided into eleven distinct departments. This method was adopted about fifteen years ago, when there were fewer departments than at present. Others were added from time to time as the business developed. The different departments are classified as follows: A., dress goods, silks and linings; B., cottons, linens, staples; C., smallwares and notions; D., men's and boys' clothing and furnishings; E., crockery and glassware; F., housefurnishings, including carpets, etc.; G., ladies' ready-to-wear; H., furs; I., millinery; K., wall paper; L., furniture (the new department).

The McSweeney Co. are one of the largest newspaper advertisers in the Maritime Provinces, and this is undoubtedly the secret of a large measure of their success.

Innovations at Millinery Openings.

Chatham, Oct. 1.—Some striking innovations at the recently-opened Chatham branch of the Chatham-Sarnia dry goods firm of Smith & Ash formed the chief feature of interest in connection with the Fall millinery openings in this city.

Following the precedent set last Spring by Applebe, Stone & Applebe, practically all the millinery openings were held in the same evening. At the Smith & Ash millinery opening, music was furnished by an orchestra, in addition to which a vocalist was secured to render selections during the evening. He was "Mr. Smith, of New York," was advertised well beforehand, and evidently proved an attraction, large crowds visiting the store during the evening. Vocal music is something of an innovation in connection with millinery openings here, but the firm is well satisfied with the results. No sales were made during the evening, in order that undivided attention might be given to displaying the goods.

A few weeks prior to the millinery openings, a new front was placed in the Smith & Ash store. It is a double front, the windows being more nearly square than the ordinary show window, while the flooring of the window is within a foot of the sidewalk. This brings the displays in the most advantageous position to catch the eye of the passer-by. Special attention has been given to lighting, the interior woodwork and ceiling being white, with mirrors at the back and both sides of each window. At night the windows are lighted from above with large, frosted electric bulbs, giving a soft and pretty light effect.

Utilizing the Fall Fair.

Chatham, Oct. 1.—A striking feature at the Fall fair here was the exhibit put on by the furniture department of C. Austin & Co., dry goods store.

The exhibit took up all the space in one of the downstair wings in the main building. On either side of the aisle, which divided this section of the building, the furniture display was arranged, each side showing three completely furnished rooms. The displays represented parlor, dining-room, sitting-room, library, den, and besides making a fine and appealing showing of first-class furniture, the displays served to emphasize the completeness of the Austin stock. For instance, in one of the rooms a china cabinet was filled with china from the china department of the Austin store. The various rooms represented were carpeted with rugs and hung with cur-

tains and hangings from the Austin stock, while the store also supplied the coverings for tables, jardiniere stands, etc.

This annual exhibit at the Fall fair has for some years past been one of the outstanding features of the Austin advertising campaign, in connection with the store's furniture department, and Mr. Austin is well pleased with the results. While the purpose is merely to display the goods, a large number of sales are directly traceable to these displays, while they have undoubtedly helped the other departments of the dry goods business by keeping the firm prominently in the public eye.

While no price cards were attached this year, attractive hand-made cards were attached to the displays "A few suggestions for the parlor," is a sample. Cards were also placed at both ends of the aisle, giving the name of the firm, with a few catchy words additional.

Chatham Retail Merchants' Picnic.

Chatham, Oct. 1.—The annual picnic of the Chatham Retail Merchants' to Erie Beach was quite largely patronized. A majority of the dry goods merchants did not close, the general feeling among them being that the picnic should be held on Civic Holiday. Owing to the large number of hands employed in the average dry goods establishment, the closing of a store on a regular business day involved a loss which merchants in other lines do not seem to appreciate. This loss does not end with the one afternoon, since next morning employes rarely feel like working with their usual spirit.

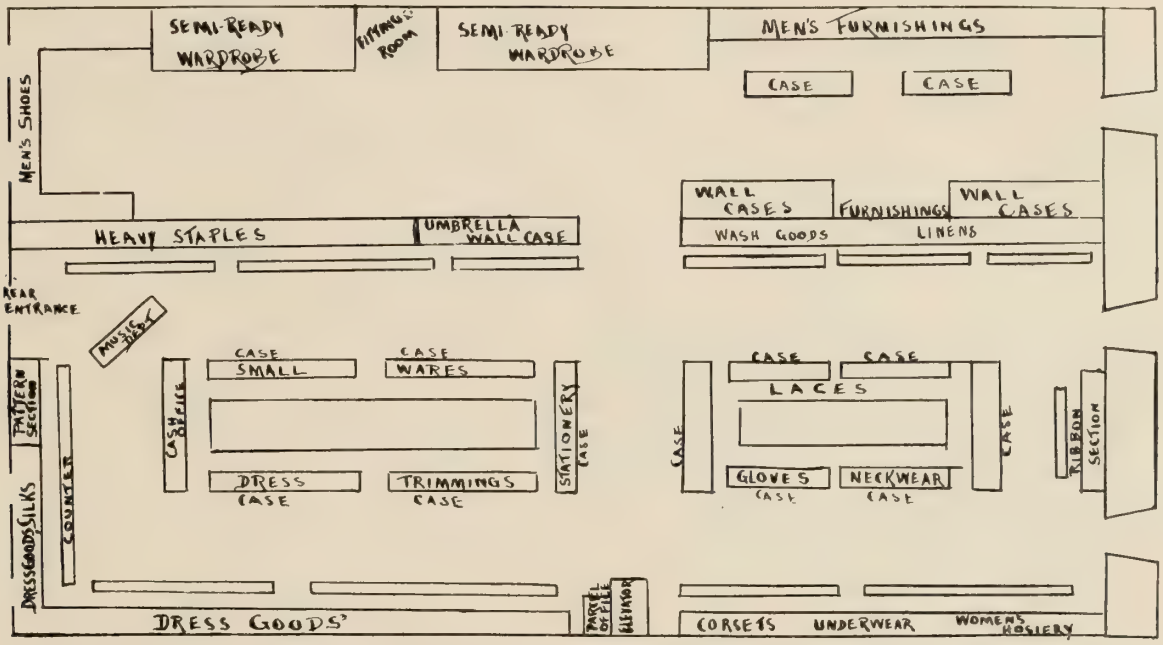
Began at Four Dollars a Month.

When the late Edward P. Hatch, head of the dry goods firms of Lord & Taylor, New York, was five years old, his father moved to Burlington, Vermont, where the boy entered school. He early showed an inclination towards commercial pursuits, however, and when he was fifteen years old he entered a store at a salary of four dollars a month, one of his duties being the packing of wool. At the age of seventeen Mr. Hatch went to New York and entered the store of Robinson & Co., on Broadway, as entry clerk. He always gave large credit to the training he received there for the pronounced success which later crowned his commercial career.

In 1853 Mr. Hatch went to Philadelphia to take charge of the office of the Wilcox & Gibbs Sewing Machine Company, but later returned to New York and established an agency for the company. It was largely through his efforts that its operations were extended to foreign countries.

Having amassed a fortune in the sewing machine business, Mr. Hatch retired from business, but his retirement was not of long duration. In 1879 the firm of Lord & Taylor, having become involved in financial difficulties, he was asked to take charge of the affairs of this well-known house, and he consented to undertake the task. Being impressed with the prestige of the name, he retained it when he reorganized the business, and brought the concern to the high rank it has enjoyed for so many years among the leading commercial houses of the world.

Mr. Hatch had been in the habit for forty years of spending his summers in Burlington, Vermont, and vicinity. A number of years ago he purchased Red Rocks, a splendid wooded estate on the shore of Lake Champlain, south of Burlington, and he spent large sums in laying out driveways through the woods, and providing lookouts over the lake and the Adirondacks to the west, as well as on the east side, towards the Green Mountains. He not only spent many days enjoying this and other beauty spots, but he also delighted to see the people in general visit and admire them. Mr. Hatch also constructed a number of miles of permanent stone highway in the vicinity of Mallett's Bay, one of the most attractive spots on Lake Champlain, and provided drinking fountains for teams at various points. His interest in these services to the public and in such movements as the agitation for the preservation of the rivers and lakes in their original purity was unabated up to the time of his last illness.



Main Floor Plan of the Cressman Store, Peterborough. The Men's Shoe Department it will be noted, is Located in the Rear of the Furnishings and Clothing Section. The Ladies' Shoe Department is Similarly Located in Relation to the Ladies' Ready-to-Wear Section. The Main Floor is 110 feet by 60 feet.

Should Profits be Figured on the Sale or on Cost?

The Percentage of Profit in Relation to Cost, Expenses and Selling Price — Proper Methods Earn Dividends Just as Well as the Manufactory or Selling Departments — Suggestions as to Keeping of Records.

Written for The Dry Goods Review by Howard R. Wellington.

IS not the customary method of figuring profit based to-day on the net cost? And yet, is not every other percentage, such as commission, discount, allowance, etc., figured on the selling price? If we are to make a financial success in any business, it is absolutely necessary that the correct basis of figuring percentages of profit, expenses, discount, etc., must be adopted from the first. We sometimes look upon our offices as a necessary but burdensome expense, but the office, if equipped with the proper methods and records, earns dividends for the business as well as the manufactory or selling departments.

The Unsuccessful Business.

Nine times out of every ten, the business which does not succeed can trace the cause to the fact that somewhere in the organization or in the application of principles, there has been either a lack of system or an erroneous interpretation of certain standards in regard to percentages of profit and expense. Every merchant should aim to get his business on a basis where he can tell at once, first — whether he is making or losing money; second—how much is made or lost during a period; third—if a loss, where the leakage has occurred; fourth—what percentage his expenses, etc., bear to his total sales.

Another View of Gain.

Do the profits of one department in your store conceal the losses of another? Is there a difference between the gain as applied to, say, increased population, and the percentage of profit as applied to money transactions?

We believe there is. For instance, the population of a city increases from 40,000 to 60,000—what is the percentage of gain—50 per cent.

We say that we make 25 per cent. by adding 25 cents to every dollar of cost, whereas the percentage of profit is only 20 per cent. by figuring percentage of profit on the sales.

Now, which is right? Should not the percentage of profit and the percentage of cost of doing business be figured on the same basis?

The cost (net cost) usually means invoice price, plus cost of laying goods down in store, and between this cost and the selling price, items such as rent, insurance, salaries, salesmen, etc., must be provided for. Sales totals are always recorded by the merchant, and used for comparison from year to year. Cost totals for the goods sold are not as a rule recorded, so that it is very difficult to figure percentages on other than sales totals.

Salesman's Commissions.

We sent a representative out on the road on a commission of ten per cent.; his commissions are figured always on his net sales.

Is it not reasonable then, to figure percentages of profit on the net sales?

We are not laying down any rule to be followed in this connection but are simply presenting this matter from different view-points so that the reader may adapt himself the correct method of figuring his percentage of profits.

An Illustration.

A man sells an article for $12.50 which cost him $10, and basing his percentage of profit on the cost, figured that he was making a profit of 25 per cent. At the end of the year the sales totalled $20,000, yielding a gross profit of $5,000, but his books only show that $4,000 has been made, or a percentage of 20 per cent. on the sales of $20,000.

Another Example.

A business is transferred to a joint stock corporation. Four per cent. is added to the cost of all goods to cover freight, insurance, etc., or to obtain "cost laid down." The goods are inventoried at the advance of four per cent., but the new company arranges to purchase the stock at invoice cost. Now, what is necessary under such circumstances? The goods must be reduced to cost, for if we add four per cent. to the invoice cost and deduct the four per cent. to obtain invoice cost, the result will naturally be less than original invoice cost.

Table for guidance of merchants in figuring percentages of profit:

16 2-3	%	added to cost	is	14¼	% profit on selling price.
20	"	"		16 2-3	" "
25	"	"		20	" "
33 1-3	"	"		25	" "
40	"	"		28½	" "
50	"	"		33 1-3	" "
100	"	"		50	" "

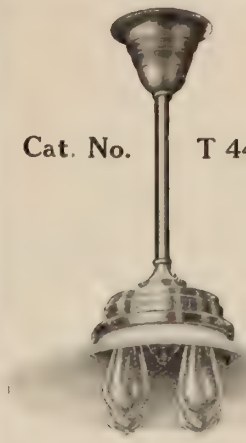
We shall be glad to hear from readers in regard to the principles outlined, and will devote another page to the discussion if necessary.

His Original Capital Only $600.

From the mercantile career of the late Thos. Lindsay, of Ottawa, is reflected a striking example of development by hard work from modest beginnings. When a young lad he started clerking in the general store of D. E. Dewar, who, in after years, became connected with the Lindsay store, and is still employed there. He was three years with Mr. Dewar, and then took a course at a business college. After that he clerked with Bryson, Graham & Co., Ottawa, for two years.

In 1889 he went into business for himself on Wellington Street, forming a partnership with H. H. Lang, now of Cobalt. Their capital was small. It amounted to only $600, but the business, modest in the beginning, grew quickly from the first and the turnover of the initial year was $27,000. By 1904 it had grown to $616,000. In '93 Mr. Lindsay bought out his partner. Meanwhile, the business was extending and one by one new departments were added and additional stores in the block were secured. In '98 a branch store was established in lower town, Ottawa, under the firm name of Larose & Co.

Five years ago, when the present Lindsay store was ready for occupancy, the Rideau and Wellington Street stores were merged into it and the business was formed into a point stock company, Mr. Lindsay holding the large controlling interest which he sold out a few weeks ago to A. E. Rea & Co., Toronto.



Cat. No. T 44

Let Your Lights Talk Quality

Clean Stock Sells Better than Soiled

Good lights suggest "Value Received," where poor ones advertise the lack of up-to-date methods and create distrust.

Profits Depend Upon Sales Made

Salesmanship is nothing more or less than showing goods in such a manner that your customer becomes willing to part with his money in order to secure them.

Nothing will do more to disarm prejudice and promote confidence, than ***good lights.***

KNOW THIS

If you are looking for ***good lighting results,*** we have ***Tungsten Fixtures*** that will get them.

Good Construction—Good Appearance
Daylight Quality

Ask any electrician on the two-third saving of the Tungsten Lamp.

WRITE FOR OUR TUNGSTEN BULLETIN

Are your Lights Unsatisfactory ?

Benjamin Electric Mfg. Co.

64 YORK STREET - TORONTO

Write us for Recommendations

HOTEL

EUCLID

Euclid Ave. and E. 14th St.
CLEVELAND, OHIO

Official Hotel of the American Motor League

300 Rooms—European Plan
Rates: $1 to $4 Per Day

Headquarters for Auto Tourists

Many of the leading garages located within one block of the Hotel

HOTEL EUCLID CO.

FRED. S. AVERY, President



Are made in all Human Hair Shades to tone with the hair of the wearer, the Net being quite invisible whilst keeping the Coiffure in place without flattening.

5 Sizes R 20 Medium · R 22 Large · R 23 Extra Large · R 24 Allover · R 26 Superfine

ROSENWALD BROS. Sole Manufacturers & Patentees
LONDON, PARIS, VIENNA

Makers also of every kind of Hair Nets, Hair Frames, Hair Rolls, etc.

Sole Agents for Canada: DIECKERHOFF, RAFFLOER & Co., Ltd
Cor. Simcoe & Wellington Sts., Toronto, and 525 St. Paul St. Montreal.



Prairie Farm Store. In the Background are the Stable in which Customers' Teams are kept Free of Charge.

The Idealistic General Store of a Practical Dreamer

Establishment Reared by George E. Scott at Prairie Farm, Wisconsin, is a Gem of Architectural Beauty—Exceptional Accommodation for Customers and Clerks—Grounds Very Beautifully Laid Out.

From the Drygoodsman.

A DEPARTMENT store in a country town of but 350 people, conducted along the same lines as those of the larger cities and, in addition, a gem of architectural beauty, not only confers a distinction upon that town, but evinces wonderful enterprise on the part of the man who conducts it.

Such, however, is the store of George E. Scott, in Prairie Farm, Wisconsin. This store is the fulfillment of a long-cherished dream on the part of Mr. Scott, and the realization of the dream in such substantial and beautiful form is destined to make him one of the famous merchants of the country.

The building was erected five years ago, at a cost of $30,000. The general design was copied after one of those old Spanish missions still found in southern California. It is two storey and basement, 80x110, with a balcony in the rear on first floor, and is beautifully situated in the centre of a three-acre block of land, which is laid out in driveways, walks, and decorated with shrubbery and flowers. It is built of solid brick, trimmed with Dunville stone, heated by steam, brilliantly illuminated by a gasoline plant, and is supplied with hot and cold water.

Modern Equipment.

The interior is a model in design, being finished in red birch throughout, and has a handsome steel ceiling. It is provided with all modern fixtures for displaying goods, elegantly lighted from large windows, and is conveniently arranged in every way. It is equipped with a large fireproof vault, freight elevator, cash carrier system and adequate fire protection, and the private offices are beautifully finished and furnished, being ideal, attractive and very convenient.

A reading and rest room for the accommodation and comfort of women customers has also been fitted up. It is equipped with couches, easy chairs, reading matter, etc., and there is a toilet room in connection. What this rest room means to women who have traveled many miles need not be told. Even the babies have not been neglected, as high chairs can also be found in this room.

The men have been provided for, too, but in a less lavish manner. Instead of having hitching posts in front of the store, a large shed has been built in the rear, where farmers who have traveled long distances may place their teams, secure from the wind. Near the shed is a grist mill, and a large warehouse, in which are displayed and stored vehicles and all kinds of farm implements and machinery. Mr. Scott also operates a planing mill, and carries a stock of lumber and building material.

The stock carried comprises complete lines of drygoods, groceries, clothing, men's furnishings, crockery and glassware, drugs, furniture, hardware and tinware, stoves, paints and oils, harness and saddlery, toys, etc., and an undertaking business is conducted in connection with the store. The goods are displayed and sold on the main floor and balcony, the basement and second floor being used for storage purposes.

Arrangement of Departments.

All the departments are arranged in tasty style and present a neat and handsome appearance. That the dust cloth and scrub brush are liberally used is very apparent.

Seven clerks are employed and two teams are used for the purpose of hauling supplies from Ridgeland, the nearest railroad station. The store is kept open from 7.00 a.m. until 6.30 p.m., except on Wednesdays and Saturdays, when it is open until eight o'clock, no business being transacted on Sundays.

Does it not seem a rather out-of-the-way place for such a luxurious country store, seven miles from the railroad, in the very heart of a farming district, and nary a big town within many, many miles? That's

what the croakers thought as the store took shape. They said that Scott was a fool for wasting his money on a building like that. Why, they said, he will have it so nice that the farmers will think it above them and will not trade there.

But Mr. Scott had confidence and was determined to succeed, In fact, he is a man who radiates success. His very action says, "I've made good." He has a taking way with him. Men like him, and women do, too. He is a man who gets liked by taking an interest in the welfare of others.

When you meet a man who has a firm handclasp, a ready smile, a face that is frank and open, and invites confidence, brightened by eyes that look squarely into yours, you have met good fortune. There are mighty few of those kind of fellows scattered around where they can be reached every day. But in Mr. Scott all these characteristics can be found, and they have no doubt figured very prominently in making for him the success which he has now achieved. When a merchant can turn his stock of $20,000 two and one-half times a year in a small village like Prairie Farm, Wisconsin, he certainly must have some wonderful trade-pulling powers.

Began as a Clerk.

With but the experience of an ordinary clerk Mr. Scott happened into Prairie Farm in 1883 and secured a position as clerk with Knapp, Stout & Co., who conducted a small general store there at that time. He worked for this concern a number of years, became acquainted with everybody, was liked, and decided to stay. In the course of time he bought the business, as many other clerks have done, who worked hard and played the game right. By his ingenious methods and striking personality, he not only kept the old trade, but secured new. He then settled down as a family man and built what is to-day considered one of the finest residences in that town. As time went on and business flourished he conceived the idea that a larger and better equipped store would be necessary in order to handle the continually increasing business, and after planning and dreaming, and consulting with his clerks, plans were finally completed for the erection of the beautiful store building which now stands in the centre of the little village of Prairie Farm as a monument of unusual progress and success.

Mr. Scott now caters to a population of 5,000 people within a radius of from seven to ten miles of his store. His sales amount to about $50,000 a year, 70 per cent of which are for cash, and the balance on short-time credit. The community is very prosperous, dairying being the chief industry, and Mr. Scott says he has little difficulty in making collections.

In a recent interview, Mr. Scott said : "I am doing more business now than ever before, and it is therefore a financial success. But that success cannot be compared with the knowledge that I have realized my dream, redeemed my belief in my friends, the farmers, that they would appreciate the best, and taught to the merchants of the country a lesson. I have letters from every part of the United States in regard to my store. Many congratulate me ; many seek information.

Overcame Mail-order Competition.

"But the one thing that we have demonstrated up here is that the competition of the mail-order house and the stores in the big cities can be overcome only by providing in the country the balancing conveniences. The people want the very best, and they are going to get it one way or another.

"And they know how to act in good surroundings, too. I was told that the farmers would be kept away by the spotless appearance of the store. You know, I have the floors kept just as clean and spotless as ever a woman's kitchen was. And in the five years the store has been up only one man ever spat on the floor, and he was intoxicated. This incident happened at one of our annual gatherings, when the employes are gathered for some good talks and good things to eat. One of the clerks told me that this man, after spitting on the floor, without anyone saying a word to him, took his handkerchief and wiped it up.

"Not a word have my clerks or myself ever said to keep people from doing what they please. It is their store. Their money built it. I want them to know that it is theirs."

And perhaps it is just that air about the place that makes it so delightful to all.

Bright Outlook in Vancouver.

Vancouver, B.C., Sept. 30.—The good times in the trade reported two months ago are maintained and dealers are not only satisfied, but sanguine as to the future. There seems to be plenty of money in the city at present, which means expenditures in the dry goods stores, and the latest modes are finding a steady sale.

Wholesalers report that they have no fault to find with business. Especial attention is being paid to Alberta, and the fact that many new accounts are being opened there indicates the increased business in that part of the country. Vancouver distributors have a cause of comp'aint against the C.P.R. in the matter of freight rates, in that the rate from Winnipeg to Alberta points is as much as 33 per cent. less than from Vancouver to the same places. This city is in a good position to ship goods from here, and a strong effort is being made to secure the trade, but the merchants here have to rebate the excess of freight rates, which takes nearly all the profit out of the business. For instance, the rate on cottons is $1.38 from Winnipeg, and $1.71 from Vancouver; $1.65 from Winnipeg, and $2.05 from Vancouver on dress goods, hosiery, sweaters, etc. On a shipment to Coleman, Alberta, the differences in rates on two classes were $1.65 as against $2.17, and $1.11 against $1.45, respectively. On one shipment of $35 worth, a rebate of $8.08 had to be made. This shows the great handicap that Vancouver dry goods merchants labor under, and it is the same in other lines.

The Chilliwack Progress published a column on its front page recently, taking the peop'e to task for patronizing mail order houses in the east, thus making it harder for local merchants to get along. The problem is an old one and one where little argument is needed to make apparent the fact that the merchant at home, who assists in building up and making the community, should be patronized. Money talks, however, and if two cents are saved in a dollar, some housewives think they are justified in sending orders out of town. They often fail to take into account money for postage, express, money orders, etc., which should be charged in with the cost of goods.

James Stark & Sons are now occupying their new store on Hastings Street. It is the first in Vancouver to have the latest g'ass show windows in front—that is, the kind which have a passageway all round, enabling the viewer to see all sides of a display figure. The store is a handsome one and complete. This firm is the first to move down town, rather than up, and the experiment is being watched with a great deal of interest by the trade.

Handling Complaints and Abuses in Dry Goods Stores

Broad Liberality of Most Merchants Protects the Customer Even Against a Change of Her Own Mind — Meeting Them Half Way — Tricks and Devices Unearthed by the Bureau of Adjustments.

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KEEPING the public satisfied is one of the most difficult problems of department store management, and the chief difficulty lies not so much in righting wrongs as in knowing when there are wrongs to be righted. Sweeping guarantees, discourteous clerks and inefficient delivery systems are the most frequent sources of complaint.

The policy of all successful stores nowadays is to meet customers more than half way in the matter of remedying mistakes and of keeping customers in a good humor. Under the present-day policy a customer is not only guarded against unsatisfactory merchandise, but the broad liberality of most merchants protects her even against a change of her own mind. If, a week or a month after having purchased, say, a painting, rug, piano or coffee-mill, she finds her original liking for the article waning, she may return it to the store where it was bought and have her account credited with its original cost, or receive a credit memorandum valid for either cash or merchandise. Where use or mishandling has depreciated the value of the article, the amount credited or refunded will be subjected to a slight deduction, but wherever there is such a deduction, if the store in question is one of the more liberal class, it does not fully cover the loss sustained through the transaction.

The Approval Problem.

Such liberality, of course, breeds abuse. The bureau of adjustments and complaints of a very large store unearths daily little tricks and devices, actually contemptible in their smallness, by which customers strive to avail themselves of the enjoyment of merchandise without paying for its use. It is not an uncommon occurrence for women, even those of means, to have sent to their homes "on approval" several high-grade rugs or an article or two of furniture, which, instead of being taken advantage of to offer the family a convenient opportunity for selecting the preferred pattern or style, are used solely to add a finishing touch to the house for some social event. A day or two or a week following the occasion the rugs or furniture are all returned to the store with some meager explanation to the effect that they are not "quite what was wanted." The cases where shoppers order also on approval costly suits, furs, lace coats, waists, hats, etc., which are worn once at some society function and then returned as "unsatisfactory," are too numerous to even excite comment among attaches of the adjustment or complaint desk.

No store management is blind to these abuses. It knows that it is often "easy." But it also knows that for the most part the complaints of its customers are legitimate and their demands for satisfaction reasonable, and to live thoroughly up to the spirit of its broad guarantee of "money refunded on all unsatisfactory purchases," it prefers to sustain many losses itself, rather than to run the risk of refusing to "make good" in one just complaint.

Where Liberality Pays.

That in the long run this policy pays, goes without saying. It needs no very extended canvass of opinion among women of discernment to arrive at the conclusion that the store most liberally patronized is the one most liberal in its assurances that its transactions must be absolutely satisfactory to the customer and most earnest in its endeavors to make these assurances "good." Knowing this, the advertising manager seldom lets slip an opportunity for dilating upon this important feature of the store's service. Candid, straight-from-the-shoulder declarations of faith and the determination to "right all wrongs" not infrequently occupy much space in the advertisements of the big stores, and perhaps it might not be too strong a statement of fact to say that these "talks" have often a more beneficial and resultful effect than the rest of the advertisements in which they appear. At any rate, the power of the following editorial for inculcating in the public mind a strong faith in the promises of the store publishing it can easily be imagined. The advertisement referred to reads in part as follows:

> Of course, we are sorry to get complaints, but we would be sorrier yet not to get them if you felt like making them. Perhaps it has never occurred to you that one of the greatest problems —if not the greatest problem—in running a big store is not a question of merchandise, nor of finance, nor of organization, but simply a question of how to know when things are being done wrong.
>
> We have keen eyes and an eager appetite for flaws, and we hunt for them as most men hunt for money; but with all our care and watchfulness there is no doubt that our customers see many things that we ought to know and don't know.
>
> Won't you tell us, please?
>
> The only complaint that will hurt us is that which we do not remedy—and the only complaints that we will not remedy are those that never get to us.
>
> We will be honestly grateful for your complaints, because they are the "finger-posts to perfection."

The broad, unqualified promises in the advertisements of large stores are a frequent source of trouble. From the store that is most free in its promises the most is naturally expected, and very frequently merchants find it hard work keeping step with the enthusiasm of the advertising department. As one store aptly expressed it, "Large claims are easy. The superlative is hard at work nowadays. Somebody's enthusiasm must be excessive. Measure stores by the service they give you, and not by the promises they make."

The Delivery System.

Another fruitful source of complaint lies in inefficient delivery system. There is one store in New York whose methods of handling deliveries is extremely poor. A customer, when buying goods in this store to be delivered, is taking nine chances in ten that she won't get them for a week, or perhaps not until after she has made sev-

eral complaints. Just where the fault lies in this particular system is hard to say. The management is apparently aware of the trouble, but seems unable to correct it. To the writer it seems that where the clerks are required to read back the address of customers twice or even three times, or to present the address as well as the slip to the customer to be O.K.'d, the percentage of packages returned because of wrong addresses might possibly be materially reduced. At any rate, where the addresses are wrong, the customer's O.K. would in many instances relieve the store of the responsibility for the error.

Failure to deliver goods on time, aside from being a frequent, is also a most annoying source of complaint. A turkey delivered on the day after Thanksgiving has, so far as the original intention for which the purchase was made, about as much value as a chimney in Summer. Wedding presents delivered some days after the ceremony or to the wrong address, have a peculiarly irritating effect on the mind of the donor. There is often a humorous side to such mistakes, but the grieved customer generally refuses to appreciate the humor. Sometimes quick action over the telephone will bridge over an awkward situation and save a good customer to the house.

Trace Every Complaint.

The public is generally a reasonable body. It appreciates the vast possibilities for errors, delays, misunderstandings, etc., which exist in an establishment employing thousands of persons in doing a business that runs into the millions each year. Therefore, appeals occasionally embodied in an advertisement, such as, "When we fail to give satisfaction, there has been an accident to the service," or "Will you help us locate it?" or "The management can never know of any mistakes except through you," or "If the machinery is not working right at all points, we want to know it," "A tired salesperson may give our train such a jolt that a good customer will be thrown off the car," or "But only tell us and we will make it right in a jiffy"—such pleas as these, to repeat, to the public sense of reason or generosity are seldom made in vain.

But more than the mere disposition must be evinced. Every complaint should be taken up and vigorously traced down to the root of the trouble. When reasonable, money should be refunded without a murmur, goods should be exchanged and credit slips issued with cheerfulness. The necessary red tape of the complaint bureau should be kept as far as possible in the background. The essence of the activities of a complaint clerk should be cordiality, for it must be remembered that the majority of complaints are based upon some just cause. The customer has suffered a grievance while shopping in some particular store, and whether the fault lies with that store or not, hospitality and good business principles demand that not only should the wrong of which she complains be remedied, but that she should be courteously treated and her outraged feelings effectively mollified.

J. Halldorsen, general store, Brown, Man., succeeded by T. J. Gislason.

While J. F. Cairns, head of one of Saskatoon's departmental stores, was riding in his auto from Saskatoon to Dundurn, Sask., recently, the machine became stalled in a mass of straw which had been thrown into a low, sandy approach to a railway crossing. The straw took fire, supposedly from the exhaust of the auto, and in a few minutes a $3,000 machine was destroyed. Mr. Cairns and his party escaped injury.

The Enclosure House
For Canadian Merchants
WHO BUY IN NEW YORK

Did you ever figure how much your express and freight bills amounted to in a year---just look it up--- you will be surprised to find it is quite a sum.

We can cut that amount one-quarter or, if you do a great deal of buying, one-half, on your shipments from New York. There's no secret about how we do it, either---simply this; our packing and shipping service gives you the privilege of having all your parcels sent to our store room---here they are packed carefully into one large bundle and promptly forwarded to you as you may order---if you order them sent by express the advantage to you is the difference in rate you get between one large shipment and half a dozen small ones--our charge for the service being 10c. per parcel.

If you order them sent by freight we pack the parcels in a good, *substantial* case and make an additional charge of $1.00 to cover the cost of the case and cartage expenses.

We have a fire-proof building, carry ample insurance *and are responsible* for all your goods while they are in our possession.

Several hundred merchants consider it worth 10c. per parcel to get this service and have demonstrated their appreciaiion by continuing to give us entire charge of their shipments. Others are being convinced of its value.

Isn't *that* enough to give you the assurance that it will pay you to know us.

LET US HEAR FROM YOU.

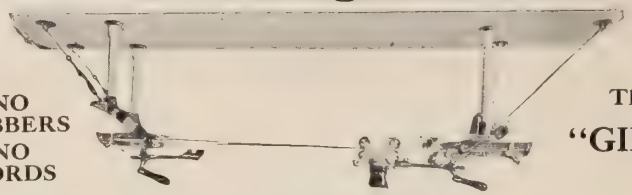
The
New York Packing Co.
14-16 Lispenard Stre t, · NEW YO K

20 Years' Experience Inventing and Building

Cash and Package Carriers

"GIPE" CARRIERS are the LATEST, SWIFTEST, STRONGEST, SIMPLEST and MOST EFFECTIVE on the Market To-day.

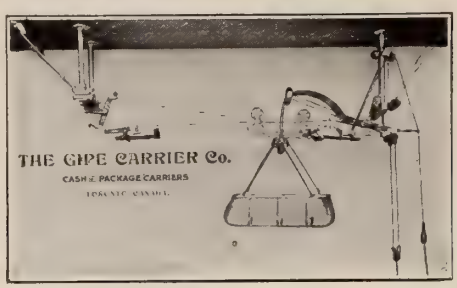
NO RUBBERS NO CORDS



The "GIPE"

Our New "Closed Wire" Cash Carrier.

STRONGEST and EASIEST propulsion ever produced.
Levers always CLOSED and the two wires together except in the act of sending the Car.
Guides near hinge in levers compel ERECT PROPULSION, thus doing away with the usual wabbling of car, it will travel twice the distance with the same impetus.
"Hood" on car catch makes it absolutely positive; HOLDS THE CAR EVERY TIME, and noise is reduced to a minimum.



Our "GIPE" PACKAGE CARRIERS will centralize your business, and will pay for themselves the first year.

Our Guarantee

We will install a System of our Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.

Many progressive merchants in Canada have already adopted "Gipe" Carriers, and such well-known houses in London, Eng., as Harrod's Stores, D. H. Evans & Co., John Barker & Co., Gamages', J. R. Roberts Stores Co., and many others are now using them.

We build LEVEL and GRADE PACKAGE CARRIERS, LEVEL, GRADE, CURVE and PERPENDICULAR CASH and MESSAGE CARRIERS.

CATALOGUE for the asking, or better still, call at our office and let us demonstrate the merits of the "Gipe."

Our Machines are built in Canada, which means a saving to you.

LONDON, ENGLAND
118 Holborn, E.C.

THE GIPE CARRIER CO., 99 Ontario St., TORONTO, CAN.

The Old Saying

"Nothing Succeeds Like Success"

is truer to-day than it ever was.
It is the successful man who buys

LUXFER PRISMS

Because he has confidence in himself and his business and is not afraid to invest his money to get the best possible light in his premises.

Good daylight is the best salesman you can have.

SEE US		WRITE US

LUXFER PRISM COMPANY
LIMITED

100 King Street West - - - - - - - - TORONTO



A beautiful display of evening wraps. The background was tinted in the new greenish tan shades, with the panels showing autumn landscapes, the moulding bordering them in dull gold. This was one of a series of Fall opening windows dressed by H. C. McDonald for the W. A. Murray Company, Toronto.

Valuable Hints on Art of Displaying Goods

Decorations with Which to Feature the Hollowe'en Season—Cat and Pumpkin Panels — How to Make Suitable Flowers — Opportunity for Certain Lines—The Robert Simpson Co's. Store During the Opening.

IN MOST Canadian homes Hallowe'en is kept, and gay parties are held. Entertaining in any shape of form means added business to the dry goods store, and, therefore, the season is worth marking in some distinctive way. To have some suggestive decoration in the store window is good business, as it creates talk and interest that has considerable advertising value to the store.

In planning Hallowe'en decorations, nothing very elaborate is desirable, nor is any great expense necessary. Grinning Jack-o'-lanterns, made from pumpkins; black cats and witches, with steeple-crowned hats, riding on broomsticks, are the recognized emblems, and yellow, orange and black the colors belonging to Hallowe'en.

If the store has a grocery department, a window should be put in featuring apples, nuts, fruits, candy and fancy groceries. If the trade warrants it, Hallowe'en favors, fancy bon-bon boxes, cases for serving ice-cream, boxes of crackers, etc., should also be shown.

The dry goods shown should be chiefly fancy waists, neckwear, fancy scarfs and other accessories wanted for informal evening wear. There should also be some lingerie and one-piece gowns included in the display—indeed, a window devoted to Princesse and one-piece gowns would be strictly in order, and quite in keeping with the requirements of the season, while it would afford a splendid advantage for featuring this new and popular addition to garment lines.

The background shown is decidely inexpensive, and one so easily made that the veriest beginner in window trimming need have no fears in attempting it. The curtains are of deep green. Velour of this color that almost every store possesses will serve, but almost any material will answer. The panels above the curtains consist of a wooden frame, over which pale yellow felt is stretched as smoothly as possible. The pumpkins and cats are cut out of cardboard and painted—the cats black, and the pumpkins deep orange, shaded with brown, leaving the eyes, mouths, and noses white.

Making the Panel.

After the cats and pumpkins are pasted to the panel they will need some touching up. For instance, the brushed-up hair, that gives the cats their spooky look, will have to be added now. The best frame for the panels would be an edge of weathered oak molding.

The setting would be vastly improved by the addition of a little floral decoration. Sunflowers are the proper ones to use, but yellow poppies or golden-rod may be substituted. If the trimmer has time, or can obtain assistance, sunflowers are very easily made from crepe paper. If the paper was not first made waterproof, there might be some trouble with the insurance people if these flowers were very freely used, but a few very large flowers could carry no objection, if placed at a good distance from any lights.

To make the flowers, the trimmer first cuts a large circular piece of cardboard. Then take strips of orange crepe paper about 6 inches wide, 12 inches long, fold in six, cut the shape of a sunflower petal. This can be easily ascertained by obtaining the petals of a natural flower. Leave a strip at the bottom about one inch wide to paste the petals to the cardboard disc. A strip this width should make six petals. Paste three or four rows of the petals around the cardboard circle, arranging them so as to have the second row of petals come between those of the first, and so on, taking care, however, not to obtain a stiff, set arrangement. Now take a smaller cardboard circle, the size to cover the last row of paper used to paste on the last row of petals. With wadding, pad the top of the small circle and cover with dark brown velvet. This makes the centre of the flower, and is pasted into the larger disc. Now pull out the crepe paper petals and

make the flower as natural-looking as possible. To finish off, a piece of strong wire should have one end bent over and the bend covered with batting and a piece of velvet. The wire should then be put through a hole made in the centre of the sunflower. Two large circles of green crepe paper should be cut, and the edges notched and pointed; these should be slipped over the wire stalk at the back of the flower—a little wadding being used to give the proper shape. The paper should be pasted to the large cardboard disc, with the notched pieces backing the crepe paper petals. The wire stalk should be wrapped over with a strip of green crepe paper.

The window ticket or tickets are to be surmounted by a black cat, similar to illustration. The cat may be cut out after painting, or the cat drawn on the top of the ticket. The expense connected with getting up this window trim is slight and the effect gained, if the colors are properly blended, is a good one.

The Simpson Co.'s Opening.

Though the workmen have still possession of some portions of the Robert Simpson Co.'s store, in Toronto, and many other alterations and improvements are in project, the grand opening took place Tuesday, the 8th of September, during the second week of the Toronto Exhibition. Easily the most magnificent store building in the Dominion, there are only a few of the very best stores in New York that can begin to rank with the enlarged store, either in size or in beauty of building or fittings.

Entering from Yonge Street, one spacious aisle runs through the building to James Street, and from the large new entrance on Queen Street another wide aisle runs across the building. This entrance, and the carriage entrance at the corner of James and Queen Streets, are paneled in mahogany. All counters, tables, showcases, etc., are of the same rich wood, and are of severely plain, massive, colonial effect.

There is plenty of work for the trimmers' department, as there are a series of large windows across the Yonge Street and Queen Street fronts, a large window on Richmond Street, and the recessed windows of the Rea store, now turned into an extra Yonge Street entrance, as well as vestibuled windows in the main Queen Street entrance. In a former number, The Review gave a plan and description of both entrance, windows and the new windows in the additional building.

It is some years since the Simpson Co. removed the dress goods department from the main to the first floor of their building, and now that the alterations are nearing completion, practically all the piece goods have followed, leaving the main floor almost exclusively to the fancy departments.

Waists, whitewear, corsets, knitted underwear, etc., have gone up to the second floor, and are now carried there, along with the cloak, suit, and fur sections. A large department for the selling of children's wear has been added.

These two floors have been covered with a rich pile carpet in a soft mossy tone of green, which harmonizes well with the massive mahogany woodwork and fittings.

On the second floor a rest room has been planned. It is elevated a couple of steps above the floor of the department, and is carpeted in green, like the rest of the floor. There is a generous supply of comfortable leather-covered lounges, and chairs, as well as writing tables and all conveniences.

The lavatories, etc., are constructed along the most up-to-date lines, and are fitted with the latest sanitary appliances. Being situated on the south side of the building, the whole of the room is flooded with light and sunshine during the day. The partitions are of marble, and the porcelain wash basins are so placed that there is an aisle on both sides.



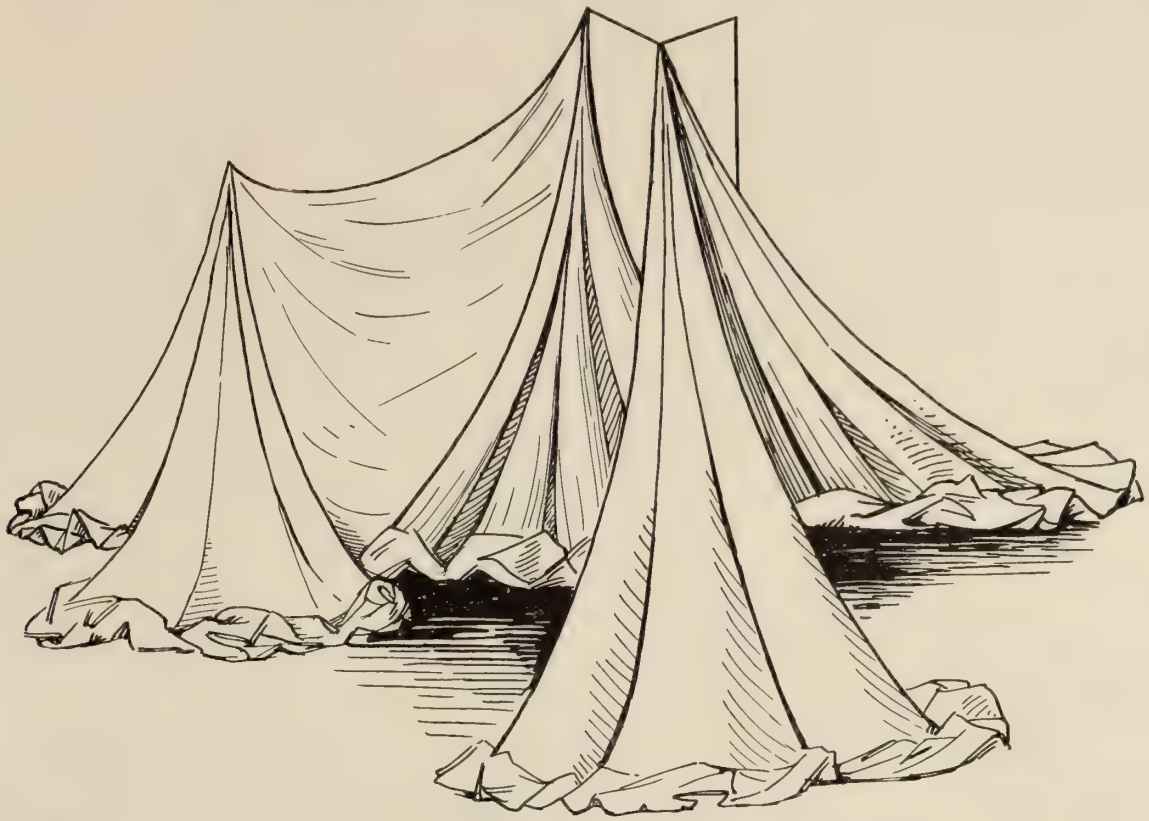
One of the series of beautiful Fall opening windows dressed by H. C. McDonald for the W. A. Murray Co. Suits, evening wraps, furs, hand-bags, gloves and footwear were shown. A feature of this window was the real lace neckwear shown.

For the opening days, the store was beautifully decorated, the numberless colored lights and the wealth of flowers giving a decidedly Japanese air to the decorative scheme. The piers or pillars are square, with ornate plaster capitals and around these pillars were clamped hammered iron brackets, from which were suspended square hammered iron lanterns of shaded glass. At each side of the pillars is placed a round iron fern pan filled with ferns, geraniums, asters, and other Autumn flowers. Great wreaths of foliage were twined about the pillars and festooned between the arches on the ground floor.

Perhaps the prettiest feature of all the decorations was the flower fountains, used in the larger spaces, on the floors. These were about six feet high, and were made of metal pans, ranging from a diameter of 12 inches at the top to 36 inches at the bottom. These were fastened to an iron upright and the whole painted green. An electric wire was carried through a metal tube and a string of

drop lights, colored red, was run around the outer edge of each pan. The pans were filled with growing plants, creeping vines and running plants being selected for the edge. These hanging over, with the light underneath, gave the effect of falling water, and when lighted, were strikingly beautiful.

Very little elaboration was used in trimming, the handsome fabrics and imported gowns evidently being considered sufficiently attractive without added detail. High vases of gilded wicker work, handsome furniture and Louis XIV., painted and gilded screens were the embellishments used. An effective feature of these screens was obtained by the outer mirrored panels, which showed the back of the gowns.



New idea in a high drape. Drawn for The Review from the opening windows dressed by A. E. Apted for the T. Eaton Co., Toronto



New idea in draping. Drawn for The Review from one of the opening windows by H. H. Hollingsworth, for the R. Simpson Co., Toronto

Trimmers Using High Drapes.

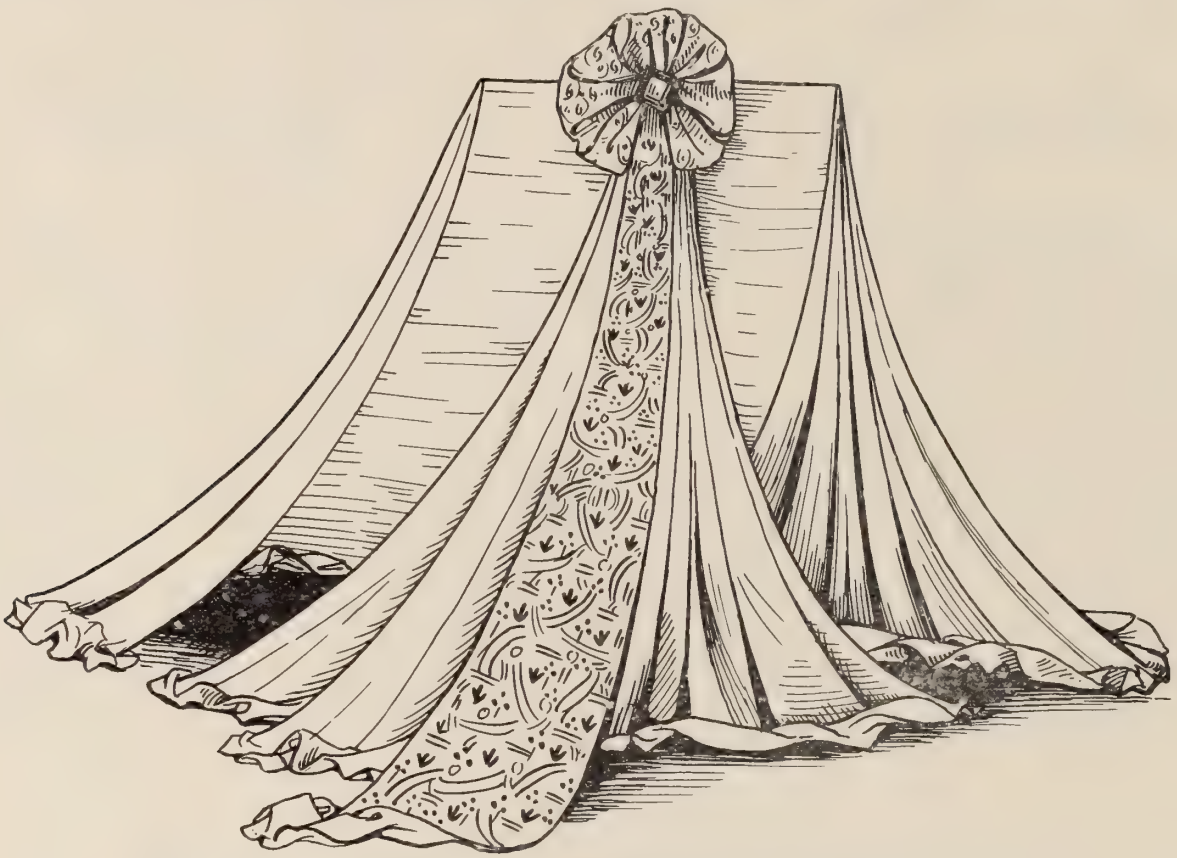
The four drapes illustrated this month are taken from the Fall opening windows of the T. Eaton Co., and those of the Robert Simpson Co.'s store, and illustrate the class of drapes H. Hollingsworth and A. E. Apted are using to display the new Fall fabrics.

Drape No. 1 is a somewhat novel variation of a well-known drape form, and one which, because of its easy construction and general effectiveness, is a favorite with most trimmers. This drape is made over two ¾-in. boards, nailed together and forming a right-angle. As used here it is extra high, the top of the stand coming even with or a little above the level of the permanent background. Of course, the stand need not be so high, it can be elevated on a box. In using the box the angle formed by the boards should come over the corner of the box, and a nail or two should be used to give the necessary firmness and make all secure. The goods are brought up and secured to the angle in the usual way, and then carried over at the side and draped to an ordinary upright stand. This drape is suitable for the display of any plain fabric.

Drape No. 2 was formed over an ordinary T-stand, about 32 in. long by 42 in. high. This stand should be heavily weighted at the bottom or nailed down to the floor so that the heavy folds of goods will not make it tip over. The stand has to be covered plain and smooth with the material, leaving about half a yard lying smooth on the floor. Sweeps are formed at each edge by picking up the selvedge and turning it under, and placing the folded edge squarely over the end of the stand. The position of the trimming needs no explanation, as the illustration shows its manner of use. The way in which the piece of goods is bowed or puffed is also plainly shown in the drawing.

To make the draped form, a waist form is needed, and this is first prepared by trimming it with a lace yoke or plastron. The fabric is opened out to its full width and sufficient is allowed to drape easily on the floor. The selvedge is turned in and the V. effect is formed over the lace yoke in front. The goods are pleated and draped over the bust, and to form the sleeves one of the new bertha trimming effects is used as a finish. The drape seen was on pale Nile broadcloth, and the bertha was of irridescent beads, silk embroideries and gold thread on black net.

The other drape was made on exactly the same stand, and in the same manner as drape No. 2. In addition to the sweeps, a piece of the cloth was made into two folds and placed over the plain centre, leaving a small space down the middle. Next, a piece of fancy silk is taken and folded down the middle. This is pleated in the trimmer's hand and a long, steel, glass-headed pin is thrust through the folds close to the selvedge and then the pin is forced into the wood of the stand in the centre of the drape. A little corner of the silk is caught over to back the handsome buckle. The silk is now formed into a large puff, like the drawing, by pulling it out and arranging it in a circle. The end of the silk is carried down to the floor, the folds of fabric on either side of the centre concealing the selvedges of the silk. This drape was formed of dull amethyst broadcloth and the silk was a handsome apricot brocade.



New idea in draping, showing use of brocaded silk. Drawn for The Review from one of the opening windows dressed by H. H. Hollingsworth of the R. Simpson Co., Toronto.

Eaton Co.'s Opening Windows.

THE opening windows put in by A. E. Apted for the T. Eaton Co. were of particular value to the trimmer who is looking for practical, original and, at the same time, not too expensive backgrounds—those which, while giving the true opening touch, only set off the goods, and do not claim the whole attention of the people on the sidewalk.

AN EFFECTIVE DISPLAY

of Skirts and Petticoats is a consideration in every store, and this problem can be successfully solved by installing the



BUCKINGHAM
SUNFLOWER RACK

the only practical method of hanging and displaying Skirts and Petticoats. This rack will keep your Skirts in good condition, and as it retains the original folds, it saves pressing expenses. It has no dark sides, and gives you more light. The price of this rack is $16.50 f.o.b. Guelph, Ont.

Send for one; we will take it back and give you credit in full if you are not satisfied.

BUCKINGHAM-RAE CO.

177-179 Adams Street - - CHICAGO, Ill.



SECTION OF MODERN STORE EQUIPPED WITH OUR SYSTEM

THE LIQUIDATION

of this business means that cut prices are being offered on all store fittings, including the well-known

Weir Wardrobe System

(Patented)

Sectional Wardrobes—each complete in itself.

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style and size.

Capacity—
High Boys—in 30-in. frontage—50 suits.
Low Boys—25 Suits and 25 pairs odd Trousers.

Hardwood or Metal Roller Bearing Slides

Centre Section - - $30.00
End Section - - $33.75

(Metal Slides $5.00 extra)

Prices of Fitting Rooms, Dummy Fronts and Stairways REDUCED IN PROPORTION.

CUT PRICES being offered on SHOW-CASES and SILENT SALESMEN.

Write for illustrated circular

Weir Wardrobe Co. of Canada, Limited

(IN LIQUIDATION)

MOUNT FOREST - ONTARIO

The windows on Albert Street, and to the north of the entrance on Yonge Street, were trimmed alike; the windows between the two main entrances showed another background, and again, the background was totally different in the windows below the south entrance on Yonge Street. The first-named series of windows on the opening day were devoted to an extensive show of Paris and New York hats, and though hats made up the principal portion of the show, variety and effect were given by the presence of several figures beautifully posed and gowned.

The mirrors used, which are really the best background for millinery, as they show the line of the side and the back of the hat, were draped with folded Nile-green silk. At the juncture of each mirror was placed a large Rococo bow, carved out of wood and gilded. These fastened the trails and festoons of silk and velvet roses and leaves. The floral effect was conventional, the trails, etc., being evidently wired.

Above the background of the Eaton windows plain glass is used in huge sheets to give light to the interior of the store. On these lights and on the mirror was a graceful scroll and wreath pattern, painted in gold. The gold used was not the bright, burnished effect, but the fashionable dull antique finish.

Some very handsome screens were used in this window. They were of irregular outline, the scroll frames richly carved and gilded and the panels filled with Autumn landscape scenes.

The windows between the entrances also had a mirror background with the frame hidden under folds of Nile-green silk. Upon this covering quantities of maidenhair fern, in its natural green and dyed in rich Autumn yellows, golds and reds were arranged. In the centre of each window was an immense bow of wide gold and crimson ribbons, tying masses of the fern, while long, knotted streamers descended to the floor of the window. All the windows had the floor covered with a very soft tone of grey felt.

The other series of windows were richly and originally trimmed. In the centre of each window was placed a high panel covered in one set with peacock velours, and in the other in Empire green. This formed the background for beautifully modeled plaster panels, consisting of conventionalized olive leaves, berries and stems. At the foot of each panel was a double dais covered with the velours. Between the panels very handsome dull old gold brocade curtains were used. The plaster panel, it should be said, was in old ivory.



Suggestion for panel for Hallowe'en window background.

✦

Montreal Opening Windows.

Fall openings and the Back-to-Montreal Week coming at the same time, Montreal merchants had a double inducement to make attractive opening displays, and as a result department store and dry goods store windows displayed originality, coupled with artistic arrangement, and many good selling features. Naturally each store featured in its windows announcements of the Fall openings, with cards welcoming visitors back to Montreal and to the store.

Jas. A. Ogilvy & Sons.

The big corner window of this firm's store gives the window trimmer ample scope to make use of original trims. On this occasion the design employed was very effective. Two sides of a colonial house were shown, forming a corner. Two small windows, formed of mirrors, with lattice, and a French window, were very realistic. A piazza effect was produced at one side by rafters, supported by pillars. The walls of the house were in buff ingrain paper, and the lattice work and rafters were painted white. Grapevines and woodbine trailed over the lattice and around the pillars. At one side a lawn was represented by means of a green carpet for grass, and a small tree and ferns. On the piazza, which was on one side only, was a garden seat. The entire effect was very pretty, and furnished an attractive setting for some of the new suits, millinery, etc.



Suggestion for window tickets for Hal'owe'en display.

The John Murphy Co.

One of the most noticeable features of the opening windows of the John Murphy store was the use of attractive cards, pointing out the policy of the store, their aims, etc. Some of the cards read as follows:

"We aim to retain all the elegance of Parisian styles, without their extravagance."

"Paris and Vienna create a style. We tone it to your liking."

"It is a question of perfect symmetry in the street costume of to-day."

"Murphy interpretations of imported fashions."

"Suggestions in amethyst."

For the windows on the Metcalfe Street side of the

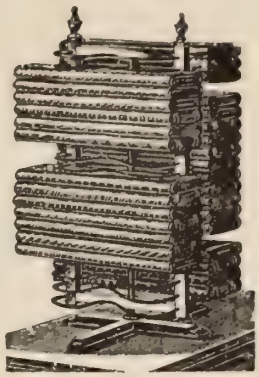
Profitable Display Demands Practical Fixtures



Practical Ribbon Cabinets Made in Eight Sizes



Holding From 50 to 700 Bolts of Ribbon



PRACTICAL FIXTURES TO DISPLAY GINGHAMS AND PRINTS. Holds 40 pieces. Made for counter and floor.



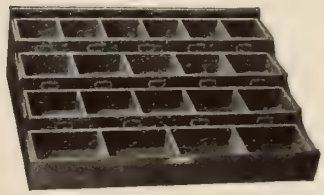
PRACTICAL HOSIERY RACKS. Two sizes, holding 72 and 100 pairs Hose.



PRACTICAL UMBRELLA CABINETS. Two sizes. Hold 60 or 80 Umbrellas.



PRACTICAL CLOAK AND DRESS RACKS Revolving and straight.



PRACTICAL COUNTER NOTION CABINETS. Made in five lengths.

FOR SALE BY THE WHOLESALE DRY GOODS AND NOTION HOUSES. SEND FOR CATALOGUE.

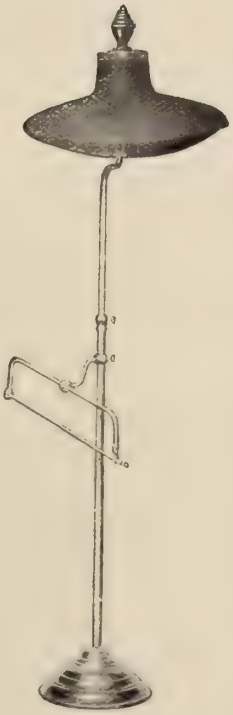
A. N. RUSSELL & SONS CO., Manufacturers, ILION, N.Y.

FOR THE COMING FUR SEASON



No. 87E

Latest Models in Collarette and Muff Stands



No. 876

Write for our Fur Specialty Circular.

J. R. PALMENBERG'S SONS

Established 1852

Factory, 89-91 W. 3rd St. 710 Broadway, New York

There is Always "One Best Way" to do Everything. The Displaying of Merchandise well goes a long way in assisting in the selling of it.

In Displaying Ready-to-Wear Apparel the most Practical Feature now in use is the Guthridge Display Chair. Garments are not only shown to much better advantage but you also save Seventy-five per cent. of your Showing space. (They take up only one-quarter of the space that display tables occupy). Having used these Chairs once you wonder how you ever got along without them.

Think of it—Over Seven Hundred and Fifty Chairs now in use in Chicago alone. Place your order now so as to have them for early use. Made of Birch, Mahogany finish and Quarter-Sawed Oak, Golden Oak finish; both finishes are of a medium shade that will harmonize nicely with any furnishings. These chairs are already in use in the Suit and Cloak Departments of some of the leading stores of Toronto and Montreal. Write for descriptive circular.

F. M. GUTHRIDGE

1435 Wabash Avenue · CHICAGO, Ill,, U.S.A.

Display Your Stock

to good advantage—show the various points of excellence in the goods comprising your stock—and brisk business is a certainty. In doing this, our

Modern Display Fixtures

will be of great assistance to you

Our display fixtures embody the most modern ideas and designs for conveniently and attractively displaying the stock of a dry goods store.



Let us mail you our new catalog. It is a liberal education in the art of display.

WRITE FOR IT TO-DAY



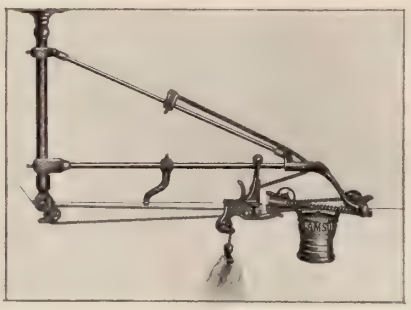


EVERYTHING IN DISPLAY FIXTURES

The Toronto Brass Mfg. Co.

17-21 Temperance Street Toronto, Ont.

LAMSON



Lamson Carriers are to-day a fully acknowledged factor in the successful development and conduct of the modern store, and in one or another of their many forms are found absolutely indispensable in 80% of the representative and leading retail establishments in America and Great Britain.

Systems Leased or Sold
Send for Bulletin M.

LAMSON CONSOLIDATED STORE SERVICE COMPANY
126 Wellington St. W., Toronto, Ont.

MADE IN CANADA

SERVICE

store emerald green velvet backgrounds were used. The flooring was of felt in a soft grey. Each of these windows was given up to a different color, shown in suits, wraps, dresses, millinery and dress accessories. The large corner window had a mirror background, and was given up to "Suggestions in Amethyst." The arrangement of the goods was particularly effective, there being just enough to produce good results.

W. H. Scroggie, Ltd.

The many windows of this large store were attractively trimmed for the Fall opening. Backgrounds of rose sateen were used. Diamond-shaped panels were placed against this background and were artistically lettered with the air brush, in the new shades, announcing the opening. Pillars in white, outlined with gilt cord, were placed in the windows. Above the rose sateen was a border of green velvet, on which were placed artistic designs executed in plaster of Paris. The floor was covered with green felt. A good showing was made of the new season's goods, comprising, suits, millinery, dresses and new accessories.

Henry Morgan & Co., Ltd.

The principal window was shown with a white lattice background, over green velvet, decorated with autumn leaves. The floor was covered with a green rug, over which autumn leaves were scattered. On a rustic seat, a figure of a lady, wearing one of the new costumes and a new style of hat, was seated; also the figure of a child in new style garments. Other windows, with similar backgrounds, showed suits, dresses, millinery, scarfs, etc., in the newest shades. The beauty of these windows depended chiefly upon the draping of materials, and the placing of the goods.

Invented a Flax Puller.

Rev. Charles H. Vessot, of St. Mark's French Presbyterian church, Ottawa, has invented a flax puller, which, it is claimed, will lessen the cost of linen production. His machine has achieved the object for which some of the best designers in the business have been working—it pulls the flax and binds it as fast as the regular machine can bind grain. It has been working about Stratford, Ont., with success, and Mr. Vessot has been there looking after his invention. It is pulling the bulk of the flax in that district. Formerly the flax was all pulled by Indians and it was a slow process. The farmers could not use the ordinary binder with knives, because it left too much of the valuable part of the flax, the stubble, on the field. This slow and expensive process of pulling by hand will now, it seems, be relegated to the shelf with the sickle.

New Companies Incorporated.

Talbot, Limited, carrying on the business of wholesale and retail dry goods, hardware, groceries and provisions, have been incorporated, with $99,000 capital, the incorporators being J. A. Talbot, L. A. Dion, J. Proulx, Chas. Garon and Miss A. Talbot, with head office at St. Germain de Rimouski, Que.

R. A. Brisco, dry goods merchant, Galt, and Miss Ora Wilkinson, of Minneapolis, formerly of Goderich, were married in Toronto, Sept. 13.

J. & R. Lawless, of Grafton, have disposed of their dry goods business to John Johnston, a former Graftonian, who has been absent for a number of years.



London, Eng., Office, Dry Goods Review, 88 Fleet St., E.C.

The Month's Review of Trade Activities in British Markets

Staff Correspondent

Office of The Dry Goods Review,
88 Fleet St., London, E.C.,
September 23.

CERTAINLY trade must be improving, for in a Summer when trade depression and wretched weather have combined, the city wholesale houses are finding that the trade shows a considerable increase for the first and second months of the second half of the year.

September's trade so far is keeping up the record, and the early touch of cold experienced at the beginning of the month has given buyers a beneficial reminder to fill in their Autumn needs. Many of the leading London stores have had a busy time during the past few months, and have little to complain about on the score of bad trade.

Recent Legislation.

The term of the present government has been prolific of legislative measures that have bearings upon the draping trade. The latest of these is a Shop Hours Bill, introduced in the interest of the assistants in stores.

This measure regulates the hours that stores may be kept open. As far as the large stores go, the proposed measure will work little or no change, as all the conditions are complied with. It is the small shop-keeper in the outside sections who will be affected by the provisions of the bill. That the bill is needed is, however, pretty generally conceded. In many sections the feeling seems to be that the influence will be wholly for good, the sentiment being that "if you make my competitors close, I will gladly close, too,"

One Year's Record.

Vyse, Sons & Co. have come near to making a record year, the net profit being over £19,000. Only in 1903 has this figure been exceeded. The directors are declaring a dividend of 5 per cent. and they have decided to restrict the dividend in future to this figure, and place the increased sum on the reserve.

Novel Exhibit at Selfridges'.

During the past month Selfridges have been using a novel exhibit as a store attraction.

The exhibition was that of an old time industry, namely, that of block printing. A beautiful display of the goods printed was made in the window and in the store the printer and his attendants were seen at work. The materials shown were very varied, running from coarse scrim to fine silk. Many of the designs produced were very handsome, particularly the cashmeres. Many of the blocks used were over 100 years old. The novel exhibit drew a large crowd to the store.

Bradford.

The next series of Colonial wool sales in Coleman Street commence on the 22nd of this month, and by that date the first sales of the new clip will be well under way. In face of these facts the price tendency of the new raw material is still upwards, and predictions are made that the end of the month will see 60's quality tops quite a penny a pound dearer. Naturally, manufacturers and spinners do not look with any favor on this prospect of higher prices, knowing, as they do, that it has a decided tendency to check business, and to lead to the substitution of other fabrics in the place of woolen goods.

There is plenty of new business passing in merinos, and more could be done if top makers could be induced to take it. As a fact, it is said that there is more forward business on the books of Bradford top-makers to-day than for many years back, in spite of the fact that plenty of spinners have bought all the wool they want for the current year. Wood of this class is by no means plentiful and consumption throughout the entire woolen district is at a high point, with every prospect of the mills being busy throughout the winter.

Advices from Germany and France are that foreign buyers have placed large orders for Spring fabrics, giving preference, however, to worsted materials, and cloth manufacturers have received sufficient orders to keep machinery going for the next few months.

A significant fact is the upward movement in coarse crossbreds. The finer wools of this kind have advanced almost as rapidly as pure merinos and now the coarser-haired wools are moving up. At the present time, they are commanding more than 1½d a pound over their lowest point last June. in 40's and even in 36's there is distinctly more doing, and exceptionally low quotations have disappeared.. There is some scarcity felt in fine mohairs and the cheaper grades are commanding higher prices.

Manchester.

Since the publication of the Bureau crop report, the market for raw cotton has taken a decidedly bullish turn, and for two days the much talked-of 7d cotton was an actual fact. Discouraging reports continue to be received from the cotton growing States and there is a growing belief on both sides of the Atlantic that not only is there a short crop, but that the future will disclose a scarcity of good staple cotton. The Egyptian crop is a normal one but prices are hardening under the influence of the advances in the American staple.

The advances in the raw staple has brought out more business and spinners' quotations have taken on a firmer tone. The general tendency indicates a growing firmness and a further improvement is looked for from the continuance of the short-time movement for six weeks, dating from the end of this month.

When the raw cotton market reaches definite shape, much business that is now being held back will come into the market, and therefore manufacturers' prospects are much improved.

The position vacated recently by John Mortimer, as head cashier for the firm of Henry Bannerman & Sons, is to be filled by R. H. Bannerman, a great grandson of the founder of the firm. Mr. Mortimer has been with this firm over fifty years.

The statistics of the trading year which have just been announced by many of the cotton companies, show clearly the effects of the depression in trade. In the majority of cases handsome dividends will be paid but they are coming out of accumulated funds.

Nottingham.

Possibly the most active section of the Nottingham trade is the one making veilings and nets. The feeling expressed in many quarters that a decline in sale was due has proved the reverse of the present state of the business. The new open meshes are in big demand, and chenilles are more active, while the Russian nets are being ordered extensively, and cambrays and malines are also good sellers. The making-up departments are getting a fair amount of business and the blouse, neckwear and frilling manufacturers are all busy. In the lace trade present prospects are not at all bright and the orders on hand are not large. Though more goods than usual are being shipped to Canada, very little of the expected business is coming from the States.

Scotch Notes.

Glasgow cotton mills are now running again on full time. This is due to the demand for colored goods. This improvement is due to the expanding of export business as there is little demand at present from the home trade.

Signor Caruso is reported to have invested in a kilt while in Scotland, and he intends to wear them when singing. He also placed with an Edinburgh firm a large order for Scotch homespuns to be sent to his estate near Florence.

North of Ireland.

The tendency of the linen market is towards hardening prices as the manufacturers are so far oversold that they do not care to take on more business, even at enhanced prices. Spinners also are well booked ahead and yarn prices are firm. The big improvement is in the shipping trade.

Canada is placing good orders, and a steady business is coming from the States. Cuba and South America are buying freely and a better business is coming from Australia and New Zealand. There is little change in the home and the Continental markets.

Additions to Monarch Co.'s Mill.

Extensive additions are being made to the Monarch Knitting Co.'s factory, Dunnville. The height will be increased one storey. The space now used as an engine room and picker and dye room is to be built in solid, and the structure, when completed, will be one solid building, 250x65 feet, three storeys and basement, with a floor space of 65,000 square feet.

Negotiations are also about completed for the purchase by the Monarch Company, of the Imperial mill building, Dunnville, and when this property is acquired a large dye house and picker room is to be erected on it. The company will then remove all its spinning, dyeing, etc., to the Imperial mill. The dyeing of all worsted yarns, which has always been done in England, will then be done in the new dyeing plant

James M. Fraser Joins the Benedicts.

Jas. M. Fraser, silk department, Greenshields Ltd., and Miss Josephine M. Climie, were married September 14th at the home of the bride's parents, Westmount, Que. Notwithstanding the fact that the marriage was a quiet one, only the relatives of both families being present, the



JAMES M. FRASER

bride was the recipient of many beautiful gifts, testifying to the popularity of the bride and groom. One of the outstanding gifts was a mahogany chest of 167 pieces of solid silver presented by the employees of Greenshields, Limited.

Mr. and Mrs. Fraser are spending a four weeks' honeymoon in the far western provinces, and on their return will reside at the Lafayette Apartments, Western Ave., Westmount.

David McMurtrie, of the traveling staff of Gordon, McKay & Co., Toronto, and Miss Ethelwyn Gibson, of Picton, were married in Hamilton, Sept. 20th.

J. E. Talbot, Montreal sales manager of the Wabasso Cotton Co., Ltd., Three Rivers, Que., left, the middle of last month, on a three weeks' business trip to Winnipeg and the coast.

Why Does Our Pattern Sell ?

Because its maker knows how to make **the pattern the women want.**

We're not telling how we do it, for that's our stock in trade. But our sales prove to you we do it.

For weeks we've been giving reports from merchants all over the country, comparing Spring '09 sales of Standard Patterns with Spring '08.

HERE ARE A FEW MORE. MORE NEXT WEEK

F. D. Folsom Co., Portland, Maine	**Increase**	**35%**
W. W. Oppenheim, Newark, N. J.	"	**33%**
W. F. Oelman & Co., Dayton, Ohio	"	**33%**
Townsend & Wyatt D. G. Co., St. Joseph, Mo.	"	**20%**
Kahn Bros., Oakland, Cal.	"	**31%**

If the sales of the pattern you carry have not grown enormously this spring over a year ago, it is because the maker does not know the kind of pattern the women want.

Why wait for him to get the knowledge—**and use you to prove he's got it ?**

Why not apply to one who's already proved ?

That is to us. And, if you have no Pattern, why not apply for one that's proved to be a good one? That is, for ours.

Standard Fashion Company

33 Richmond St. W. : : Toronto, Ont., Canada.

BOOT & SHOE DEPARTMENT

Low-cut Designs Figure Well in Spring Trade

The One-Strap Pump Promises to be Favorite—Small Leather Buckles and Leather Trimmings — Satins Favored for Evening Wear — The Advance in Rubber — An Increase of $1.47 in One Year.

TRAVELERS for boot and shoe firms are on the road with Spring goods, and first reports are very encouraging. The Spring styles are particularly desirable, and business should be good. For ladies, the pump is the feature, and all low-cut designs figure prominently. Low vamps are the



Ladies' two-buttoned patent tie, plain toe. Spring line Minister Myles Co., Toronto.

correct thing for the Spring trade, and this style should meet with favor. Spring samples show a neat high heel, which gives a very smart appearance to the shoe. The one-strap pump promises to be a favorite, and some of the American lines are shown with two straps, which seems to be getting back to the strap slippers so popular a few years ago. These two-strap pumps are more particularly for street wear. Low-cut ties will be very good for Spring.

There seems to be a tendency towards lighter soles for ladies' shoes. Turn shoes will be popular, as well as light sole welts. Vamps are shorter, and while heels are still high, there is a feeling for slightly lower heels on ladies' shoes. Some of the new dressy shoes have a narrow toe, quite pointed, and it looks almost as if a return to the long, narrow, pointed toes of a few years ago were in order.

Cloth Tops Featured.

Perforations are quite extensively used for trimming purposes, in some instances being put over leather of a contrasting color. The Canadian trade is not taking kindly to too much of this class of trimming. Cloth tops are strongly featured, chiefly owing to the desire of manufacturers to put out lines of shoes which are high-class and sightly, without involving the heavy cost of the leather shoe.

An effort is being made to keep the range of colors in tops as limited as possible, as the necessity for carrying a wide range of colors makes it almost certain that some of the goods will have to be disposed of at a sacrifice, as some colors are sure to be very slow, while others will sell readily. Small leather buckles and leather trimmings are the correct thing.

Dull leathers are strongly favored, while patent leather is holding its own. Patent leather, in combination with gun-metal leather and cloth, sells readily. Tan shoes are expected to be as strong as ever for the Spring trade. There is talk of a darker shade of tan being favored, but it does not seem likely that it will be taken to any ex-



Patent leather button, dull calf top —Spring line Relindo Shoe Co.

tent in this market. Lighter tans always seem to have the preference.

In Spring lines willow calf is being taken up strongly. This leather is more durable than the Russian calf, which

is apt to crack. It has been brought to a very high state of perfection, making it most desirable from every standpoint. Chocolate is in good demand for Spring, and one traveler taking orders for shoes, stated that so far he had received practically as heavy orders for chocolate as for tan, though there is every probability that the



Men's Patent Blucher, dull calf top. Spring line Minister Myles Co., Toronto.

end of the placing season will see the tans much in the majority. White buckskin shoes will be very fashionable for the Spring and Summer, 1910, but, of course, there will be the usual demand for white canvas footwear for outing purposes.

Handsome Designs in Satins.

Satin, in the light shades, for evening wear, is strongly favored, and some very handsome designs are shown. In most instances they are made on a very narrow last, pointed toes, and gracefully-shaped high heel. One of the new designs being shown is a high boot, with lace insets at the side, reaching from the top to the ankle. A bronze leather high boot was shown with this lace inset. A pretty, pale grey suede boot had embossed leather medallions set into the sides of the boot, near the top. These were bordered with gilt in a fancy design. Jeweled buttons and white pearl buttons are used on these fancy boots.

The demand for children's shoes is for higher tops to quite a marked degree, the 9-in. leg being popular.

The Price Situation.

With leather prices soaring higher and higher, manufacturers have found it necessary to put up prices on their new goods, the increase varying on different lines from ten to fifty cents on a pair, with tendencies to still further increase. This has led to manufacturers showing a great many designs with cloth tops, and they are advising retailers to push these strongly.

Some retailers are taking advantage of the higher prices to put up prices on goods that were bought at a lower figure. They contend that manufacturers have done this with stocks of leather and that they are justified in doing the same. Some have not done this, but when buying small quantities of new goods at the higher prices, have put these with the old stock, selling them at regular prices, thus making a smaller profit on the new goods. Such stores are waiting until present stock is practically cleared before selling goods at the higher price warranted by the cost to them.

The price of raw rubber is still going up, and the end is not in sight. Raw rubber at the present time is selling for $2.15 per pound, and at this time a year ago the price was only 68c per pound. It is anticipated that unless there is a change in the market situation the price will reach the $3 mark. This enormous increase is due to the fact that an English concern has cornered practically all the raw rubber for the next two or three years, as well as to the increased rubber consumption. One important manufacturer stated that he was contemplating selling his stock of raw rubber, as, in view of present prices and the price paid for his stock, his profits would be as great as if he manufactured his stock into goods, as well as being more certain. The only remedy for the situation seems to be in an agreement on the part of manufacturers to shut down for a time, thus forcing the price of rubber to a lower figure.

There has been quite an increase in the retail price of rubber footwear for the Fall trade, and it is difficult to tell just what it will be necessary to ask for Spring goods.

Men's Evening Wear.

There is a decided tendency with the high-class trade to take grey satin pumps for men's evening wear. These match the grey vest and gloves being worn with evening dress. The big demand, of course, is for patent leather.

Robert Tennant, for many years a members of the firm of Tennant, Davies & Co., of Fredericton, N.B., is dead. He was for some time employed by Miller & Edgecombe, dry goods merchants, and later entered into partnership with Matthew Tennant, under the firm name of Tennant, Davies & Company.

THE BEST VALUE IN CANADIAN SHOES
are those made by
AMES-HOLDEN Limited
Canada's Largest Shoe Manufacturers TWO FACTORIES
HIGHEST GRADE OF FINE SHOES AND SOLID LEATHER STAPLES
Complete Stocks for Immediate Shipments at
Montreal, P.Q. Toronto, Ont. St. John, N.B Winnipeg, Man. Calgary. Alta.
Edmonton, Alta. Vancouver, B.C.

A New Plan for Selling Pen-Angle Hosiery

The advertisement, which is shown below (slightly reduced), and other advertisements, will appear regularly in the leading Canadian Newspapers and Magazines. Read it carefully and learn all about our 2 for 1 guarantee.



Buy Hosiery Made by the Largest Mills on a 2-for-1 Guarantee

We guarantee the following lines of Pen-Angle Hosiery to fit you perfectly, not to shrink or stretch and the dyes to be absolutely fast. We guarantee them to wear longer than any other cashmere or cotton hosiery sold at the same prices. If, after wearing Pen-Angle Guaranteed Hosiery any length of time, you should ever find a pair that fails to fulfill this guarantee in any particular, return the same to us and we will replace them with TWO new pairs free of charge.

That 2 for 1 guarantee—the most liberal given anywhere—is backed up by the largest hosiery mills in Canada. You can depend upon the guarantee being fulfilled to the last letter.

Buying hosiery on this plan you make doubly sure of satisfaction, for if the hosiery does not fulfill the guarantee the makers have to pay a double penalty

But after you've worn a pair of Pen-Angle Hosiery you'll understand why we give this 2 for 1 guarantee, for you will have discovered your ideal hosiery—form-knitted, seamless, longest-wearing.

The reason for Pen-Angle superiority is due to the exceptional quality of the cashmere and cotton yarns we use. And because we knit them on Penmans' exclusive machines. We have the sole rights to use these machines in Canada.

Seamless Hosiery

These machines form-knit the hosiery to fit the form of the leg, ankle and foot perfectly, without a single seam anywhere to irritate the feet or rip apart.

They reinforce the feet, heels and toes—the places that get the hardest usage—without you ever being aware of any extra thickness.

Don't be content another day with hosiery which has those horrid seams up the leg and across the foot—with hosiery less serviceable—but get Pen-Angle 2 for 1 guaranteed hosiery

For Ladies

No. 1760.—"Lady Fair" Black Cashmere hose. Medium weight. Made of fine, soft cashmere yarns. 2-ply leg. 5-ply foot, heel, toe and high splice, giving them strength where strength is needed. Box of 3 pairs, $1.50; 6 pairs, $3.00.

No. 1020.—Same quality as 1760, but heavier weight. Black only. Box of 3 pairs, $1.50; 6 pairs, $3.00.

No. 1150.—Very fine Cashmere hose. Medium weight. 2-ply leg. 4-ply foot, heel and toe. Black, light and dark tan, leather, champagne, myrtle, pearl gray, oxblood, helio, cardinal. Box of 3 pairs, $1.50; 6 pairs, $3.00.

No. 1720.—Fine quality Cotton hose. Made of 2-ply Egyptian yarn, with 3-ply heels and toes. Black, light and dark tan, champagne, myrtle, pearl gray, oxblood, helio, sky, pink, bisque. Box of 4 pairs, $1.00; 6 pairs, $1.50.

No. 1175.—Mercerized. Same colors as 1720. Box of 3 pairs, $1.00; 6 pairs, $2.00.

For Men

No. 2404.—Medium weight Cashmere half-hose. Made of 2-ply Botany yarn with our special "Everlast" heels and toes, which add to its wearing qualities, while the hosiery still remains soft and comfortable. Black, light and dark tan, leather, champagne, navy, myrtle, pearl gray, slate, oxblood, helio, cadet blue and bisque. Box of 3 pairs, $1.50; 6 pairs, $3.00.

No. 500.—"Black Knight." Winter weight black Cashmere half-hose. 5-ply body, spun from pure Australian wool. 9-ply silk splicing in heels and toes. Soft, comfortable, and a wonder to resist wear. Box of 3 pairs, $1.50; 6 pairs, $3.00.

No. 1090.—Cashmere half-hose. Same quality as 500, but lighter weight. Black only. Box of 3 pairs, $1.00; 6 pairs, $2.00.

No. 330. — "Everlast" Cotton Socks. Medium weight. Made from four-ply long staple combed Egyptian cotton yarn, with six-ply heels and toes. Soft in finish and very comfortable to the feet. A winner. Black, light and dark tan. Put up in boxes. Box of 3 pairs, $1.00; 6 pairs, $2.00.

Instructions

If your dealer cannot supply you, state number, size and color of hosiery desired, and enclose price, and we will fill your order, postpaid. If not sure of size of hosiery, send size of shoe worn. Remember, we will fill no order for less than one box and only one size in a box.

Catalog Free

If you want something different than the styles and shades listed, send for handsome free catalog which shows an extensive line in colors. 45

Penmans, Limited, Dept. **Paris, Canada**

Pen-Angle Hosiery

WARRANTED HIGH PENMANS GRADE HOSIERY

Pen-Angle Hosiery Advertisements are not intended to secure orders direct from the consumer, but are for the DEALERS' BENEFIT. There is a splendid margin of profit in the handling of Pen-Angle Hosiery. Look carefully over the advertised lines. See if you have them in stock. Make sure that you are in a position to take care of the business our plan is sure to create.

WE SOLICIT YOUR CO-OPERATION

PENMANS, LIMITED, :: Paris, Ontario

Please mention The Review to Advertisers and Their Travelers

KNIT GOODS NEWS

Fall Selling of Knitted Goods Heaviest in Years

Steady Development in Demand for Sweaters and Sweater Coats in New York — Some Manufacturers Sending out Notices that Further Business Cannot be Accepted at Old Figures—Increased Price of Yarns.

Staff Correspondence.

Office of Dry Goods Review,
160 Broadway,
New York, September 29.

IT is surprising to note the steady increase in the demand of sweaters or sweater coats. Women are regarding them as part of their wardrobes nowadays and would not do without them. Buyers report big sales on these coat sweaters. Women, misses, children and infants are wearing them on the streets in place of suit coats or separate coats.

Some of the models are very pretty and dressy in construction, so that they make one very attractive. They are serviceable because they launder with such good results. They are also light of weight and not at all cumbersome to carry, besides providing great warmth to the body in cool weather. Until very cold weather they are expected to predominate.

There are many styles and qualities shown in all the new colors, including the different greens, browns, grey, violet and white. The collars are in the extended shawl collar effects, rolling styles, or military effects, with long-waisted fastenings, single or double breasted fronts, and with a variation of sleeve and cuff styles. The use of contrasting colored cuffs and collars, and other trimming arrangements are noted on them which effects a very pretty model.

The desire for the very long sweaters, in 48 to 54 inch lengths are the newest things and they are being taken by the better dressers. They are expensive, but very handsome, some of them having deep pockets at the sides, and fancy collar and cuff arrangements. The white models are especially desirable and smart.

For children there are regular coat length sweaters that are worn instead of the coats. Some of the models have colored sailor collars of linen or cloth, which make the garments very chic. Then again others have the knitted colored emblems, such as stars, Teddy bears, anchors, etc., put on the left sleeve.

Heavy Winter Selling.

The fall and winter selling in knit goods has been the heaviest in years. It is attributed to the fact that the conservatism of last year made stocks short and now that is all cleared away and the orders have been placed in good amounts. Not as large as formerly, but oftener, thus making up in the end.

Deliveries for Fall are already long overdue because mills have been sold up. Buyers are showing some anxiety and are endeavoring to get the goods some way or other but with no result. They must simply wait their turn.

Some manufacturers are sending out notices that no further business can be accepted at the old figures and they give as the reason the increased price of yarns. The situation therefore, places it up to the buyer to protect himself by early attention to his knit goods needs.

In the increasing demand for union suits is perhaps the most notable thing in the business at present, aside from the sweaters, which have the knit goods people on the jump.

A notable feature in this season's business is the heavy reordering on summer weights, for which orders have been very heavy throughout the past month. This is attributed to the fact that many women never change but wear the summer weights all the year round.

The retailers are already booking orders for Spring delivery, due to their fear of not getting deliveries in time, such as has been experienced this Fall.

Knitted Mufflers.

Something entirely apart from the usual knitted muffler is the scarf that is made of pure silk. It is shaped exactly like the shoulder knitted scarfs, but is only about one yard long and about six inches wide, although it can be stretched to wider width. It has a self fringe at each end. It comes in white, black and all the shades of gray, green, brown and blue, and retails for 50 cents each.

Hosiery Market Active.

There is a marked tendency shown for sheer hosiery, but some difficulty is being experienced in the securing of materials so as to sell them at 25 cents per pair. That is a popular price hose that every woman wants, so that buyers say they must have them and made up of such fabrics that are good for the money.

The demand for sheer hosiery has practically eliminated wool, cashmere and fleeced goods from the market. The very light weights are bought as heavily in the Fall as in the Spring, for women are wearing them all the year round, the same as the light weight vests.

Novelty hosiery are growing in demand every day. Self embroidered goods, in black and colors are all good. Silk hose were never in such a demand as they are just now. Their reduced prices, or rather the endeavor of manufacturers to get out a silk hose that is cheaper than those of former seasons, is responsible for the large demand and the generous supply. Silk hose are shown in all the new colorings as well as black and whites, in prices from 79 cents a pair at retail upwards.

Woolen and Knit Goods Manufacturers Want Inquiry

Commissioner's Report, they Say, Confirms their Statements—Investigation Into Causes Which Handicap the Canadian Industry is Now Timely — Importance of Considering the Sheep Raiser Emphasized.

WHEREAS, the growing of wool, and the manufacture of it into fabrics are indigenous and essential industries to Canada.

"Whereas, it is important that wool growers should have places and facilities for assembling, sorting and marketing their wool.

"Whereas, the printed report of the Government Commissioner to Great Britain has confirmed the statement made by the Canadian woolen manufacturers;

"Whereas, the Right Hon., the Premier, at the banquet in Montreal last September, stated that the Government would appoint a further commission, if desired by the Canadian Manufacturers' Association, on which the association would have representation;

"Be it resolved, that the Dominion Government be and are hereby requested to immediately have a thorough enquiry made as to the causes of decline in the growth of Canadian wool, and the failure of so many woolen factories in Canada, and that, owing to the serious condition of the woolen industry, the Government be urged to devise, without delay, a policy by which, in Canada, the growing of wool will be fostered and its manufacture into fabrics encouraged."

The above resolution was adopted at a meeting of the woolen and knitted goods section of the Canadian Manufacturers' Association, Tuesday, Sept. 14, preceding the annual convention of the association in Hamilton. The resolution expressed the unanimous conviction of the Section as to the next step necessary in securing for the Canadian woolen industry that consideration and encouragement upon which, it was asserted, its future depends.

Not Properly Protected.

The conditions rendering such an inquiry timely were described in the report of the tariff committee, which, after quoting reports with reference to the industry in England and Germany, concluded:

"Take note, that while free trade exists in Great Britain, the industry in Germany is protected by specific duties, which ensure the home market to the manufacturer in that country, and, in addition, allows the manufacturer in Germany to compete with the world in the markets ed the belief that a scale of rates, which advanced in ac- in the woolen industry in Canada is infinitely better than it appears to be in Great Britain, yet it must not be forgotten that for some time the mills in Canada have not exceeded one-half of their capacity, which means an increase in the cost of the output and a lesser demand for the products of the sheep-grower, all owing to the industry not being accorded the proper system of tariff protection."

J. P. Murray, the chairman of the Section, took the stand that unless the sheep-raiser was properly considered in connection with the question, there could be little hope of redress.

A National Question.

"While I believe," said he, "that all raw material coming into Canada should contribute to the expenses of Canada, I do not think that it is the question of tariff on wool that is ever going to make an industry. The farmers have no facilities for properly marketing their product. If we can show anything to the Government and to the whole of Canada that this is a natural industry, we can not only create public opinion in its favor, but prevail upon the Government to find out why the industry is going back. It is a national question."

"The whole matter," said Mr. Murray, in his report, "should be dealt with in a broad way, and it should be our purpose to so prepare our brief by which the argument put up against us, 'That we do not consider the farmer,' may be negatived.

"There are yet manufacturers who do not value the importance of meeting and discussing with the wool-growers how this great national, indigenous, and essential industry, from sheep-run to shop, may be fostered and made to grow. Make sheep-raising as profitable to the sheep breeder as you expect to make your factories, and we can then give Government argument which will bring restriction on imports.

Inadequate Facilities.

"It will then not be so much a question of a high tariff on imported wool which will help the Canadian wool-grower. Conveniences to gather the clip is one of the first steps in this new way. Assembling places are necessary in every province, to which the grower may send his clip, where it will be sorted, classed, weighed, and valued, where it may be baled, billed and shipped, and from where the grower may have his receipt worth immediate cash.

"To-day the wool-buyer—the middleman—must go from farm to farm, not knowing what he may find, no facilities for packing and baling, and, as a consequence, freight rates are so excessive that the buyer cannot offer as much as the wool is really worth. The buyer has to bear the cost of finding the wool, the cost of hauling it to an assembling place, the cost of sorting, packing, baling and unknown freight charges. Even then, he has nothing of a known market value, as it is not standardized.

"The experience of others should be a guide, and in the United States, ever since the early sixties, through all changes of Governments, Republican and Democratic, alterations, modifications, no change in the customs tariff which was found detrimental to the interests of anyone of their natural and national possibilities, though even pleasing to a large class or section, but which had a quick alteration in favor of the domestic industry."

In the discussion which followed the chairman's report, the members of the section appeared unanimous in the opinion that the time had come when there should be a full inquiry into the Canadian industry, if the Government and the country at large were to properly realize its importance and the urgency of some form of encouragement.

An Equalizing Tariff.

P. H. Burton, discussing tariff arrangements, expressed the belief that a scale of rates which advanced in accordance with the amount of labor expended on lines which could be satisfactorily produced in Canada, would be most feasible in equalizing conditions which now were unbalanced. Such a tariff would, he felt, appeal to laborer and farmer alike.



Don't Risk It!

Don't take the risk involved in buying an unknown line of underwear. It may be all right—then again it may not be all right. Your best plan is to be guided by the experience of scores of successful drygoodsmen—placing your order with your jobber for

MOODIES' Hygeian TRADE MARK UNDERWEAR

"Hygeian" is the well-known brand with a reputation for sound quality extending over many years. By specializing on "Hygeian" Underwear, brisk sales at good profits are assured, and a satisfied customer made with every sale.

"Hygeian" Underwear is sold by the wholesale trade from coast to coast.

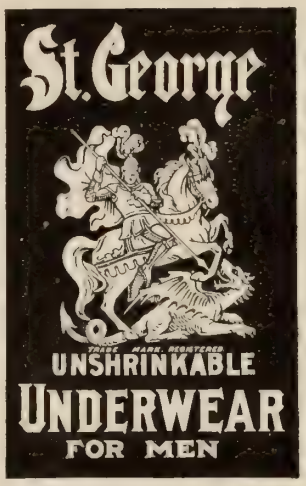
Eagle Knitting Company, Limited

Hamilton - - - Ontario

Makers of the Celebrated "Hygeian" Waists.

St. George Brand

Underwear for Men



made in various weights and textures

WOOLNAP

(For extra warmth)

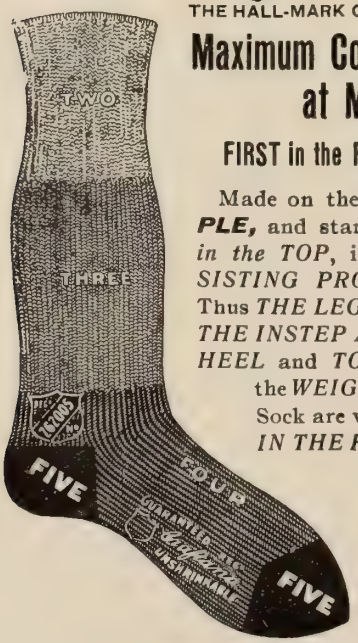
Also bears the St. George Trademark for your protection and ours.

"Craftana."

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses



The dye—that's what makes or mars a black stocking; that's what makes or mars the hosiery department.

"FAST BLACK" is a much overworked phrase—often made to do deceptive duty.

But you can't go wrong if you

LOOK for the Truth on the Toe.

HERMSDORF'S signature is there for your protection—for your store's honor and progress.

After all it's easy to know when "fast black" means *all* it says.

the name that produces hosiery profits :

Louis Hermsdorf Dyer

Works; CHEMNITZ, SAXONY
American Bureau; 235 W. 39th St., New York.

"Hermsdorf Week"

A successful sale plan that makes hosiery departments GROW. Cuts, signs, booklets, free. Write for details now.

An Encouraging Sorting and Placing Record

The Price Situation as Described by Wholesaler and Retailer—Great Popularity of the Knitted Coat — More Subject to Style Influences than Ever Before — Revival of Old-Time Jersey is Now Predicted.

ADVANCES in wool and in cotton have not, as yet, been the basis of any very alarming predictions as to their effect upon future prices of finished knitted wear. This would seem to indicate that manufacturers, are well supplied with raw material for Spring demands, and for Fall repeats. A manufacturer's representative whose opinion was sought, stated that there would probably be some slight change in Fall sorting prices, and that Spring lines would not be very materially affected. He emphasized the wisdom of early placing, however. The buyer of a large retail men's department stated that he had noticed marked changes, ranging as high as 25 per cent. on certain import lines, but that in domestics there was no marked difference. The buyer of a ladies' department stated that manufacturers' representative had spoken to him of even better values for Spring. This, he thought, might indicate a carving process to make competition all the more interesting, or that the manufacturer had a good supply of yarn or raw material at the advantageous prices of some months ago. There is little indication of price-cutting in the market, however, and it may now be safely stated that the trade has worked its way back to normal, common-sense going.

The volume of Fall business has been very encouraging, and the sorting is steadily swelling the grand sales aggregate. Spring business is a subject upon which knitted goods men have ceased to be dubious: it has assumed large proportions, and the demand from the west has been particularly good.

Good Business in Sweater Coats.

So much has been said about sweaters and sweater coats that it would appear difficult to avoid repetition. The wideawake merchant has not hesitated to specialize in these lines, and in men's and ladies' departments, alike, very wide ranges are carried. While there are those retailers who may well ask themselves whether they have realized the best that is in that class of goods, there are likewise manufacturers who, apparently, should take the same question to heart. The knitted coat has not come suddenly. Buyers state that they have watched it approaching for two or three years, and now that it has arrived, they have taken steps to be well prepared.

"While there are manufacturers who have placed a very fine line of garments upon the market," said a buyer to The Review, "there are others who may well ask themselves whether they have done their best. It may not be a line on which it pays some of them to specialize, and there may be good reasons on their side, but as one who has watched the trend of the demand, I would say that once in a while we are inclined to believe that there is room for a little better material. The knitted coat, I feel, is here for a long spell and the Canadian maker has shown that he can produce those style features which mean profits. We have sold stacks of them, and we cannot get away from the fact that these garments must have style about them. While the fashioned coat is preferred for street wear, the straight, mannish jacket is the choice for outing purpose. One coat, built along these lines, with shawl collar, we have repeated time and again. Those that are slightly shaped, and fit the figure closely, somewhat after the manner of the jersey, have also taken well, and just here let me say that I would not be at all surprised to see a revival of the old jersey. Its ornamentation of braids and buttons certainly fits in well with present vogue, and the return of jersey dress fabrics certainly is suggestive.

A Buyer's Suggestion.

"Another suggestion I have for the manufacturer—and that is, in certain lines, a better stitching material should be used. The stitches sometimes pull out from the soft yarn, and leaves a rent under the arm or other part of the garment where the strain is great. Our salespeople also tell us that the stole or welt in front of coats is sometimes shorter than the length of the body and that sales have been lost on this account. These are just trifling things and do not apply in the great majority of cases. I have to say that most garments of Canadian manufacture are in every way a credit to the industry—garments which demonstrate the ability and enterprise in the concerns behind them. Of course, it would hardly pay to make nothing but high-priced lines, but a suggestion or two from one who has to do with the consumer may not be regarded out of place."

A manufacturer interviewed on this subject stated that as a general rule makers of knitted coats were using as good materials as the demand of their respective classes of trade seemed to warrant. So far as the best garments were concerned the retailer, he thought, could have little cause for complaint as the highest grade wools and yarns, suitable for the purpose were used. With regard to stitching, he pointed out that, so far as he knew, all garments save those of the cheapest variety, were stitched and reinforced with yarn of the same texture as the body. The shortness of welt was a matter which could easily be remedied in the cutting room of the factory.

What this particular buyer had to say with reference to the high standards reached in the Canadian industry appears to be unanimous. Wherever The Review has made enquiry with reference to market or style tendencies, the same praise finds expression. Not only does it apply to the knitted outer garments, but likewise to underwear in both the men's and women's department. Not only in trimmings or finish, but also in general workmanship, is this development noted.

Business Well Distributed.

Summer business in underwear has been well distributed over all types—light balbriggans, cotton and linen mesh, nainsook, etc. A rather remarkable development is noted by some buyers, in that those weights which some years ago were considered as properly belonging to Spring and Summer, were now ordered for Fall. Manufacturers' representatives confirm this, and state that it applies particularly to large towns and cities where large numbers of people are engaged in indoor employment. Medium weights were in great demand. From the west and country districts the call still comes for the very heavy fleece-lined or ribbed garments, and in large centres there will always be a certain amount of activity in these lines. In one department in which The Review was making inquiries a man, about 60 years of age, entered and asked for linen mesh underwear. It was not in stock—clerk said it had

The Modern, Comfortable Coat Shirt Style

"Zimmerknit" Balbriggan

"Zimmerknit" Coat Shirt

This style is enjoying immense popularity, particularly among the best class of buyers. Wise retailers are placing liberal orders for these goods as the great success of the Zimmerknit lines during the season just closed indicates a very brisk demand for the Spring Season of 1910.



"Zimmerknit" Porous

is another of our lines that has been phenomenally successful. These goods are entirely new to the Canadian Knitting trade—nothing anywhere equal to them in quality, fit and finish ever having been produced before in Canada.

Selling Agents:

WM. R. BEGG
88 Bay Street, Toronto

S. M. CAMPBELL
Hammond Building, Winnipeg

A. R. McFARLANE
Vancouver, B.C.

Look for this Trade Mark.

FINE KNIT UNDERWEAR
TRADE MARK
ZIMMERKNIT
FOR THE BEST RETAIL TRADE

It is a guarantee of quality.

Zimmerman Manufacturing Co'y, Limited
Hamilton - Ontario

GOODS OF QUALITY



We supply a brand of Hosiery and Mitts that are of the very best quality. We are prompt and careful in filling orders, and aim to make your dealings with us a pleasure to you.

"The Maple Leaf Brand" of Hosiery and Mitts

WE ARE IN A GOOD POSITION TO FILL SORTING ORDERS FOR FALL DELIVERY.

Goderich Knitting Co. LIMITED

Goderich, Ont.

SELLING AGENTS:
J. E. McClung, Toronto, for Ontario.
Fred S. White, St. Stephen, N.B., for Maritime.
Gerhardt, Hanley, McKay Co., Ltd., Winnipeg, Man., for West.
A. L. Gilpin, Montreal, Que., for Quebec.

Health Brand Underwear

For Spring, 1910, we will sell HEALTH BRAND underwear shipped and charged direct from the factory.

We are in a position to offer you better values than any other manufacturer in Canada.

It will pay you to see samples before placing Spring orders.

Sole Selling Agents.

Greenshields Limited

MONTREAL

been out-seasoned—but the man replied that he wore summer-weights all the year round. This looked like an extreme case, but it serves to illustrate the trend.

Combinations in Demand.

There can be no mistaking the increasing popularity of the combination garment. Canadian manufacturers are studying snug-fit essentials, and furnishing departments are giving large plare than ever before. Experience has shown that, when fit is satisfactory, the garment is almost always preferred to the two-piece variety.

Good Hosiery Season.

In the hosiery section, stores are now emphasizing for ladies' evening wear those colors and weights which had strong general vogue during the Summer months. City stores report an improved demand for silk goods. Heliotrope, rose, olive, mustard and lemon shades are prominent in the color card, for the tendency is still to match dress fabrics. Black zephyrs are also being well considered for evening purposes. For street wear there is still a strong demand for plain colors, although the darker shades are chiefly in request, tans being very good. Excellent business is now being done in light cashmeres and lisles in black and white effects.

As the advance season develops in Spring hosiery, it is clearly evident that wise retailers are avoiding gaudy colors in the better lines of lisle hosiery. Quiet colors will assuredly do the business in plain and neat self embroidered effects. In lines of ladies' lisle hosiery to retail at 25 and 35 cents, high colors will be desirable. Retailers should take particular care in selecting good shades in each particular color. In placing orders the safer plan is to buy one pattern in a range of colors. Some large stores are selecting as many as twenty shades in a pattern. It is good advice to state that retailers should stick to quiet effects except in low lines, and buy the odd shades only sparingly.

Matching Hosiery and Dress Goods.

Exceptional orders have been placed for Spring hosiery, and retailers everywhere are showing a decided tendency to match Spring dress goods, and in some cases to match shoes. A noticeable improvement in the lines is the fact that the colors are not too pale, the paler shades are inclined to fade after washing. The six series which are receiving attention and in some of these series there are as many as seven shades, are helio, rose, grey, bamboo, green and blue. In the men's department, plain colors are also good, although there is some limit to range. Only by extreme dressers has the tendency to match hosiery and neckwear been patronized very carefully this past season, but wholesalers and manufacturers are not overlooking any element which means business. There will, therefore, be a fairly good showing of colors, such as grays, olives and tans. In men's lines the neat black and white effects have been accorded a strong place in Spring placing. Self or slightly contrasting colors are said to be good, and the neat clock, the most approved effect in embroidered designs. Where the elaboration of this kind has been general, it takes the form of a small and very dainty design.

The Fall catalogue of the Dr. Jaeger Sanitary Woollen System Co., Ltd., which has just been issued, is a most attractive and valuable one to the trade.

Three pages at the front of the book are given to information regarding the methods of manufacture, and the goods themselves, and the remainder is given to illustrations, descriptions and prices.



Canadian Patent
112770

Imitation may be a form of
Flattery,
but in the case of the

BRADLEY

FULL-FASHIONED

MUFFLER

with the V-shaped neck, which ensures a perfect fit, and distinguishes it from all others—no imitation whatever will be permitted.

The Bradley Muffler is protected by letters patent, and any infringement on this patent will be vigorously prosecuted to the utmost limit of the law.

Merchants offering for sale infringements on any patent are also liable.

See that you get the genuine article, which will retail at not less than 50c.

Our extensive consumer advertising will prove a powerful lever to move the "BRADLEY" through the Stores.

Look for the Bradley Label on Every Garment

PLACE YOUR ORDER NOW

The Monarch Knitting Co., Ltd.

Dunnville, Ont.

Thirty-four Canadian Wholesalers Carry Complete Stocks of the

Nazareth Waist

THEY haven't any room for anything that isn't in demand.

And they wouldn't bother with a little item like the NAZARETH WAIST if it was not a mighty good seller.

It's the best selling children's knit waist because most mothers know it's the best made.

Never goes out of style,—never depreciates in value—it's a staple article that piles up profit for over 25,000 retailers.

Time to 'tend to your Spring order if you want the goods when you want them.

The following wholesale houses all carry the genuine NAZARETH Waist:

Calgary, Alta.
W. R. Brock Co., Ltd.

Halifax, N.S.
J. & M. Murphy.
W. & C. Silver
Smith Bros.

Kingston, Ont.
Macnee & Minnes

London, Ont.
McMahen, Granger & Co.
R. C. Struthers & Co.
Robinson, Little & Co.

Montreal, Que.
W. R. Brock Co., Ltd.
Gault Bros. & Co., Ltd.
Greenshields Ltd,
Hodgson, Sumner & Co.
A. Racine & Co.
Brophy, Parsons & Rodden
Kyle, Cheesbrough & Co.
McIntyre, Son & Co.
P. P. Martin & Co.
A. O. Morin & Co.

Quebec, Que.
Thibaudeau, Freres & Cie.,
McCall, Shehyn & Co.,
Gauvreau, Beaudry & Cie.,

Ottawa, Ont.
John M. Garland, Son & Co.

St. John, N.B.
The Vassie Co., Ltd.
Frank Skinner & Co.
Manchester, Robertson & Allison
Scovil Bros., Ltd.

Winnipeg, Man.
R. J. Whitla & Co., Ltd,
Robinson, Little & Co.

Toronto, Ont.
John Macdonald & Co.
Beatty, Kerr & Verner
W. R. Brock Co., Ltd.
Gordon, Mackay & Co.
Denton, Mitchell & Duncan

Vancouver, B.C.
The Gault Bros. Co.



Mills at Nazareth, Pa., U.S.A.

Nazareth Waist Co.

350 Broadway, New York

Canadian Representatives:—
E. H. Walsh & Co.,
Toronto and Montreal

WATSON'S WILL NOT SHRINK UNDERWEAR

WATSON'S THAT WILL WEAR UNDERWEAR

SPRING SEASON—1910

The importance of a wideness of range and attention to quality in the underwear department is now fully recognized by every wide-awake Drygoodsman.

How are your stocks? Have you made due provision? We are showing all the new improved Swiss, Ilet, and Mesh Goods in large variety of design and of unassailable quality.

HANDLE WATSON'S UNDERWEAR

We have a splendid range of men's and boys' goods, including plain and ribbed balbriggan in all shades.

HANDLE WATSON'S MEN'S AND BOYS' GARMENTS

Our range of best quality cotton, mercerised and cashmere hosiery is larger than ever and cannot fail to meet all your requirements.

WAIT FOR THE CALL OF OUR REPRESENTATIVE

AGENTS:
EDWARD BURNS CO., Ltd., 117 Wellington St. W., TORONTO
A. L. GILPIN, . . . 207 St. James St., MONTREAL
J. A. MURRAY, ... SUSSEX, N.B.
BRYCE & CO., ... Box 238, WINNIPEG

Watson Manufacturing Company
LIMITED
PARIS and BRANTFORD, ONT.

Jaeger Pure Wool



Underwear
Knitted Coats
Fancy Knitted Goods
Gloves and Hosiery
Dressing Gowns
Rugs and Blankets
Fleece Slippers

Our stock is fully assorted for fall business
Mail orders receive prompt attention.

For trade terms and catalogue apply to

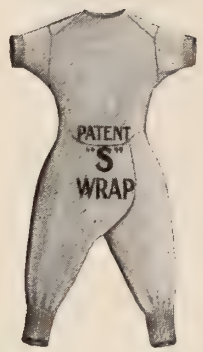
Dr. Jaeger's Sanitary Woollen System Co.
LIMITED
52 Victoria Square, Montreal

JAY

THE JAY FINISH TRADE MARK UNSHRINKABLE.

UNSHRINKABLE WOOL

UNDERWEAR



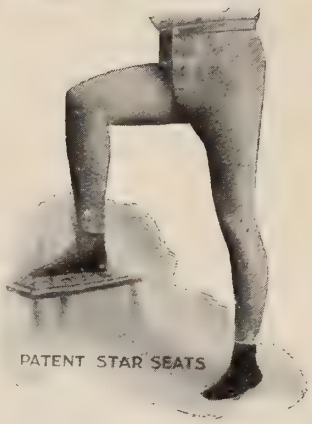
LADIES'

Combinations fitted with the Patent **"S"** WRAP, affording complete protection where this is most necessary.

No button is needed, and the garment does not drag when the wearer is sitting.

GENTLEMEN'S

'STAR" Seated Pants and Drawers. No seams at fork, up back, or down inside of leg to chafe, or give way. All wearing parts are strengthened and extra spliced.



These Specialities are made of Unshrinkable Wool and can also be obtained in Merino, and Silk and Merino.

ANY GA MENT SHRUNK IN WASHING WILL BE REPLACED

Please note the above TRADE MARK should be upon every genuine JAY FINISH Garment.

Wholesale only

Messrs. I. & R. MORLEY and Geo. BRETTLE & Co., Lon., ENG.

THE LEADING ENGLISH UNDERWEAR.



Why You Should Handle

STANFIELD'S UNDERWEAR

Up to 20 years ago, most everyone considered that all Woolen Underwear, no matter how well cut and made, would shrink and harden.

The founder of the Stanfield Mills, who knew wool as only a man can know it who studies it in all phases, from the sheep's back to the wearer's back, gave his attention to this problem for years.

After years of experimenting, he finally discovered the method by which the shrink is taken out of the wool before the garments are knitted.

This method, improved and perfected, has made possible the immense business of Stanfields Limited.

YOU can guarantee Stanfield's Underwear to your customers, because we guarantee every garment to you.

Perhaps you don't know Stanfield's Underwear. It won't do any harm to see the kind of Underwear we make.

STANFIELDS LIMITED, - TRURO, N.S.

TRADE MARK REGISTERED TIGER BRAND.

Tiger Brand Underwear will help boost your sales.

No other Underwear on the Canadian market will hold old customers and attract new customers like TIGER BRAND.

The Galt Knitting Co., Limited

Galt, Ontario

Order WOLSEY Underwear Now

Keep Your WOLSEY Stock Well-assorted

OUR newspaper advertising is telling about WOLSEY Underwear in a convincing way, and our showcards and folders help to bring home in unmistakable fashion the many attractions of WOLSEY Underwear. And all we claim for WOLSEY Underwear is maintained.

¶ WOLSEY Underwear is pure wool, perfect fitting, sound wearing, and

ABSOLUTELY
UNSHRINKABLE
in wash and wear.

¶ To sell a customer WOLSEY is to feel confident of a regular customer, and friends, too.

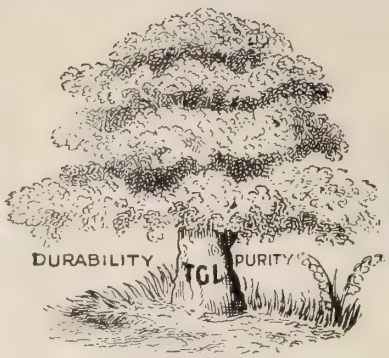
Put WOLSEY to the Front this Fall
WOLSEY Underwear Builds Business

FROM ALL WHOLESALERS





27 Dale Street, Manchester.



TRADE MARK



Sun Mill, Littleborough.

THOS. GRIMSHAW & SONS,

LIMITED.

Works:
Sun Mill, Littleborough

Branches:
Liverpool—21 Leigh Street
Birmingham—20 Cannon Street
London Office—6 Milk Street, E.C.
Glasgow Office—40 Union Street
Sydney, N.S.W.—458 George Street

Hosiery Manufacturers

27 Dale Street,
MANCHESTER, ENG.

Agent for Canada, **A. W. HOLTBY,** Carlaw Buildings, 28 Wellington St. West, Toronto

Specialty: "OAK TREE" HOSIERY and UNDERWEAR

UNSHRINKABLE Eureka NOVA SCOTIA WOOL

Orders show which way the wind blows

A dealer in Montreal gave us an order last year, $125 worth of Eureka Unshrinkable Underwear; he increased his first order this year to $1,000.

From the Winnipeg dealers we are already receiving large repeat orders. And other large orders.

A Newfoundland merchant of long experience, after seeing all the other makes of underwear, sent us an order for a large amount. This after each line had been given a fair test.

Eureka heavy weight, medium priced, Unshrinkable Underwear for men is the only kind made of all Nova Scotia wool.

Samples will be sent to you upon request

Nova Scotia Knitting Mills

Limited

EUREKA, NOVA SCOTIA

There's Genuine Satisfaction

in selling an article with a guarantee behind it. Your best argument, when a sceptical customer asks for "unshrinkable" underwear is that you can guarantee

CEETEE

underwear to be absolutely unshrinkable, and that you will replace unconditionally any garment that shrinks in the wash.

¶ In other respects---in fit, finish, elasticity and softness to the skin, this underwear is in a class by itself; has few equals and nothing superior. : : :

The C. TURNBULL CO.

OF GALT, LIMITED

GALT, :: :: ONTARIO



A Splendid Line

¶ This cut illustrates our Ladies' "Oxford" Lisle Vest a garment that is exceptionally well-made and trimmed; elastic and snug-fitting.

"OXFORD"

FINE SWISS RIBBED UNDERWEAR

is a line you will find easy to sell at good prices. "Quality" is the outstanding characteristic of every "Oxford" garment. Orders are pouring in, showing that our samples have met with the enthusiastic approval of the trade. Have you placed your orders yet? Send them our way—we guarantee prompt shipment and satisfactory goods.

Agents are now showing these goods for Spring, 1910

THE OXFORD KNITTING CO.
Limited
WOODSTOCK : ONTARIO

BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

GOLD MEDALLIST DYERS
JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also

FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED.

MONTREAL TORONTO OTTAWA QUEBEC

SOUTHALLS'
SANITARY TOWELS
FOR LADIES—The ORIGINAL and BEST
SOUTHALLS' ACCOUCHEMENT SETS
Containing all Requisities, in Three Sizes.
SOUTHALLS' SHEETS FOR ACCOUCHEMENT
and other Sanitary Specialties.
SOUTHALL BROS. & BARCLAY
BIRMINGHAM, ENG. LIMITED
Representative in Canada—J. M SCHEAK
CARLAW BUILDINGS, Wellington St. West, TORONTO



Every Dry Goods Store
should have a
Defiance Button Machine
Large Profits Covering Buttons
with your customers' own material.
PRICE, including any three of the following sizes, 16, 20, 24, 30 36 or 18.
$7.50
SEND FOR CATALOGUE
DEFIANCE BUTTON MACHINE CO.
53 EAST 8th St., NEW YORK

Raphael Tuck & Sons
Company, Limited

122-124 Fifth Ave., New York :: 9-17 St. Antoine St., Montreal

List of Departments

Christmas and New Year Cards

Calendars
(Novelty Leaflet Block, Etc.)
For the Home and Office

Birthday and Easter Cards

Illustrated Books, Toy Books and Booklets

Christmas Autograph Stationery
150 designs

Wedding and Baby Books

Birthday Books

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In Cloth and Board Bindings

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Picture Post Cards
(Over 50,000 different designs)
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Mechanical Animals

Picture Panoramas

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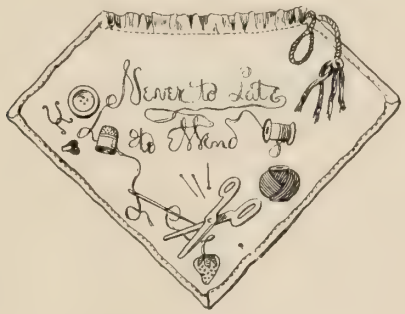
LISTS ON APPLICATION

Fancy Goods, Notions and Trimmings

Not Too Soon to Prepare for the Holiday Trade — Hand-bags a Good Line at the Present Time — Call for Tie and Towel Racks — Braiding Effects and Crochet Work---Outlook for Hair Ornaments.

RIGHT now is the time for the buyer to get busy filling in those profit-paying items that are shown by the hundred for the holiday trade. Christmas selling now is within a measurable distance, and all indications point to a largely increased business this year.

Leather novelties are always good at this time of the year and the buyer should have a good live line that



Tan ticking darning bag, tinted embroidery — Shown by Hambly, Oakley & Wilson.

is given both proper space and proper attention. He must not only have the cheap bag, but also an assortment of high-grade goods, with a few extreme novelties to draw attention. Never mind if he has to sell these last items at cost, or perhaps below, he will have secured the value out of them in advertising the department. Strive to stock a good article at a medium price—an article which it is known will give the wear and the satisfaction, and make a line of this class the central item in the department.

Bags for Holiday Season.

Handbags are exceedingly good sellers at the present time, and in view of the approaching holiday season, retail stocks for the holiday trade should receive a great



Floral embroidered tie rack, on grey linen — Shown by Hambly, Oakley & Wilson.

deal of attention. New goods for the holiday trade are widely assorted as to materials, shapes, etc.

Leather bags are stronger than ever, and there is more of a tendency to buy better class goods. Medium sizes are the best sellers, and the most popular are the large flat variety, almost as deep as they are wide, with the flare-base. For shopping purposes, large leather bags are shown with extension bottoms, which may, or may not be utilized, according to necessity. Strap purses are still very good sellers, in the medium sizes preferably.

Some of the high-class goods are shown with highly ornamented frames. These frames come in different metal finishes and some are set with imitation precious stones.

Velvet calf is one of the most popular leathers used, and this comes in a good range of colors. Seal grain, morocco, and alligator are also popular. Soutache trimmings are seen on many of the new bags, and some are elaborately embossed. Silk cord handles give a new touch to some of the latest samples shown to the trade.

From now on Christmas novelties can be featured, for by showing these lines early the merchant leads his customers to think of Christmas and to begin buying early so as to avoid the rush of the holiday shopping season. Just a small space should be used at first, and this should be increased week by week as the time ad-



End of stenciled crash runner — Snown by Hambly, Oakley & Wilson

vances. It is a great help to selling if articles are grouped by price—all 10c items together, 15c, 25c, 50c and so on.

Preparing for Christmas.

The dealers in fancy goods are showing big lines of novelties at all these prices, including articles ready for sale, and articles that the buyer can work up as fancy dictates. Some items which can be enumerated are baskets with open sides for inserting ribbons, lined work baskets, rush whisk holders that may be trimmed with ribbon, round and oblong tray baskets, whisk holders, hat-pin holders, blotters, match holders, match scratchers and a host of useful novelties of this class in hand-painted, hand-embroidered, and in burnt work. Pretty

Hair Ornaments

are big sellers and profit makers. We have all staples and the most original novelties.



Jet Bandeaux Fancy Bandeaux
Novel Barrettes
Latest Ideas in Fancy Back Combs

Give us an idea of your class of trade and send for a $10 or $25 assortment.

Hair Nets

Our Ne Plus Ultra Hair Nets of real human hair are more durable, more stylish, and hold the coiffure better than any other. All put up in a single envelope. All sizes, all colors. Ask for samples Nos. 200, 250, 300, 400.

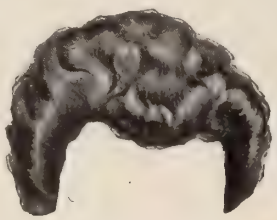
Our No. 600 Silk Net at $4.80 gross is the best value in the trade.

Agents for the "Sharris" Hair Net, the bag-shaped net with a draw string.

Put in a stock of our lines and watch your sales jump.

Our study is Hair Goods and we can supply you with everything required.

We show a complete line from the popular to the exclusive.



Latest styles in

Puffs, Pompadours, Chignons, Curls, Switches, Hair Pads

IF YOU WANT ANYTHING IN HAIR GOODS, WRITE US

The Specialty Hair Goods House

J. PALMER & SON
LIMITED

5 and 7 DesBresoles St., - Montreal

floral pin cushions are another line, a good novelty here is a red velvet bell trimmed with holly, and a Christmas moon face painted in velvet.

This year there is a call for tie racks, towel racks, babies' racks, etc. These have a cover of natural linen with a tinted design that is easily embroidered. They are mounted with nickel bars or hooks and hang up by ribbons attached to the rack by bows. Not only should these be shown all ready for sale, but the designs will sell in the art needlework department. The usual way is to show the article made up with the stamped or tinted pattern. Mounts, boards and hooks are sold with the linen pattern.

Tinted cushion tops come in a big variety of designs in Autumn and Winter scenes, floral effects, and in the new arts and crafts designs. Braiding effects on both white and colored linens, worked with Coronation braid, are taking well. Centre pieces, pin cushions, etc., are all good sellers, stamped for Coronation work.

Mercerized cottons in all shades are big sellers. This cotton is crocheted up into bedroom slippers and other articles of this class. Women that are habitual fancy workers are taking up Irish crochet work, as this can be turned to many articles of personal adornment.

Handkerchiefs are always a big line with every store and this is the time when buyers fill in their lines for holiday selling. There is the usual big assortment of unusually attractive patterns in hemstitched and embroidered, and in scalloped and embroidered borders. The new idea is the crossbar muslin and these are shown in dainty running and separate motif borders.

Belts are still selling strong, but the demand has turned almost entirely into elastic. Jet buckles and jets stddding are strong in this line.

Hair Ornaments.

It is a wise merchant who looks well to his stock of hair ornaments in these days of elaborately ornamented coiffures. The constant showing of fresh novelties makes it advisable not to stock too heavily, but to watch stocvs closely and to keep posted on the latest showings on the market. Wide assortments are necessary, in order to meet the demands of the buying public.

Fancy bandeaux are among the most popular of hair ornaments. These come in a wide variety, including the elaborate jewelled bandeaux for evening wear, jet in a wide variety of designs, and shell, both plain and carved. There is a new variety of comb, which has a reversible top, allowing it to be worn at the top of the coiffure as a bandeau, or at the back as a backcomb. Fancy ribbon bandeaux are one of the new features. These are more or less elaborately ornamented.

Fancy pin sets are good sellers, and these are also shown in a wide variety. They are shown in extremely large sizes as well as the more moderate sizes.

Jet ornaments are a big feature, and brilliants are used extensively for trimmings.

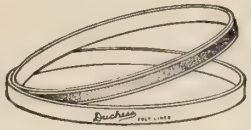
Hat Pins.

Fancy hatpins have come to be regarded as almost as important a factor in millinery as the trimming of the hat itself. There is an extensive range to choose from for the holiday trade. Jet seems to be the leading feature, and jet, as well as its imitations, is seen in almost every form of hatpin that may be devised. Large

Embroidery Hoops

The Most Popular and Widely Advertised Hoops on the Market

"DUCHESS" HOOPS



The Felt Cushion protects the fabric and embroidered work from injury and holds either light or heavy fabrics tightly stretched. Sold for 10 years in over 18,000 retail stores.

Made in the round and oval shapes.

"DUCHESS" (round)—Sizes 4, 5, 6, 7, 8, 10, 12 inch diameters
"DUCHESS" (oval)—Two Sizes 4½ x 9 and 6 x 12 inches.



THE "DUCHESS-OVAL"

accommodates a full design for embroidering as in a large round hoop, but has the convenience in use of a small hoop.

"ROYAL-OVAL." A lower priced, smoothly finished and carefully fitted, plain oval Hoop (without the Felt Cushion or Bow Spring.)

Made in Three Sizes

6 x 12 inches, for drawn work, pillow covers, etc.
4½ x 9 inches, a popular size for all kinds of work.
3 x 6 inches, for working designs on hosiery, etc.

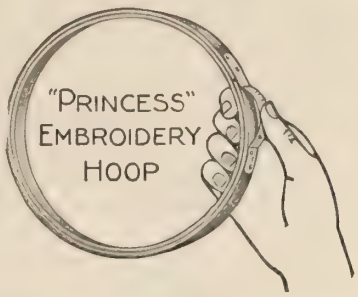
"PRINCESS"

Has a nickel-plated bow spring which adjusts itself to thick or thin fabrics, holding the material firmly and without injury.

Made in the round and oval shapes.

"PRINCESS" (round) Sizes: 4, 5, 6, 7, 8, 10, 12 inch diameters.

"PRINCESS" (oval) Two Sizes: 4½ x 9 and 6 x 12 inches.





THE "PRINCESS OVAL"

accomodates a full design for embroidering as in a large round hoop. but has the convenience in use of a small hoop.

"SPECIAL-SELECT." A lower priced, smoothly finished and carefully fitted, plain round Hoop, (without the Felt Cushion or Bow-Spring.)

Made in Sizes: 4, 5, 6, 7, 8, 10, 12 inch diameters.

Order To-day. Your Jobber can supply you. **THE GIBBS MFG. CO.,** CANTON, OHIO, U.S.A.



An Age of Metal

Exemplified in De Luxe

METAL TOP BAGS

Fine Leather, Wedded to Exquisite Metal Work.



NEVER HAS METAL WORK received more expert attention than at present. Best craftsmen are employed. New forms are created; old forms are revived. Genius of past and present delightfully embodied. No house is more awake to every artistic impulse. To the finest of Leather Work we have added the finest of Metal Work. Our lines cover all demands; in fact, no really fine and popular leather is omitted.

Special reference must be made to such fine products as our Birthday or Anniversary Bag, Motor and Fitted Bags, and particularly our Week End Bags with their appropriate and practical fittings, so much appreciated by all consumers.

P. W. Lambert & Co., 64-66 Lispenard St., NEW YORK.

Our Canadian Representative, Mr. S. ABRAHAMS, 431 Mount Pleasant Avenue, Montreal, will cheerfully call on you with his sample line.

There is room in your store for Wm. Liddell & Co.'s

"Gold Medal" Linens

¶ These are the linens that will attract the high-class trade to your store — customers whom nothing but the best will satisfy.

¶ These goods have been awarded seven gold medals by as many International Exhibitions — a fact that demonstrates their superior quality beyond a doubt.

¶ The line includes Irish Hand-embroidered Bed Spreads, Sheets, Pillow Cases, Tea Cloths, Damask Cloths and Napkins.

R. H. Cosbie
30 Wellington Street West
TORONTO

British America Assurance Company
A. D. 1833
FIRE & MARINE
Head Office, Toronto

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CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION,	29,833,820.96

WESTERN ASSURANCE COMPANY. Incorporated 1851 — ***FIRE AND MARINE***

HEAD OFFICE—TORONTO, ONT.

Assets over - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

flat tops seem to be preferred, but the long tops suit the large hats being worn at the present time.

Fancy tops of art metals, set with large stones are very pretty, and some nice designs in amber and celluloid are shown. A nice shape in amber is a thin flat top, about two inches square, in most cases set with brilliants. These tops are gracefully curved. There seems to be a good demand for large tops entirely of brilliants.

Buttons for Spring.

The button to match the gown is the leading idea in buttons for Spring, and manufacturers are showing an extensive range of buttons in all the leading colors—and in mottled effects, to match the melanges and suitings, and also the newer brocaded effects that are approaching. The right button for the new linens and colored wash goods is the self-shank button of ivory. Ivory buttons are to replace those of fresh-water pearl that have been used this Summer. All the new shades will be obtainable in ivory buttons, as the manufacturers are matching up all the shades showing in colored linens.

Ivory buttons are to be used extensively for the trimming and fastening of the Spring suits. The novelties here are the satin-finished buttons. Particularly liked and sure to be big sellers are the buttons with the satin centres and bright rim, These are self-shank buttons and give the effect of the covered fabric button with ivory rim. Other effects in satin finish and bright combined show subdued mottling that fit them to match the new two-toned and melange effects in dress fabrics for Spring selling. There is a big color range shown in these buttons, and all sizes from 20-line to 50 or 55-line, are those selling.

Pearls are a strong feature, and fancy effects good. These are shown in two-hole, four-hole, and in self and metal shanks. The variety in colored centres, etched centres, and in inlaid jeweled effects is almost endless.

There is an unusual number of high-priced buttons shown and these are selling. As a proof of this it may be mentioned that the garment manufacturers are placing orders for pearl buttons as high as 35c each. Fashion is favoring large, handsome pearl buttons, and when the selling season opens it is predicted that 70, 80, and even larger buttons will be asked for in expensive grades.

Mr. Alexander Burnet, of Burnet & Temple, London, England, is calling upon the trade in the principal cities, both east and west. Mr. Burnet has brought an exceptionally interesting selection of novelties with him.

Smith Bros., Watford, have recently made improvements to the front of their dry goods store, which adds greatly to its appearance and attractiveness. Large plate glass windows, with overhead prisms, have been installed, improving the light of the interior. The narrow window at the north end has been removed, and a new entrance provides increased space for window displays.

W. T. Ritch, of J. & N. Philips Co., Manchester, Eng., was in Montreal and Toronto last month going through the Spring range of samples with their representatives. Mr. Ritch is this month calling upon the trade in the maritime provinces. He is an enthusiast regarding the Canadian retail methods.

Profit is Elusive!

The making of a profit in the dry goods business depends upon a multitude of circumstances of which the most important is right buying. Left over stock at the end of a season for instance, is a killer of profit. It is an evil that can be avoided by handling only

Peerless REGISTERED

UNDERWEAR
for
MEN, WOMEN and CHILDREN

There's a good sound reason behind the universal popularity of this brand—a reason that finds expression in the superior quality of every Peerless garment. Our spring samples are superb in every way. Examine our samples, they are our most convincing argument.

OUR SELLING REPRESENTATIVES ARE:

ONTARIO
C. & A. G. Clarke, Empire Building
Wellington St. W., Toronto

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Geo. A. Campbell, P.O. Box 1026
Vancouver, B.C.

QUEBEC
Goulding & Co., 30 Wellington St. East.
Toronto

MARITIME PROVINCES
G. A. Woodill, 20 and 21 Roy Bldg.
Halifax, N.S.

MANITOBA
Frank Clark, Winnipeg and N.W. Territories

The Peerless Underwear Co., Limited

Hamilton **Ontario**



Please mention The Review to Advertisers and Their Travelers

MY LADY'S TOILET

THERE IS A BIG BUSINESS DOING IN

Real Hair Goods



Send for a Sample Collection

FROM THE ACTUAL MANUFACTURERS

BURNET AND TEMPLE 3 AND 4, FITCHETTS COURT, LONDON, Eng.



Facsimile of our Envelope.
Price List Post Free on Application.

M. CRISCUOLO & CO.

MANUFACTURERS OF

"THE PERFECTION" Human Hair Net

The Best on the Market *Always Reliable*

Special quotations to shippers and large buyers.
Prompt attention given to Colonial Orders.
Acknowledged the cheapest House for Value.

PLEASE NOTE. WE ARE MANUFACTURERS NOT MIDDLEMEN

19 Cross St., Hatton Garden, E.C., London, England



Toilet Cases

Fancy Leather Goods

We make an extensive line suitable for dealers in Fancy Goods, Stationery, Haberdashery, etc.

Send for Illustrated Catalogue

TRADE (R) MARK **C. F. Rumpp & Sons** *Established 1850*

PHILADELPHIA, PA., U.S.A.

New York Salesrooms : : : : : 683-685 Broadway



Auto Luncheon Outfit

PECK FURS AND HATS

Now at 12 St. Helen St. **Ist Nov. 72 St. Peter St., MONTREAL**

Removal Notice

For the better handling of our business our sample rooms and warehouse for these departments will be moved to permanent quarters the end of this month at

72 St. Peter St., MONTREAL

OPPOSITE BOARD OF TRADE BUILDING

Sole Distributors for

HENRY CARTER AND WM. WILKINSON HATS

Best Values **Best Known**

They Build Your Hat Business

Our new samples show the latest styles in stiff hats, and the newest colors in soft hats.
Mr. Geo. S. Page is the manager of this department.

Buy Gordon-Chadwick Hats for Popular Priced Lines

CLOTH CAPS

Our own cap factory works out the newest, and always the latest designs in every quality and shape. If you haven't seen our samples write for sample half-dozens, you will get ready sellers and money makers.

PECK FURS

Get our fur catalogue and price list.
The best aid to selling ever issued.
We make only dependable furs.
We are ready to fill your sorting wants promptly.
Leaders in fur-lined goods



Trade Mark for Furs and Caps

JOHN W. PECK & CO., Limited

Warehouse and Sample Rooms

72 Peter St. : : : MONTREAL

Factories,—St. Louis, Montreal, Branches,—Winnipeg, Vancouver and Quebec

CLOTHING FURS SHIRTS HATS CAPS

Likelihood of Shortage in Desirable Lines of Furs

Heavy Sorting Trade Lessens Available Stocks — Popularity of Long Fur Jackets and Fur-lined Coats — Neckwear Sure to do Well—Advances at the Nijni Fair Sales — Latest News of Style Tendencies.

AS THE retail fur season approaches it is clearly evident that assorting trade will be large. Manufacturers have practically completed shipments and the amount of stock available in manufacturing centres is comparatively limited. Buyers who have been in Montreal during September had difficulty in picking up wanted lines. Travelers start out this month on sorting trips, and their chief difficulty will be in having the goods to supply retailers.

City retailers have already commenced to show furs in windows and interior displays. Across the line leading stores hold annual fur sales in August and early September. This forcing of trade has not developed in Canada. Towards the end of the month city stores will begin to mention furs in their advertising.

Fur Jackets.

For city trade, particularly, The Review is of the opinion that the high style note before Christmas is reached, will be sounded by long fur jackets. These jackets are shown in muskrat, imitations of mink and marmot, pony, Baltic seal, fine clipped astrachan, and for the exclusive trade, Persian lamb and mink. The sale of these jackets naturally brings into question the continued demand for ladies' fur-lined coats. In this connection, it is safe to say that fur-lineds will by no means be entirely ousted from their position, though the sales will lessen for good trade.

The popularity of fur-lined cloaks has been pushed to the limit, and competition on the line has resulted in a marked deterioration of quality of shell, lining and collar. This cheapening process will undoubtedly eventually hurt sales. It is certain now that fur-lined cloaks have become so common that the better trade will want something different.

This has resulted in the showing of long fur coats. Their price is not unreasonable, but the weight of the garment has to be taken into consideration. A long muskrat coat is very heavy, and further, is not exclusive. Muskrat is a very ordinary fur, though its present scarcity and high price will tend to make it fashionable. With all this in view, long muskrat jackets will be sellers this season. The semi-fitting styles will be most successful. These coats are cut to conform with the latest cloth coat fashions. Imitations of mink and marmot at about the same price as muskrat are safe property, in view of their lighter weight. Long pony coats, from 46 to 50 inches, will be in short supply. This skin is dyed best in France by one particular dyer, and his facilities are unable to cope with the raw skins showered in upon him. This has already resulted in sharp advances in the price of pony skin. These long fur coats are being bought heavily in the west.

There is a growing demand with the popular trade for fur-trimmed coats for ladies' wear. These are sightly, durable, and are within reach of the average purse. They are taking particularly well in small towns and country sections. The fact that they resemble closely a furlined garment makes them popular with the trade that cannot buy these coats, and the heavy quilted linings makes them very warm. Alaska sable and its imitations are used chiefly for trimmings. Black is the best seller of the colors.

Shorter Garments Advocated.

Some manufacturers, who are thinking about the future of ladies' fur-lined coats, advocate a shorter fur-lined garment, contending that the long fur-lined coats are heavy, unsightly and expensive. It is very doubtful if fur-lined coats of 32 to 40 inches come into the market until two or three years have elapsed. The long fur-lined coat, often three-quarter lined, is safe property for town and country trade. Many city women utilize the fur-lined garment for a combination street coat and opera cloak.

It is certain that fur-lined garments have reached the zenith of their popularity, but the difficulty is to get anything to replace them. For the better trade the long fur coats will eventually cut into the sale of fur-lined garments, but for country trade it will take some time before fur jackets are more popular than the fur-lined garment. While town and country trade rapidly follow city fashions, in some districts fur-lined garments have not, as yet, been big sellers. Merchants who have been very successful with fur-lined goods should endeavor to clean up stock this Fall, while in sections where they have not been widely introduced, this advice is not so imperative.

Talk is heard in fur circles of a revival of astrachan jackets, which until recently have been staple sellers for twenty years. Astrachan jackets have never been serviceable on account of the thin and poor leather. No amount of careful manufacturing could make them so, yet they sold well on account of their sightly appearance. It is unlikely that they will be again in fair request until at least another fur season has passed, when fur-lined jackets will be less popular with country trade.

It is interesting to follow the style changes in fur jackets. For years the 30 to 36-inch fur jacket was staple. Then for a number of seasons the very short, 22 to 24-inch jacket was staple, and now comes the demand for the long fur jackets, from 46 to 50 inches in length.

Small Furs.

In view of the vogue of the collarless coat, even in fur coats in the high-class goods, fur neckwear is sure to do well at retail for the present season. All sizes of fur pieces are in request, and among the most popular furs are mink and Alaska sable. Imitations of these furs have done well, but there is a decided tendency to have the real article. Long-haired furs, like lynx and fox, particularly black fox, are favored.

There seems to be a decided feeling for the square, flat muff, without trimming in any form. The fancy muffs have been in vogue for some time, and have been made in the very cheapest furs, consequently those who desire something different are taking up the severe, plain muff readily.

The Review has received a Leipzic report of the sales



Pony and Seal Fur Coats — Manufactured by Redmond Company, Limited



ESTABLISHED 1852

FURS AND HATS

FURS

¶ *Moose Head Brand* represents honestly made furs from the best materials procurable in skins and trimmings.

¶ There is but one proof of this—continuous lead through 57 years of the keenest competition.

¶ *Moose Head Brand*—selected by those who appreciate high-grade furs in these days of so much cheap trash. We are particularly strong where quality is looked for.

¶ Favor us now with your order for sorting or special articles in

Ladies' Fur Jackets, Fur-Lined Mantles and Small Furs, Gents' Fur-Lined Coats, Fur Coats and Gents' Furs, Sleigh Robes, Duck and Corduroy Coats.

HATS

¶ Our salesmen are now on the road showing samples for Spring, 1910.

¶ The extensive range is qualified by style, quality and workmanship.

¶ *Our styles are stylish, nobby, good sellers.*

¶ Style in hats embraces shape, colour and finish—ours possess these.

Felts, Panamas, Straws and Tweed Caps

L. GNAEDINGER, SON & CO.

90, 92, 94 St. Peter Street : . : : : : MONTREAL

at the Nijni fair. Trade was active and practically every fur advanced in price. Ermine went 40 per cent. higher, white fox 30 per cent, broadtail and pony went much higher, Persians and squirrel at improved figures, while astrachans and red fox remain unchanged in price.

The demand for heavy fur goods this Fall will be good. All kinds of men's heavy coats are in demand and the supply is limited.

Spring Hat Trade.

Encouraging orders have been received for Spring lines of hats, caps and straws. As the advance season progresses it is clearly evident that flat set shapes in stiff hats are not to be ousted. Hats with more or less pronounced curl have been featured as the new and good thing, but flat set shapes are still selling, though designed particularly for the young men's trade. Colored stiff hats have by no means a firm footing and are only ordered sparingly.

The trade in soft hats is exceptionally good and colors are selling freely.

There is a steady increased demand for fine fur hats to retail at $2.50 and even $3 from small communities that formerly bought hats to retail from $1 to $2, and the progressive work of importers has a lot to do with this.

Sailor shapes in straws run largely to the low crowns and wide brims, but the trade is not taking kindly to these, preferring the medium to the extreme effects.

Advance business from the far east, Quebec and the western provinces is far better than from Ontario merchants, many of whom try to follow the policy of buying in the season.

Fur Catalogues.

Swift, Copland & Co.—The fur catalogue of Swift, Copland & Co., Ltd., 525 St. Paul Street, Montreal, is an improvement over their previous catalogue. It measures 12x9 inches in size, with cover of heavy brown stock, printed and embossed in three colors. The back page shows the "Royalty Hats." The text contains twelve plates of half-tones, printed on a grey background. The first page contains a good half-tone of their warehouse and factory, and the illustrations show all styles in small furs and jackets for ladies, as well as men's furs. A novel idea to brighten the text is the illustrations of fur-bearing animals on each page. Another good point is a monthly calendar on each page from September, 1909, to August, 1910. Appropriate trade reminders are also scattered throughout the catalogue.

Another good move this house has made for fur sorting is an exceptional sample room, which has been decorated in an elaborate manner. This will be a convenience for buyers visiting the house.

John W. Peck & Co., Montreal, have increased the size of their fur catalogue for the season of 1909-1910. It is 9x6 inches in size and contains 34 pages, with half-tone illustrations of every style of fur article. The price list accompanying this catalogue is particularly useful and is so arranged that the price of any particular fur article may be obtained. It is probably the most comprehensive price list issued.

The Redmond Co.—One of the most artistic and useful catalogues The Review has received is from the Redmond Co., Ltd., Montreal and Winnipeg. It is 12½x9½ inches, with 28 pages and cover. The cover is of limp stock, and imitates black moire silk. It is embossed in black and gold, giving the address of the firm. The back cover is embossed in black, showing the beaver brand. The first page contains a splendid illustration of the Montreal factory. The full-page illustrations furnish a complete idea of their line of furs.

Boulter, Waugh & Co., Montreal, have issued a fifty-two-page catalogue for the season of 1909-1910. It is 9x6 inches in size, cover of heavy green stock, embossed in gold. Their "Musk Ox Trade Mark" is shown particularly well. The illustrations are printed on heavy white coated paper, and show, in many cases, the natural color of the fur, and comprise every style in ladies', men's and children's furs. The accompanying price list is comprehensive and is easily referred to.

B. Silver & Co., manufacturers of Seal Brand furs, 420 St. Paul St., Montreal, have issued a 22-page, 11x7 inches, catalogue, printed on heavy white stock. The noteworthy point of the complete fur illustrations, is that the lines illustrated are in stock and may be shipped promptly. Scattered throughout the catalogue are clever remarks regarding furs in general, and the Seal Brand furs in particular.

John Edgar & Co., 33-35 St. Francois Xavier Street, Montreal, have issued a small leaflet and price list for the benefit of their fur customers.

E. W. Jacobs & Co., 309 Notre Dame Street West, Montreal, have issued a sixteen-page and cover catalogue, 9½x6 inches in size. The cover, or heavy brown stock, shows an illustration of their factory and warehouse, and the firm name, and "Furs, 1909-1910," embossed in gold. The illustrations show a large variety of fur-lined and fur garments for ladies, as well as good styles in small furs.

Jas. Coristine & Co., Ltd., Montreal, have issued a 32-page fur catalogue for the season of 1909-1910. The cover is of dark green stock, embossed in gold and green. The illustrations comprise every wanted style and small furs are given particular attention. The catalogue is printed on white coated paper with a light green background.

M. Vineberg & Co., St. Paul Street, Montreal, have issued an unique fur catalogue for the season of 1909-1910. It is in portfolio form, with sixteen pages of good illustrations. The pages are 7x6 inches in size, and are bound at the left-hand top corner by a staple. These pages are enclosed in an attractive green cover, which folds over and is bound by a narrow ribbon.

A despatch from Edmonton states that the fur storehouse of Hislop & Nagle, at Athabaska Landing, was broken into, and furs concentrated there were stolen to the value of between ten and fifteen thousand dollars. This is an almost unprecedented occurrence, it being usual, as in this case, to leave the goods unprotected for days in the northern territory. It is unlikely the thieves will be able to dispose of the furs unnoticed.

WANTED

by two Western Travellers for January, 1910, first-class lines of Gloves and Mitts, Furs, Hats and Caps, for Manitoba, Saskatchewan and Alberta on commission basis. Know lines thoroughly and have good trade connections.

Box 75, Dry Goods Review, Winnipeg

MUSK-OX
BRAND
FURS



MUSK-OX BRAND
Everything in high-grade Ladies' and Men's Furs.

TRADE MARK
REGISTERED

THE LINE
by which others are judged.
We're ready for your sorting orders.
FUR CATALOGUE AND
PRICE LIST UPON REQUEST.

The Air Flex
—AND—
"The Lite as Air"
are two specialties in Stiff Hats
for Spring, 1910.
Have you seen the line?

Boulter, Waugh & Co.
LIMITED
Fur Manufacturers Hat Importers
491, 493, 495 St. Paul St. 57 St. Peter St.
MONTREAL



A Peep at Our Sample Room

FURS NOW IN STOCK
Coon Coats
Astrachan Jackets
Fur-Lined Coats and Jackets
Small Furs of all Descriptions
Anything and Everything in Furs

FURS TO BUY
Because you can Depend
On the Quality
On the Style
On the Fit

FURS TO SELL
For they are Sellers
They Attract Trade
And Give Satisfaction

FURS BOUGHT FROM
A Reliable House
Prompt and Up-to-Date
Are the Furs to Handle
Then Buy Your Furs from

Swift, Copland & Co., Limited
MONTREAL

YOUR FUR AND HAT HOUSE

THE BEAVER BRAND
NULLI SECUNDUS
REGISTERED



Our Fur Catalogue and Price List is the most complete and artistic ever issued in Canada. A copy is intended for you.

Write us to make sure of your copy.

Our immense warehouses in Montreal and Winnipeg have a stock of Furs that affords you the right sorting opportunity.

We supply the right Furs at the right Prices.

THE REDMOND COMPANY, LIMITED

MONTREAL - - - - - - - - - - - WINNIPEG

Please mention The Review to Advertisers and Their Travelers

Show Cards May be Brightened by Use of Pictures

Good Examples of This Feature of the Card Writer's Work — Appropriate Season Effects—Do Not Sacrifice Good Workmanship to Speed.

THE showcards reproduced in this connection were executed by Jas McNicholl, window trimmer and card writer for Richard Hall & Son, Peterborough, and used in his Fall displays. The lettering is particularly good. In the large cards at the sides it will be noticed that the figures taken from a fashion journal have been very effectively applied. The decoration above the figure on the right is a brass angle ornament fastened to the card. The gown is tinted a wine color, as is also the band of roses in the hat. The lettering is in black with small white and green studs, and the shading is in grey.

The small card, "Fall Style Show," is of very appropriate construction. The writer mounted a piece of dark grey board on white, and upon this mounted a cut-out of Autumn tinted leaves. To use his white card as a base, he cut through the two top layers with the outline of the leaves as a pattern.

The lettering and ornamentation of the upper middle card are in black and white with red and white studs.



Fall Display Cards by James McNicholl, with Richard Hall & Son, Peterborough.

Speed vs. Efficiency.

Laud Hamilton, in Merchant's Record and Show Window, gives the following advice to card-writers:

It will help a card-writer a great deal if he is able to draw, as many cards will prove doubly effective when illustrated by an appropriate sketch. Of course, illustrations can be found in the magazines and elsewhere that will serve the purpose when cut out and pasted on the card. These, however, are not always just what is wanted and it is much better if the card man can do the work himself. Still it is a good plan to be on the lookout for striking pictures to be used on cards. When you find one, cut it out and put in in a scrapbook or file and it will be handy when it is needed some time in the future. Whatever you do, always make your letters plain and easy to read. Avoid all fancy flourishes that tend to carry them away from their proper formation.

In the many articles on card-writing that have been printed in various publications, writers have at times expressed a sentiment something like the following: "There are plenty of young men who can turn out beautiful cards with all the accuracy of an engraving, but they are not to be reckoned as card-writers because they take entirely too much pains with their work and it requires far too long to turn out a card." Of course, there may be a grain of truth in this contention, yet in another way it is entirely wrong and if accepted literally is likely to lead the beginner into serious error. What would become of the amateur if he were to start out to smear black paint on white cards with the only object at attaining speed. He might turn out fifty or even one hundred cards in an hour, regardless of formation or neatness. But the chances are nine out of ten that he would not make good. Good stores will not use carelessly made cards. First of all, they want good work; that is, they want neat, presentable cards that are in keeping with the merchandise displayed. Of course, they expect the card-writer to turn out his work in a reasonable length of time. He must not be slow—yet every merchant appreciates that first-class work requires time and first-class work is what is demanded. The card-writer who has only speed to recommend him will never get very far on the road to success. My advice to the beginner is to practise—learn the exact formation of every letter in all the various alphabets—use colors so they will harmonize, and if you persevere, your work will attract enough attention to place you in a profitable and pleasing business. So far as rapidity is concerned, that will come as you gain proficiency in the forming of the letters. But you must first have a perfect knowledge of the shape of every letter. But use colors—not extravagantly but judiciously. If a card is attractive in plain black and white, it will be more so with a little color added. Color gives it life.

The Outstanding Feature for the Present Season in Neckwear is

"The Jabot"

We are showing an extensive range, including the new one-sided effects recently produced in Paris and New York.



Owing to the unusual activity in the Neckwear Departments throughout the country, alert buyers will anticipate their requirements for the Christmas Trade.

Write for Samples of Recent Novelties

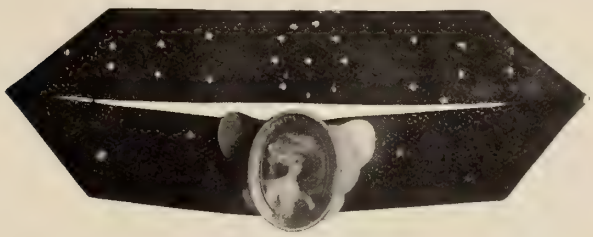
Ladies' Wear Limited : Toronto, Canada

Latest Ideas of Fashion in Dress Accessories

Stock, Jabot and Bow Leading Sellers in Neckwear — Large Assortments of Scarfs — Real Laces Being Featured — Open-Mesh Patterns in Veilings — Nearly all Lines of Kid Gloves in Short Supply.

Ladies' Neckwear.

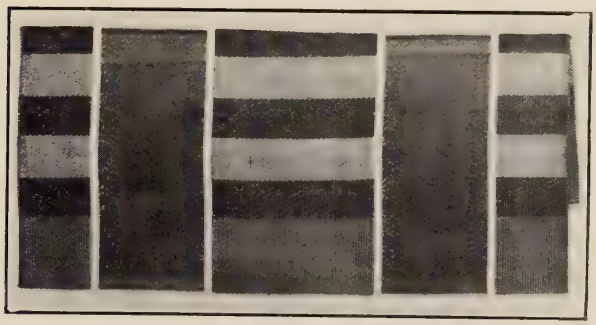
WHILE the neckwear business is assuming big proportions and manufacturers are extra busy, it cannot be said that anything has developed for Fall that bears the distinct stamp of newness. Just about everything is selling and the buyer in this department calls for just what lines his fancy dictates—or so it seems at times, to the traveling man who is up against his ideas. The fact is that neckwear fashions cover a wide field at present. Dutch collars and coat sets are worn on the new coats, and whether the wearing of furs will bring any alteration in this respect is a mooted point.



Elastic, trimmed with jet or steel nail-heads and finished with medallion buckle — Shown by R. D. Fairbairn Co., Ltd.

The stock, jabot and bow are the leading sellers. There is nothing extreme about either the stock or its embelishments. The high points are gone and it is just a comfortable fitting collar, a little higher at the back. Lace and net with just a touch or two of trimming in the form of bands of colored satin-velvet ribbon or silk are the sellers. Many stocks are finished with a bow or a jabot and both are good. Tailored silk stocks are selling better perhaps in some sections than others. Jabots keep in big demand and the variety is a large one. High-class stores are showing jabots in real lace, and pleated jabots in linen lawn and Irish crochet are good sellers. Net jabots, and those of lace and net and the new one-sided variety are all good.

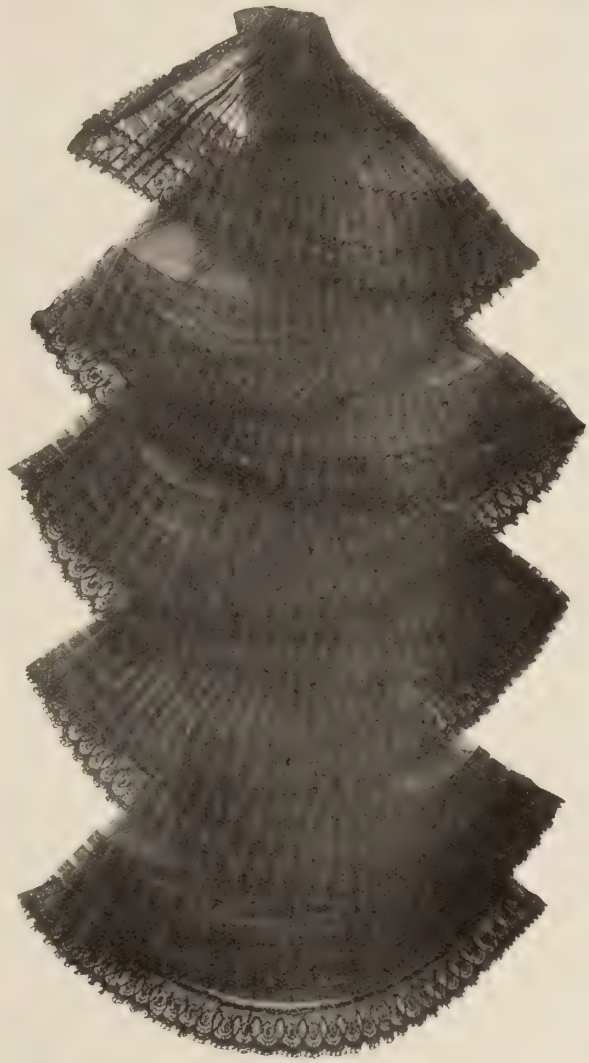
The latest comer in the bow section is the maline style. These are made of waterproof maline and perhaps the best-liked are those in which the maline is caught together under a small buckle. When this buckle sparkles with rhinestone the effect is extra good.



Satin and faille effect in fancy ribbon — Shown by Debenhams (Canada) Ltd., Montreal.

Laundered linen collars are good and the variety of silk and satin bows to wear with them is endless. To the many bows described last month, new numbers have been added in quantity and they can be had in every shade shown in the dress department. These bows and also the separate jabots are also worn as a finish to the yoke of the new one-piece dresses now so popularly worn.

A very large assortment of scarfs in many styles and prices is shown in the stores. These come in Spanish lace chiffon and crepe de Chine and are printed, embroidered and beaded with gold, silver or jet. Some of the newer ones are gathered at the ends and finished with a tassel or have silk and ribbon fringes.



Black Novelty Jabot — Shown by Ladies' Wear, Ltd., Toronto.

A new Paris scarf has a pattern in the centre, and is put on with this pattern in front. The ends are wound around the arms and crossed at the back, the fringe finishing at each side of the front. Worn in this way the scarf forms a kind of bolero and makes a comfortable wrap.

Marabout boas are shown in the leading stores and possibly they may be included in the Spring neckwear

line, as they are more appropriate for Spring than for the season that is coming.

Frillings are in active demand, and the sale of the narrow effects is increasing. The home manufacturers are



New One-sided Jabot — Shown by Ladies' Wear, Ltd., Toronto.

extremely busy and are finding it difficult to keep up with orders.

Laces.

At the present time, the leading stores are making quite a feature of real laces. Though the usual lines of flouncings, insertions, etc., are selling, it is in real lace neckwear and in novelties that the principal display is made.

During the past month, the R. Simpson Co. had a window featuring Irish crochet novelties, and other neckwear novelties in real lace. While this display was specially designed to attract the attention of Americans who were in the city, The Review learns that it proved attractive to the store's regular customers.



Fancy shirred silk elastic belt, trimmed with jet nail-heads and buckle — Shown by R. D. Fairbairn Co., Ltd.

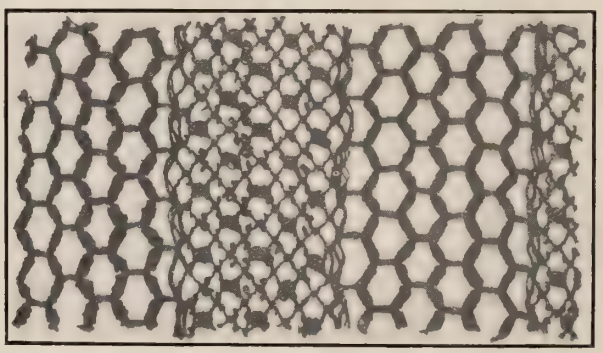
A feature of the opening window of the W. A. Murray Co., reproduced elsewhere in this issue, is the beautiful display of real-lace neckwear.

Another novelty that is featured is the lace opera and evening bag. These dainty little bags are made of Irish crochet, Brussels, or princess lace, lined with delicate pastel shades of satin and drawn up with a cord to match.

The big stores are selling these goods and this is a development that other stores might find it advantageous to follow for the Christmas trade. The times are prosperous and a big Christmas trade is expected. When people have money they are tempted by novelties that are useful and yet quite out of the usual run. Real lace neckwear has these merits, and at the same time is not unduly expensive. Handsome Spanish lace scarfs are also good sellers in city stores.

Veilings.

In all the leading stores the new lines of veilings are being shown, and a steady business is in progress. The new open-mesh patterns that the trade was so doubtful



One of the new nets, showing a combination of the hexagon mesh with Irish crochet effect — Shown by McIntyre, Son & Company, Limited, Montreal.

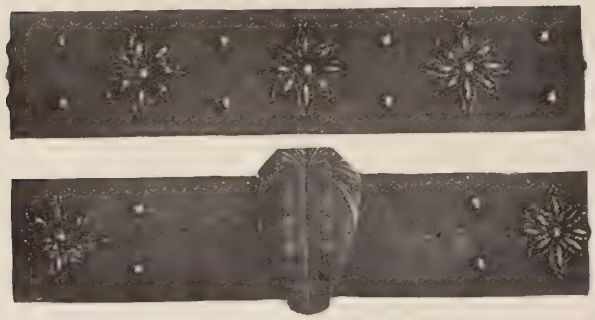
about are certainly selling, though as yet their sale is chiefly confined to the big city stores. These are the bold open-mesh effects with extremely large blocks and dots. Some modified patterns are shown and these have met with an instant success. The much-liked Russian nets in a variety of effects are in good demand and there is more interest manifested in chenilles than for some time past. Tuxedo and Brussels net veilings are also selling.



R. D. FAIRBAIRN CO., Limited :: TORONTO

Though black is much in evidence, all the leading colors are asked for. The new open mesh veilings are shown in brown, navy, cinnamon, myrtle and prunelle and Toscas and Russian net veilings in brown, cinnamon, vendange, empire, myrtle and prunelle.

There has been a big increase in the call for chiffon veils for outing and automobile wear. This is a business



Jetted effect in elastic belt — Shown by Ladies' Wear, Limited, Toronto.

that is assuming large proportions from the number of people now owning automobiles, and it is profitable business that no retailer should let pass his store. The chiffon veil is a necessity for this purpose, and as the wear given to a veil is very great, these veils need to be constantly renewed.

Embroideries.

The department devoted to embroideries continues to do good business, and any price concession always brings out a crowd of buyers. Store managers in the large centres are stimulating trade by selling bargain lines. The usual mode of proceeding is to feature the goods in the window the day before, and to give them a special notice in the daily advertising space. No one class or kind is selected—one week it will be deep flouncings, another insertions, another corset covers, etc. It matters not what line is shown, the response is readily accorded.

Importers state that the prospects for the coming Spring season for active trade in embroidered robes are particularly good. City stores have done well with them in the past, and the Spring showing assures good sales. While merchants in smaller towns have fought shy of these, evidence that they might do a fair trade in them may be had in the fact that mail order houses do a big business with them, receiving a great many orders from small towns, villages and country sections. The big range of prices makes it possible to suit all classes of trade.

Swiss embroidered robes in white and colors are ready sellers, the Irish hand-embroidered linen and cotton robes are shown in particularly desirable patterns which should assure them of ready sales. These are shown in all white and in white with colored applique.

It is expected that embroidered blouse patterns will meet with greater approval for the Spring trade than for the past season.

Ribbons.

Moire ribbons are in good demand, particularly in the wide widths, and velvet ribbons are good sellers. Pressed moire velvet ribbon is very popular and it is difficult to obtain enough goods to supply the demand, as is also the case with moire silk ribbons and ordinary velvet. However, new shipments are expected this month. There is a fair demand for fancy ribbons, and it is thought that in view of the very handsome ribbons being brought out by manufacturers that much greater interest will be taken in fancy goods than for some time. Combinations are shown, some of the new ribbons being satin banded, moire banded, and lace banded. The last mentioned is an openwork stripe alternating with bands of satin, moire or cotele effect. Metal effects are prominent in the new lines.

There seems to be no run on any particular color. Novelty shades are doing well, and staple colors are selling as usual. The steady introduction of new shades is promoting business, even on staple satin and duchesse ribbons. Some of the new shades are new blue, torpedoes, amethyst, mustard green, wine satin, raspberry, etc.

Umbrellas.

Holiday lines of umbrellas, both for ladies and men, show a wide variety of designs in handles. The materials, too, are particularly good, and come in a good range of qualities. There is a growing demand for better qualities, particularly in ladies' umbrellas. One feature of the new lines is the ribbon selvedge instead of the narrow hem, finishing the edge. Silk, taffeta, and glorias are the best selling materials, though a good quantity of cotton umbrellas are taken.

Some of the new designs in handles are very handsome, the newest being very severe handles in mission



The new "Tourist" folding umbrella — Manufactured by R. D. Fairbairn Co., Ltd.

wood or green ebony. Some of these are of the Directoire type, twelve inches, with six and eight corners. Others show simple carvings. Among the more elaborate types are handsome carvings, gold and silver mounts, art designs, imitations of precious stones, enamel, etc. Some of the new handles show a ball top composed of one large stone, set in metal. One design has a chain attachment for slipping over the wrist. It is impossible to give even a fair idea of the great range of handsome designs shown by manufacturers for the coming holiday season.

TELEPHONES BELL MAIN 4017 MERCHANTS 739

Walter H. Barry & Co

CABLE ADDRESS "WALBARRY" MONTREAL

THE RIBBON HOUSE OF CANADA.

AGENTS
THE CROMPTON CORSET CO.
(LIMITED)

Montreal October 7, 1909

SUBJECT: Spring Ribbon Orders.

Progressive Store,
Canada.

Dear Sirs:-

Soon you will place orders for Spring shipments of Ribbons.

In justice to yourself consider the advantages the Ribbon House of Canada offers you.

Definite, salable assortments in all accepted weaves.

Values that right through the range compare favorably with the most important foreign firms.

A stock of Ribbons during the season that protects you.

In fact, buying from us, you do not overbuy, do not get bad stock.

For these points you do not have to take our word. Many of the largest and most important stores buy import from us.

Ribbons, as a specialty, first hand knowledge of markets, coupled with service, have made us the largest dealers in Ribbons in Canada.

Our travelers will soon show the range. Appointments gladly made upon request.

Yours very truly,

WALTER H. BARRY & CO.

by Walter H. Barry

P.S.-Prove our statements now re sorting. Mail us your sorting orders. We will ship by return. Our stocks are particularly well assorted.

It is a

Fownes

That is all you require to know about a glove.

Our stock of Gloves for Fall sorting is complete.

Enquiries receive prompt attention.

Fownes Bros. & Co.

Coristine Building,

MONTREAL

Pewny's Kid Gloves

THIS IS THE TRADE MARK



We now offer a complete assortment of all qualities of

KID GLOVES

At old prices for Spring in both staple and novelty colors.

See our collection before buying.

GREENSHIELDS Limited

MONTREAL

BELDING'S

Ribbon Suggestions for the Fall Season

A new fashion and use of ribbons will be Hair Decorations, using Soft Satin Ribbons.

Directoire Satins, Wide Widths for Bows, Sashes, Rosettes, etc. Taffetas for Hair Bows, etc.

Duchess and Countess Soft Satin Ribbons for Dress and Waist Trimmings.

We will have a large range of Baby and Holly Ribbons for Fall and Christmas trade. Write us for samples.

LARGE STOCK BEST VALUES IN THE MARKET QUICK DELIVERIES
ALL THE NEW AND FASHIONABLE SHADES

BELDING'S SPOOL SILKS—The Highest Standard in the World

BELDING, PAUL & COMPANY, Limited

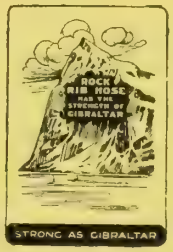
The Largest Ribbon Manufacturers in Canada

MONTREAL TORONTO WINNIPEG VANCOUVER

A Question of Strength



THE most essential quality and the most difficult to obtain, consistent with comfort and appearance in a Children's Stocking, is strength. In the making of these three lines, from the time the yarns are selected throughout the process of the manufacture, special attention is given to obtain strength and hard wearing qualities in the finished stocking. To this we attribute the success of these three celebrated brands of Children's Stockings.



ROCK RIB
Strong as Gibraltar
1 X 1 Rib



HERCULES RIB
The Limit of Strength
2 X 1 Rib



PRINCESS RIB
FOR FINE DRESS

These Registered Trade Marks appear on each pair of genuine Rock Rib, Hercules and Princess Hose. Beware of substitutes.

ORDER FROM YOUR JOBBER

The Chipman-Holton Knitting Co.
Limited

HAMILTON ONTARIO

E. H. WALSH & CO., *Sole Selling Agents* TORONTO and MONTREAL.

The materials employed for handles are mission wood, boxwood, rosewood, ebony, lemon wood, mahogany, pimento, ivory celluloid, gold and silver. Such a wide range of materials gives plenty of scope for handsome and original combinations and designs, which has been taken advantage of by manufacturers of umbrellas.

One particularly desirable feature of the new lines is the fact that they are extremely neat in appearance, being made to roll very closely. The long handles, which are very fashionable, and which are particularly strong in the United States, enhance the slender appearance.

Kid Gloves.

Retailers are getting extremely nervous over the delivery situation of kid gloves. Nearly all lines are in short supply for the present season but pique sewn goods which are very desirable are particularly so. There is no real relief in fact, until the end of this month or early in November. Wholesalers have practically no stocks, and present deliveries are allotted in proportion to retailers who were wise enough to give advance orders. Even in those cases retailers are writing or wiring for further goods. The situation is summed up in the fact that labor for glove making is scarce in Grenoble and other markets and importers are helpless.

Naturally this situation is causing importers to contract heavily for Spring where orders can be given in



Elastic, covered with fancy silk shirring and finished with leather ends and jet dome fasteners—Shown by R. D. Fairbairn Company, Limited.

order to avoid a similar situation. Steady advance in leather is enhancing kid glove prices, and Spring lines show a slight advance. In some cases importers have not looked for Spring orders as Fall deliveries are so bad.

A greater interest is being taken in colors for the Fall trade. Different shades of the wistaria and rose order, some shades of blue and green are favored. Reseda is good, particularly in suedes.

Trimmings.

Jet still holds first place among trimmings, and it seems as if it would be impossible to devise more forms in which it could be utilized, but nevertheless every day brings something new. The idea seems to be to produce as rich looking trimmings as possible. Gold, silver and metallic trimmings of every description seem to be growing in popularity, and imitation jewels are utilized. Rich colors are used, and the combinations of different materials are exceedingly beautiful.

Jet ornaments on a background of net, and embroidered effects worked out with jet beads, small bugles, etc., on net for trimming purposes are in high favor. Jet trimmings are extensively used. Bodice garnitures in jet are meeting with ready sales.

Plauen goods with wood silk embroidery and colored imitation stones are doing well this season. They come in all the new shades, and are particularly desirable for aiding in carrying out the one color idea in dresses.

There is a great deal of use made of braids and the variety of these is extensive. Soutache, satin cords, tubular braids, military, and fancy Russian braids, are among those in good demand. Braided buttons and frog ornaments are used a great deal.

New Glove Catalogue.

J. & N. Philips & Co., Manchester, Eng., with Canadian offices in Montreal and Toronto, have issued an elaborate 48 page catalogue for their Lily Glove Department. It contains illustrations of the leading lines of suede and glace gloves, all kinds of lined gloves, Ringwood gloves, etc. Twenty-six pages are given over to complete price lists, of every line of gloves for the Fall trade. The index at the front facilitates finding just what lines are wanted. The catalogue is 9x6 inches in size and the cover is of heavy green stock, the text pages being printed on very fine white coated paper.

One Drygoodsman's Activities.

Guelph now has a most complete waterworks system. Pure water is piped direct from apparently inexhaustible springs at Arkell, five miles from the city. To commemorate the completion of the work, the Royal City celebrated on Sept. 23.

The system represents the successful culmination of a task of by no means simple proportions, entrusted to the Board of Commissionsers, of which the chairman was G. B. Ryan, head of the dry goods firm of G. B. Ryan & Sons. In a special number, the Guelph Herald, congratulating the members of the board on the auspisious outcome of their labors, had this to say of the chairman:

"Mr. Ryan, in his position as chairman, was not a nominal officer, but an enterprising, energetic, resourceful and capable leader. He was ably assisted, it is true, but was at the same time the life of the commission, and its inspiration in the great enterprise. He is of Welsh extraction. The grandfather of Mr. Ryan came to Canada in the early days from Wales, locating on a farm near Oakville. In the war of 1812 both of Mr. Ryan's grandfathers took up arms in defence of their country, and fought at the battle of Queenston Heights, and one of them carried a bullet to his grave. G. B. Ryan was educated in Georgetown, where he learned the mercantile business. In 1875 he embarked in the dry goods business at Orangeville, and there he remained for six years. From Orangeville he went to Barrie, where he conducted a business for four years, and in 1886 he came to Guelph and purchased the dry goods business of the late John Hogg. Since then, he has rapidly built up the business to such an extent that he is now prominently known as one of the largest merchants outside of the City of Toronto.

"The public life of Mr. Ryan has been such as one would expect from a man of his energetic temperament. He has served the city several years as an alderman, and his name has been often mentioned as a candidate for the mayoralty. He has been president of the Board of Trade, and at the present time is a member of two civic commissions—the waterworks and the radial railway. On the former board he is chairman, and on the latter he acts as treasurer.

"Only those closely connected and intimate with the transactions of civic affairs are able to appreciate fully the magnificent work which Mr. Ryan has done in the interests of the city."



"Ask the woman who wears one"

S- H- & M- STYLES

Will show you at a glance that you are buying styles that are inspiring and correct.

Made by the best journeymen tailors and pledged to fit you and wear you to your full satisfaction.

That is why we put the S- H- & M- label underneath the collar.

S- H- & M- Evening and Reception Gowns - - $35 to $75.00

S- H- & M- Tailor made Suits, $20.00 to $50.00

The Stewart, Howe & Meek Co. Ltd.
Sole Makers
Toronto

S·H·&M·

The above advertisement is one of a series appearing in the leading newspapers throughout Canada this Fall.

A large demand and desire for S- H- & M- garments is being created.

S- H- & M- garments are quality goods at popular prices.

There is a splendid profit for you, whether you can sell 10 garments or 2000 in a season, there is a "selling plan" and "selling helps" for you and your salespeople.

Only one merchant in a town can have S- H- & M- garments.

S- H- & M- Suits – 13.50, 15.00, 16.50, 18.00, 20.00, 22.50, 25.00 28.50.

S- H- & M- Dresses and Evening Gowns—13.50, 15.00, 16.50, 18.00, 20.00, 23.50, 27.50, 32.50.

The STEWART, HOWE & MEEK CO., Limited.

PARIS. NEW YORK. TORONTO.

Best Vogue in Ready-to-Wear Garments

Slow Deliveries in Materials Causing Uneasiness — Demand for Mannish Suitings — More Closely Fitting Coats — Tailor-made Waists a Feature—The Sleeve Question Whitewear Combinations in Demand.

RECENT developments point to more closely-fitting coats in the newest models. The new fit may be designated as seven-eighths fitting, not being really fitted and yet closer than the semi-fitting. One reason which accounts for the continued popularity of the semi-fitting coat is the fact that is imparts a youthful appearance to the figure of the wearer. The tight-fitting garment gives a more matronly appearance to the wearer. For the very slender figure, the semi-fitting coat adds size, while the pronounced lines of the stout figure are concealed.

The coat lengths most to be desired are the forty-eight, fifty-four and fifty-six inches. There has been a feeling that thirty-eight and forty-five inches have had a long enough run in coat lengths, and in view of the necessity for securing long lines, it has naturally led to the longer coats.

Some of the suit coats are made collarless for the wearing of Dutch collars or fur neck pieces. In some instances there is a hip trimming in some form producing the Moyen Age effect.

All suit skirts are pleated in some form. The yoke effect is the main feature and one of the newest styles shows the front panel and yoke cut in one. Skirts are short, except in the case of dressier models.

Rough-surfaced materials are strong in the new suits. Two-tone effects are favored. Homespun diagonal weaves, wide wale serges are seen in the most smartly tailored costumes. Notwithstanding the marked feeling for the rougher fabrics, broadcloth is extensively used. For trimming purposes moires, and Ottoman silks are used, and there is some talk of velvet coming into prominence.

Darker shades are featured in colors. The leaders seem to be raisin, or dark shades of wistaria, dark greys, dark shades of rose, almost wine, and other novelty colors.

✠

Waists.

Tailor-made waists are the feature of the waist trade. All materials, regardless of weight, are utilized for this class of waist, and, as a result, designers are not able to introduce many fancy touches. Still, the extreme severity is relieved by touches of embroidery or inserts of lace. Scallops are used at the front closing in some instances, and overlapping points fastened with buttons are seen on some of the new blouses. A dressy touch is added to these blouses by the wearing of fancy stocks and jabots, making these tailored waists very attractive with tailor-made suits.

In silk and net blouses manufacturers attempt, as far as possible to match the popular shades in suits, and in giving orders the buyers of waists should take into consideration the colors that are being ordered in suits. The silk and net blouses are not quite so severe in character as the wash blouses. Trimmings are used, and some of the new blouses show small yokes, or are trimmed to give a yoke effect. The plainer styles in cream and white net are the best sellers. Black nets are strong, but these are chiefly in the more elaborate styles, trimmed with jet.

Chiffon waists are very elaborate, and a good deal of use is made of gold or other metallic trimmings, soutache braid, etc.

A great deal may be said about new sleeve styles, as these show a great deal of variety. For tailored blouses the modified bishop sleeve, with a close-fitting cuff. Elbow puffs are shown on the more elaborate types of dresses and blouses. A new sleeve, sometimes known as the gipsy sleeve, has a close-fitting cap, with a full puff reaching just over the elbow, and is finished with a long, close-fitting cuff, reaching to the wrist.

Diversity of Sleeve Pattern.

Travelers are out with samples for the early Spring trade, and this diversity of sleeve fashions is a feature here. The plain tailored models have the modified bishop sleeve, while the more elaborate waist has the puff, either



Waist of good quality messaline silk, with guipure lace yoke — Shown by R. D. Fairbairn Co., Ltd.

at the elbow or above the deep cuff. The long, plain sleeve is still shown. Though Paris has made a determined attempt to popularize the shorter models, it is not expected that styles for the coming season will be definitely influenced. The short sleeve has too recently passed away here for any revival to become general at such an early date.

✠

Whitewear.

The outlook for the coming Spring is excellent, and travelers, out for December delivery for the January sales, are sending in big orders. Not only do prospects indicate a large Spring business in whitewear, but the position of the raw material market is such as to induce buyers to place good orders. Both cottons and trimmings are steadily advancing, and this makes the values the manufacturers are now offering decidedly attractive.

COMING !

Our Men Are On the Way !!

They are moving in the direction of your store with the finest and most exclusive samples of Spring Novelties in Misses', Girls' and Children's Dresses ever produced in Canada.

We won't say much about them here—except that the new ideas gleaned by our designers during a belated stay in New York (and which are embodied in our samples) fully justified us in holding back our traveling men.

We are convinced that you will agree with us—after you have seen the samples.

Be Cautious !

Hold your orders until you have examined our samples. You will not regret it.

Home & Watts, Limited

Adelaide and Duncan Streets

Toronto, - - Ontario



Combinations, as expected, are increasingly enquired for, and even if fashion was not distinctly favorable to combinations their great comfort would account for the increasing demand.

As usual, gowns are a heavy selling line. While the elaborate models are selling, the bulk of the buying is done on the simpler garments. Designers have brought out a collection of simple models in sheer fabrics and with yokes, etc., that show little elaboration. These models launder perfectly and look just as well after the washing process is gone through. There is an immense business going through on this class of garment.



Fine chiffon Panama, with tucked taffeta silk yoke, trimmed with soutache braiding and jet trimmed buttons—Shown by R. D. Fairbairn Co., Limited.

The coming season promises to be a good one for white skirts. The fact that embroideries are so extensively used will help sales, as embroidery is a practical and a good-wearing trimming. Few women grudge to give a fair price for an embroidery-trimmed skirt, as they know that it will give good wear. Though fuller outer skirts are to be worn, the slim hip effect is still retained, and, therefore, buyers should look well to the cut and fit of both popular-priced and high-priced skirts.

Among novelty effects the use of cross-barred muslins is the most noted and very good orders have been received for garments in this fabric.

⚜

Chas. James has opened a ready-to-wear store in Dundalk. He will carry men's, women's and children's lines. Mr. James has been in business in that locality for about six years.

Duchess
BRAND

Every Duchess Brand Garment is absolutely guaranteed to give satisfaction.

Duchess Brand Garments are advertised in the leading newspapers and magazines in Ontario.

Duchess Brand covers these lines:

- Whitewear
- Blouses
- Skirts
- Wrappers
- Kimonos
- Children's Dresses
- Rompers
- Overalls
- Costumes
- Dressing Sacques
- Wash Suits
- Flannelette-wear



Duchess Brand Combinations—C.C, and D. No. 137. $29.00 per dozen.

Duchess Brand Garments are not only the best value and styles to be had, but we help you sell them.

In your own interest see the lines now being shown in Ontario.

Samples Gladly Submitted.

Sales Agent for Ontario:

J. L. McCLUNG, 8-10 WELLINGTON STREET EAST, TORONTO

Dunlap Manufacturing Company, 525 St. Paul Street, Montreal



Dress of leaf green silk cashmere, the waist and sleeves under the pinafore effect of chiffon trimmed with narrow bead galoon. The sleeves show the new puffs at the elbow and wrist. The hat is one of the new toques in Moire to match. The large willowed plumes are a slightly darker shade, and the cabochons are of dull gold.

Allen Manufacturing Co., Limited



Waists

Our travellers are now on the way to you with samples of

Shirt Waists



WE are showing a large range, comprising the *NEWEST TRIMMINGS* and *MOST UP-TO-DATE STYLES.*



Travellers are also carrying samples of Wash Suits, Coat Suits, Bathing Suits, Dressing Jackets, etc., Children's and Misses' Dresses.



The Allen's Mark MADE IN CANADA

Allen Manufacturing Co., Limited

Corner Simcoe and Pearl Streets :: :: Toronto

The Allen's Mark MADE IN CANADA

Models Seen at New York Openings Confirm Forecasts

Simplicity the Keynote this Fall—Striking Features of New Tailored Suits and Dresses—Colors and Materials that are in Vogue—Varieties of the Hip Yoke a Marked Feature — Furs Much in Evidence.

Staff Correspondence.

Office of The Dry Goods Review,
160 Broadway, New York, Sept. 30.

THERE is almost a Quaker-like simplicity in many of the new Autumn styles which are charming in their straight lines and quaintly fashioned materials. Never before has fashion been more artistic and becoming. There is opportunity aplenty for quaint effects in the styles of the day. Only two factors that are very necessary are wanted to produce them—the skill and artistic sense of the maker and the wearer.

Of all the styles which are prevalent now, the overdress, of whatever order, lends itself to the most original, not to say odd effects. The old tunic borrowed from classic days has lost its romantic air in that most unromantic of places, the designers' shop. The cuirass effect continues with us and is often all-over embroidered or braided, while the remainder of the gown is plain, or a different material is used for the princess tunic, which is the cuirass by another name. The lines of the cuirass take many shapes, many of which dip in points at the sides, others at the front and back, and still others are straight around, with little if any undulation.

Autumn Openings.

Never before have the stores in New York City exhibited better displays than are noted at the openings that are now in progress. They are of unusual interest to the manufacturer and the dress-maker as well as to the most fastidious dresser. In suming up the situation we might class it as follows : Dress trimmings will be applied to cloths in harmony more than contrast.

Hats will be worn in contrast, rather than in harmony. Suits will be made of diagonals, mixtures or broadcloths—the broadcloths for afternoon gowns and evening dresses exclusively. Gloves will be worn in contrast just as hats will be. It is to be a gorgeous silk year so far as reception gowns are concerned, and a plain silk year where home dresses and afternoon dresses are concerned.

Fashions in suits will depend almost entirely upon the cloth and the cut. It is a curved line year.

Dress trimmings have never been so gay, and all-white pearl trimmings put together with silver bugles are going to be wonderfully fashionable on extravagant evening gowns.

These are a few of the things that are clearly indicated by what the New York garment departments are showing, and by the way New York women of fashion have bought—not only here, but abroad.

It is to be a gorgeous silk year so far as reception gowns are concerned, and a plain silk year where home dresses and afternoon dresses are concerned.

Fashions in suits will depend almost entirely upon the cloth and the cut. It is a curved line year.

Never were so many elegant wraps noticeable. Many of them, however, are merely ornamental accessories of the toilet, being made of the most vaporous materials, transparent, and showing the gown beneath. Some of these are straight garments reaching to the feet, generally of black satin, or in the color and material to match the gown of which it forms a part. Elaboration of trimmings on these wraps is strongly noted. Many of them have the sleeves cut in one with the body of the wrap, which style seems to again be in vogue.

The drapery lines that made their appearance in the gowns which threatened panniers, have taken their places in the wraps and as a result they are clinging affairs that drape and fall most gracefully. The most supple and softest materials are used for these wraps.

Liberty satin is a great favorite, lined with the same, but of another color. Where cloth is used, cashemire de soie is the most popular for it drapes so beautifully. Such trimmings as tassels, passementeries and cords are used for their embellishment.

The separate coat in evening styles, the mantle and scarfs have never been so popular as they are this season.

The variety of scarfs is wonderful, magnificent ones of crepe de chine being wrought in a showy Empire design in gold or silver embroidery. There are raindrop scarfs sown with tiny crystal beads and elegant ones of net weighted with overlapping fish-scales in brilliant tinted, unchangeable pailettes with fringe to match.

Striking Features of New Fall Suits.

In the new Fall suits that are already being shown in the departments and at the openings now in progress, one sees many interesting features, one of which is the drapery effects on both coats and skirts. Some of these draperies merge into skirt draperies so artistically that one is often puzzled to know their actual character.

A question of great importance has been whether short coats or long ones are to be the most popular. For so long Americans have worn long coats that they are almost wedded to this style. Perhaps some of them will simply scream at the evident indications that are just raising their heads in Paris. The tailors over there say it is to be a season of short coats and judging from many of the models that have already come over here, they are practicing what they preach, for more short coats are noted than long ones, especially those accompanying suits.

One particularly striking coat was developed in Paquin blue velour with a rib-like serge. The coat which is cut in two points in the front, has a deep collar of Baby Lamb fur, an exaggeration of which Paquin shows on many of his models. Across the front are frogs of black silk fastened with velvet olive buttons. These olive-shape buttons are very fashionable this year on suits. The deep cuffs are also of fur. It has the cut-away effect in the front and is a short coat compared with what the American manufacturers have got out this season. The skirt which accompanied it had a pleated overskirt, over a pleated foundation, the over-

Canada's "Pioneer" House
Princess Dresses, Coat Suits, Waists

ARE WAISTS DEAD?

Certainly not; but the real live issue before you merchants to-day is, are you preparing for an immense trade this coming Summer in Princess Dresses and Coat Suits? Canada's "Pioneer" House predicts, not a small waist trade, but an overwhelming demand by your customers for Princess Dresses and Coat Suits. To meet this demand, and meet it satisfactorily, you must have

Royal Royal Garments

Why? Because they are famous from coast to coast for their fit, cut, style, hang and finish; garments, in other words, that a lady will wear.

See them! We will gladly show them.
Buy them!! That's up to you.
Sell them!!! The goods will sell themselves.

Write, wire, telephone or call personally if our representative is late in reaching your town.

THE McELROY MANUFACTURING CO., Ltd
47 Simcoe Street
TORONTO

Famous for their
Fit, Cut, Style, Hang and Finish



Gown of apricot broadcloth, trimmed with new net and rat-tail trimmings. Hat of black hatters' plush, with black and apricot willowed plumes



Reproduction of a 14 x 11 Show Card in Colors Furnished Retailers Handling Blackeye Silk Moire Underskirts

BLACKEYE SILK MOIRE UNDERSKIRTS

Are Ideal Underskirts | Will Not Split or Crack | Have Both Rustle and Lustre | Will Please You

UNMATCHABLE VALUES, STYLES AND COLORS

Prices from $30 to $52 Per Dozen

Wholesalers Are Showing the Line Now. Ask Your Wholesaler

We Furnish Free, Attractive Advertising Matter. Take Advantage of Our Help

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The Canadian Converters' Co. Limited.
Montreal

Please mention The Review to Advertisers and Their Travelers

skirt being cut in a deep point at the back, and coming well down over the pleated foundation.

Opinion, however, differs regarding the ultimate success of the shortened coat, and manufacturers also differ in their opinions as to whether or not the long coat or the short one is to have the preference.

At the present time the 45-inch coat length is considered the best style, especially those developed in diagonals or homespun materials, but there is a feeling that, as the season advances, the most popular lengths will be 34 to 36 inches long, in order to display the new pleated, draped or braided skirts. It is believed that with the spring of 1910, the extreme short coat will make its reappearance and be the correct style for the season. In the meanwhile, the long lines will prevail.

While the coats, both the separate ones and those accompanying skirts are snugger fitted to the figure, they are by no means fitted. There has been some talk of the fitted models coming back into vogue, but the day of its arrival is not yet come. Most of the new models show an inclination toward more waist-revealing curves and well defined hip line, but the tight-fitted models are still in the future. One point argued against the tight-fitting model is that it gives the wearer a more mature look, and that is just what the woman is not looking for.

Simplicity of line and a nearer approach to original tailor-made effects distinguish many of the Fall suits that are worn for the street this season. There is a marked absence of eleborate trimmings on these suits. Even buttons do not play an active part on them, but this should not discourage the braid, trimming and button manufacturers, for these are only the early styles. The later ones will all have some form or other of trimmings, as is usually the case.

A feature of many of the new coats is the side and extended waistline fastenings. These are in the majority. Also many styles of the military or double-breasted coat, with buttons running from the shoulder down along the left side, thus effecting the very broad effect to the garment. The regular notched collar and lapels divide honors with the shawl shape and the Tuxedo, the military and other styles. No one collar can be said to predominate.

Sleeves are of the old coat shapes with some or no fulness at the top. Many style cuffs are noted, most of them fashioned after those on men's coats. Different pocket arrangements are also noted, many of them effecting the elongated waist-line to the coat.

Many of the new coats have a cluster of flat pressed pleats on each hip, mounted well below the waistline and affording a becoming flare, especially where the coat model has the extreme length, which is one of the season's characteristics. Belted coats also give promise to become popular this season. Some show the belt girdles over the hips, others confined to the normal waistline after the manner of the Russian blouse coat.

Fashions in Skirts.

Nearly all the skirts are short. The majority of tailored suits show a skirt that just escapes the ground. The revival of the pleated skirt is responsible for the return to the shorter or trotteur skirts. The skirt with slightly raised waistline is not entirely gone, but it is not as popular as it was last year. The model with a natural waistline, to be worn with belts is the prevailing style.

Pleated skirts or those introducing pleats are first in favor.

Hip yokes are playing an important role in the gowns and skirts of this season as the recent fashion openings show. Spring brought the hip yoke in under the Middle Age influence, from whose styles it is supposed to have sprung. There are many side effect yokes which are in even lengths or graduated all around. Then there are others that are pointed at the back and in the front, lengthened by pleated or shirred flounces. These are all popular.

Tunic or jupon skirts are shown and some semi-circular models are also seen. Skirt trimmings is one of the features which the skirt manufacturer is looking to with interest. During the summer all sorts of elaborations cropped out, but simple effects have lead. Everybody likes the long unbroken lines which have been prevailing and no one wishes to cut herself in two again with trimmings. The cuirass, or hip yoke, has opened the way for more or less broken lines, and one is already feeling its influence. A few skirts with flounce effects are seen, but these do not look well under a coat, especially if the length of the coat is short, as many of the models show that are brought over from abroad and have been on display in the garment departments.

Many trailing skirts will be worn, but these are designed only for more ceremonious occasions. Smart trig walking length skirts will be worn instead, these being more in harmony with the street costume than those of trailing lengths.

The materials for the separate skirts incline more and more to the slightly rough surfaced effects. Many of them are very beautiful and well adapted for the construction of smartly tailored suits.

All-white pearl trimmings put together with silver bugles will be fashionable on extravagant evening gowns.

Elegant wraps were a feature of the New York Garment openings. They are clinging affairs that drape and fall most gracefully.

Separate Coats.

The demand for separate coats grows more in evidence as the season advances. This is due to the fact that it is a season for dresses, and in order to wear a wrap over a dress, a separate coat or cape is necessary.

The new coats resemble dresses and costumes to such an extent, that in many instances it is rather difficult to signify which is which at a glance. Practically all the separate coats this season are fashioned on the same lines as costumes.

Some of the models brought over from the other side show the sleeve and back of coat cut in one piece. This is indeed a radical departure from what was expected at the beginning of the Fall season.

The belted coats are much in evidence and some strikingly beautiful styles are noted in these effects. The belt either extends all around the coat at the natural waist-line, or it is put on from the front panel to the back one, holding the fabric of the garment at the sides in pleates or full style, similar to gatherings.

Capes are enjoying a season of their own. They are included in the garment departments of both high-class and medium-priced garments. They are shown in a variation of styles, materials and colorings. For the street those capes made of materials in dark, subdued tones are to be very popular and the light evening tints for evening wear.





Have You Seen These ?

THE illustrations shown herewith just merely indicate the unusual grace and style of our most popular sellers. These shirt waists by their fit, classy individual styles and strong wearing qualities have met with ready appreciation from customers who were quick to note their superior advantages. As there are at least 450 styles to choose from, we feel confident of our ability to meet your particular requirements.

Eclipse

Ask our traveller to show you samples, or, if you prefer to write us, we will be pleased to wait on you.

The Eclipse Whitewear Co. Limited Toronto, Can.





Jerseys and Jersey Cestumes.

The vogue for jersey was predicted in one of the previous issues of The Review. It is purely an American fashion as far as fabric is concerned, though the cuirass or Moyen Age style of the late winter suggested the use of the elastic or jersey fabrics. At the present time there is a big demand for jersey cloth for the upper portion or cuirass part of costumes, although there are many gowns entirely made of the jersey noted in some of the exhibitions of models. Separate jersey blouses, those which are worn over the skirt, something in the style of the Middy blouses are offered, but such styles are not becoming to many women, so that it is a question whether or not it will be a successful departure. It is too old for a girl or miss, too.

The fad for the jersey costume, either embroidered or braided, is becoming more and more pronounced and for the Fall and Winter it is expected that this vogue will continue throughout. For the more elaborate styles, jet is being used extensively. The silk jersey costumes are high-class and naturally they are expensive and exclusive.

Costumes and Dresses.

Dresses, whether considered as separate garments or as a part of the costume suit, are among the most beautiful of the fall sartorial offerings. They are shown in a variation of styles, after the tailored type, or inclined to trimmings, after the dressy type, but in every instance, they are attractive and smart.

It is the house dress or the street dress, that is designed for wear without a coat that the tailored variety is in greater evidence. There are styles that are becoming to all figures. Perhaps the most popular are the coat dress styles that simulate a coat so well that it gives the appearance of a separate coat worn with a chemisette.

The adapted dress of the season is the Moyen Age style, with its cuirass bodice and pleated skirt. Little princess dresses with accentuated waistlines for wear under fur coats are particularly attractive and in good style.

For evening wear the costumes are most elaborate being made of filmy and supple fabrics that lend themselves admirably to draping. In nearly every instance these costumes are draped either all around, or else at one side. Elaborate and costly trimmings are employed to trim them, the most popular being embroideries done by hand.

These costumes are in trailing lengths, with sleeve draperies of some form or other, and very low in the neck. The Louis XV. types are strongly noted in the evening costumes and these consist of the pointed or draped bodices, and washerwoman draped skirts. They are very picturesque, and while a little extreme for the average woman, they are being taken quite readily.

Questions of Sleeves.

What is the correct style in sleeves is a question that is being asked daily by the manufacturers and the model makers, of fashion authorities and it is one that never finishes puzzling the world at large, for hardly is one style adopted, when another comes along and bids for popularity.

The types of sleeves may be classed in two types—the coat sleeve and that for waists or dresses. The coat sleeve is usually a plainly tailored affair dependent mostly on its cut or ornamentation for distinction.

Fashion authorities have arrived at the conclusion that no one can decide the style of the fashionable sleeve, but that it remains with the individual as to what style is best suited to his garment. If he is a waist manufacturer, he knows that he must make a sleeve that will accord with the coat sleeve, and if it is a small and close-fitted affair, he cannot put a big puffy sleeve in his garment. If he is a coat manufacturer he must watch the styles and make his coat accordingly.

The trade talks about the full or Bishop sleeve to some extent in different varieties, but as yet the coats do not show any tendency for the full sleeve, so that up to now it is not known whether or not the Bishop sleeve is to have any vogue.

It was noted at the recent style exhibitions that three-quarter sleeves were in the majority, especially on light weight materials in dresses and waists, not only for evening wear, but street wear as well.

Many variations of the puff sleeve or that of the Anne Boleyn sleeve were in evidence, bands of lace or satin being used between the puffs. Others had full sleeves above the elbow, and still others had elbow puffs. Deep cuffs seem to be the fashionable feature of the new sleeve types.

New Waist Models.

Waist manufacturers are as busy as they can be for the return to the two-piece tailored suit has meant much to the blouse manufacturer. Last year when three-piece suits were in the ascendency, the waist man had his troubles, but this is all passed and forgotten, and now he is busy endeavoring to make shipments in due time.

A great number of innovations are noted in the new waists, especially in the sleeves which are the most important features in all waists. There are caps, puffs, bishop effects, and the Anne Boleyn types on the more dressy styles, while the tailored shirt continues to use only the regulation shirt sleeve.

For the more dressy waists combinations of chiffon, messaline, mousseline, lace, net, crepe, and embroideries are used.

For tailored waists, taffeta, moire, crepe, poplins, and the newest thing is the jersey fabric waists that are made to simulate the jersey fabric dresses with the long waist-lines, to be worn over tne skirt. These are shown in all the popular colorings.

Touch of Fur on Many Garments.

This is undoubtedly to be a fur season. Furs are dearer than ever and this season it looks as though a woman will be judged by the furs she wears and not her jewels.

When one sees the models now being brought out by Paris model houses, it is no wonder that one stands in awe and is touched by the magnitude of the garments. Practically every gown, every ball dress, every suit, every evening mantle, every hat and every automobile cloak of any note has on it a touch of fur.

In suits, the fur trimming consists of a collar and cuffs and sometimes a band of fur at the foot of the skirt. Many of the suits shown at the openings confirm this

Dress trimmings will be applied to cloths in harmony more than in contrast.

Hats will be worn in contrast rather than in harmony.

Suits will be made of diagonals, mixtures or broadcloths—the latter for afternoon gowns and evening dresses exclusively.

ONE order from you won't make our fortune but it will make you a permanent customer for Lerner-made Waists. It's steady customers that we make with every "first sale" after the first delivery. These two Taffeta Silk Waists are priced to make you try our line----



No. 2200—An extra neat Taffeta Waist with tucks on front, collar and sleeves, a Taffeta strap with four buttons, forming a yoke all finely tucked, and the latest sleeve with a military cuff and two buttons.

Either of these at

$2.25

are typical Lerner Waist Values

Our only Terms 3%--10 days



No. 2100—A strictly tailored Messaline Waist, tucked all over, four buttons on front and newest cuffed sleeve tucked and trimmed with two buttons.

And hundreds of equal values—in Silk, Lace or Flannels. A Trial Order Proves Our Waist Leadership.

Samuel A. Lerner Waists 33-35-37 West 17th Street NEW YORK CITY

statement. Broadtail Persian, Mink, Pony skin, Ermine, Sable, Lynx and Chinchilli are some of the furs that are most popular.

All this is outside of the luxurious fur coats and neckpieces, muffs, etc., that women revel in.

For the first cool days, marabout instead of the fur, edges broad shoulder scarfs made of satin, chiffon and silk. These are especially popular at the present time and many fashionable women are seen on the streets wearing one of these over a thin dress.

From out of a bewildering mass of ideas seen at the different garment displays, it stands clearly defined that everyone is going to use fur. The exclusive models which have been seen this past week conspicuously prove this, and there is no question of a doubt but that the Fall and Winter will show great popularity in furs. It is the age of luxury, and the Paris garment makers are bringing this fact clearly before the public. The richness and the beauty of the skins will form an embellishment to coats, wraps, mantles, and millinery, yet it will be necessary to sacrifice the entire skin in order to make the thin bands with which many of the garments are trimmed.

The best dressmakers in Paris have sent over models enriched by bands of fur and there is a big demand for such furs that will prove best for garnitures. The most favored appears to be Skunk, although Chinchilli and Mink-tail are also noted on many garments. The broad, wide shawl-shaped collars on many of the short coats are entirely covered with fur and make a becoming adornment for the neck. Wide turndown round cape collars will be a becoming style on many early winter models. The fur shoulder wrap effects a cape, or is cape-fashioned, and in shape very like the fichu of 1830 notion, know to some as the early Victorian style. These shoulder wraps are beautiful and stylish, especially when made in fur such as Ermine, Mink, White Fox, or Lynx, the border being entirely covered or trimmed with the small heads and tails. With such a cape is seen a wide long muff, which is also the style of 1830 copied, similarly garnished in front with an apron shaped border of the fur, trimmed with the heads and tails.

In wraps, the most popular styles are the pointed shawls, bordered with the fur. The round circular cloak has returned and it is likewise pretty bordered with fur. A large granny hood of mousseline de soie noted on a beautiful wrap was framed with a band of skunk. It combined a typical 1830 cloak.

Long coats, having wide turndown shawl collars of Sable, Fox, or Skunk, cross over to one side and fasten with an immense gold or steel ornament or button. The end of the coat rounds off in cape-fashioned shape and displays the front of the lower portion of the skirt beneath. This shaping of a cut-away rounding in front is characteristic of many of the new coat styles shown in Paris.

Sealskin is also in favor, not only as a trimming, on coats, but as combining a dress. A short cassock fashioned coat of Sealskin, worn over a brown-braided costume had a deep hem of Sealskin around the skirt. This was very smart and indicative of the prevailing fashions for furs.

Practically every gown, hat or cloak sent from Paris is embellished with fur.

Fur-edged shoulder scarfs worn with their dresses during first cool days.

Great demand for such furs that will prove best for garments.

Possibilities of the Corset.

New York, September 29.—It is very plain that with the corset lies the secret of the successful fit of a costume or suit. This is clearly indicated by the number of displays of the proper fitting corsets that are now being held in the various corset departments of leading stores in this city.

Notably popular were the many corset displays and demonstrations held in the recent style exhibitions of handsome gowns and wraps, etc. Separate from the costumes, however, were the corset sections which were beautifully fitted up and well attended. They attracted an unusually large crowd of shoppers and out of town people who had come to the city to witness these fashion displays.



New tailored and pleated skirt made of medium weight Venetian cloth and trimmed with ivory rim buttons — Shown by R. D. Fairbairn Co., Limited.

The corset retailer, is doing everything within his power to make the corset a high class article of merchandise. Money has been freely expended on the fittings and furnishing of the various departments, so that they are really beautiful and worth seeing. Possibly in no other line is so much care taken in the furnishings as in the corset departments. Attractive figures are placed here and there about the departments, in cases, etc., and all in all, it is picturesque in every detail, but buyers feel that this is necessary for the success of their department.

There are no decided changes noted in corsets since the Spring. Manufacturers in their Fall preparations have held closely to the current slender hip effects, with consequent length in the corset apron and its boning.

"BUTTON--BUTTON--BUTTON--

who's got the Button?" You remember when you used to play that game? It was quite a mystery as to who had the article. But it's no secret now that you have grown up. You know as does nearly everyone else in the dry goods trade that Frank Goudy is the man who has them in the largest quantities, in the really exclusive and popular styles at prices as close as it is possible to make them and yet give you first-class goods. Listen here:

Fine Ivory Buttons

For Men's and Ladies' Wear

made by Rochester Button Co. Factory: Rochester, N.Y.

OUR patterns and colors are not equalled by any makers in the world. Our Ladies' Wear line of Self Shanks are made in both Plain Satin Finish and Novelty Patterns. Our Plain Colors and Mottled are the finest that can be produced. Compare these lines with any and all others before placing your orders. Samples sent upon application. Prompt deliveries of all orders, and repeats are guaranteed.

Pearl Buttons and Novelties

of Every Description

made by New York Pearl Works. Factories: New York, Newark and Providence

WE make a specialty of Pearl Buttons for the Cloak and Suit Manufacturers, and the Dry Goods, Notion and Smallware Trade. Our line comprises over 1,200 patterns in all sizes from 20 to 60 line in White, Shaded, Snail, Black and colors. 2 and 4-scale metal shanks, self shanks and inlaid, and jewel effects and high art novelties. Don't fail to see our line when in Toronto. Prompt deliveries of all orders, and repeats are guaranteed.

Sold Through Jobbers. Get Others' Prices, Then See Us. Ask the Salesman.

OVER THIRTY-FIVE YEARS IN THE BUTTON BUSINESS AS MANUFACTURER

FRANK GOUDY American Novelties and Up-to date Specialties, **64** Wellington St. West, **Toronto**

AFTER "FALL" COMES WINTER

AND WE ARE SHOWING A FINE RANGE OF

COATS in Cloth, Caracul and Fur Trimmed

Watt & Shapiro Mfg. Co., 507 ST. PAUL STREET MONTREAL

Advertisers Cannot be Overlooked



BEING in the background of a merchant's mind, at a moment which decides the direction business shall take, may mean serious losses. When you advertise you cannot be overlooked---you always receive consideration---a consideration above that accorded the house that does not see the benefit of talking to the merchant when he has time to listen---when he sits down to read THE DRY GOODS REVIEW.



There seems to be a big demand for the medium and low bust corsets. This is because the rigidity which is given to the figure when the length of the corset is greatly increased is partly overcome through the lowering of the bust line. When the corset is very long, below the waistline, freedom is given to the figure above the waistline. Thus in the new corsets, a happy medium is reached.

The Incurving Waist.

Another rather important feature of the new corsets is the tendency to the slightly incurving waist. This is decidedly a new feature. It is more noticeable at the back of the corset, however, than at the sides. The object seems to be to get away from the homely look that the flat back presented when they were popular. The models for the Fall are far more artistic than anything previously made up.

There are any number of smart models in corsets shown imported from abroad, but with them all, no radical changes are noted. There seems to be a great deal of favor accorded the model with the skirt and corset in one. This is a novelty of course, but it is not impossible, and there are many French women wearing them right along. They are made in all white or dainty blue or pink satin or coutile.

The lace-in-front corsets are increasing in demand and the idea is becoming quite a popular one. The perfection which has been attained in the designing and construction of the lace-in-front corsets has in a way increased their demand greatly. In fact this style of corset is classed as the first among the high grade models. The models shown for this season are in every particular up to standard and are varied to meet the requirements of different figures.

Tricot Fabrics.

Paris has been very much interested in the use of tricot fabrics for corsets, and many of their importations are along these lines. The newest patterns in the tricot are in striped effects and they are very pretty and attractive. It comes in cotton as well as silk.

Another important step in the manufacturing of corsets has been the improvement found in the boning material and the careful and scientific way of putting the bones in models.

The more general use of the low-bust corset, the greater is the demand for brassieres. There are many attractive styles of brassieres that are bidding for favor, first among them being the combination brassiere and knickerbocker, which is being sold in large quantities.

There are other styles such as the separate brassiere, made up of the finest and sheerest of fabrics, beautifully trimmed with laces, beading, and ribbons, etc. These are all boned, but the bones may be removed for laundering purposes, an advantage which makes them so popular.

Materials for Spring.

Canadian manufacturers are already preparing for the season of Spring, 1910. Slow deliveries in materials this season and the continued advances in the wool market is causing uneasiness to manufacturers. An important French manufacturer recently cabled his agent to accept no contracts without submitting prices, and seven to ten months delivery would be necessary. This clearly shows the trend of the fabric market. Many Canadian manufacturers placed orders early, and sample pieces have already arrived. As fast as possible advance Spring styles are being manufactured, but the fact that all factories are busy on Fall lines, is delaying the production of Spring samples.

The Jewish holidays the middle of last month interfered to a marked extent with deliveries of garments. The chief problem confronting Canadian factories, is the inability to secure sufficient skilled workers to turn out goods fast enough. Manufacturers have had trouble with their help this season, and this has aggravated conditions that were already serious. Retailers will find difficulty in getting repeat orders filled promptly.

Separate Coats.

Manufacturers have expended a great deal of thought and time in producing attractive styles for Fall and Winter coats. In all cases they are very long, the length varying from forty-five to fifty-six inches and in extreme cases even sixty inches. The length most in favor is fifty-four or fifty-six inches.

In most cases the new coats are rather dressy, the idea apparently being to give, as much as possible, the appearance of a dress. The semi-fitting styles predominate, and panel effects are introduced.

Sleeves are plain, and are smoothly joined to the coat with as little fullness as possible. Flat band cuffs are used in some instances, while some are simply trimmed with machine stitching and buttons.

The plainer coats show the small flat collar and mannish revers, others have a trimmed military collar, and some are made with the Tuxedo collar.

Trimmings are employed to give the low hip line. These consist of strappings of the material, braid, and jet and self-covered buttons.

A variety of materials are used. The rougher finished fabrics are seen in the more practical tailored coats.

There is a strong indication that diagonals in wide wale effects will have a high place here. Many coats are seen made of the divergent weave with the V effect down the centre of the back of the cloak. The high-class trade is showing coats in two tone effects, chiefly in grey and black mixtures.

Broadcloths are used for the dressy coat. Velvet and moire coats are shown in the opening displays in many stores. These are in the long models and those of velvet have revers and trimmings of moire.

Featuring Imported Models.

The T. Eaton Co., Toronto, again showed their Paris and New York gowns, suits and cloaks upon living models. These were displayed each morning for three days and drew a large crowd into the departments during the first half of the day.

A large platform about 18 inches above the floor of the department was covered with pale grey felt. This was further decorated with palms, ferns and evergreen shrubs, pieces of costly furniture, screens, etc., as well as garments on stands, but leaving plenty of room for the three models to parade up and down.

Evening gowns, dresses, evening wraps, suits for reception wear and tailored street suits, as well as separate coats were all shown in this manner.

The R. Simpson Co., Toronto, made a splendid window show of Paris, Berlin and New York gowns, wraps, suits, etc. The most remarked gown was a short cerise and grey taffeta made in the extreme Louis XVI. style. Many of the suits were very plainly tailored models

made from melange diagonals, zebelines, Scotch mixtures, etc., showing flecks of white and color.

A dark purple blue broadcloth, made by Beer, was in reality a princesse dress with the coat effect simulated by braid. Moire facings and velvet facings were seen on most suits. Some of the models had the long side fastening reaching from the shoulder. With this effect the collar was a high turn-over or in military style.

The feature of the W. A. Murray Co.'s opening show was the beautiful evening cloaks. An apricot satin souple cloak was trimmed with plated golden brown ribbon velvet, and was embroidered and soutached in self color, the pattern outlined with jet and beads and bugles. A lovely draped evening cape was of Gobelin blue moire velours, lined with baby blue, and edged with a handsome beaded lace.

Mannish Suitings.

The outstanding feature of the Spring season is the demand for mannish suiting effects, and the grey suiting effects, particularly, will be absolutely the thing for Spring, 1910. This is the verdict expressed all over the trade, and manufacturers are preparing samples accordingly. There is a decided tendency towards the use of refined stripes and over-checks, in which threads of color are almost visible. The colorings in these materials run chiefly to greys of every shade shown for men's wear, and these will be supplemented by blue worsteds and serges, in plains and fancies in dark shades.

Economy in Packing Cases.

That, with the gross profit limit in sight, it devolves upon the jobbing dry goods trade to direct attention more and more to the economies of business, was the axiom laid down by J. C. Burnham, late president of the National Wholesale Dry Goods Association, of the United States. In this connection, an address by Douglas Dallam, secretary-treasurer of the association, will be of interest, since it discusses a possible economy which is becoming somewhat insistent. He said:

"I want to tell you that practically 25 per cent. of the freight charges on merchandise consigned to the jobbing interests throughout the United States is contributed by the weight of boxes in which the merchandise is contained. In the good o'd days this feature of the expense of jobbing business was not as severe as it is at the present time. No doubt you are familiar with the purport of this remark, and it will naturally occur to you that what the jobber would most appreciate on the part of the box manufacturers is a substitution of a lighter weight lumber, that will contain the same quantity of merchandise and furnish the same safety—but 'how' this can best be done is in your hands and not in ours.

"I have been advised that several large concerns, from whom our members are receiving a great deal of their merchandise, are now using a three-ply veneer case, which, I am told, is very satisfactory in the transportation of underwear and the lighter fabrics. There is an objection, however, that the crate on the top of the boxes is not sufficiently c'eated to preserve the contents from damage and pilferage. It was suggested that if a remedy could be found for the objection referred to that the dry goods trade would be eager to assist in the general adoption of this style of box.

"It has been further suggested—that if the use of the larger size cases and packages could be eliminated—or to put it better—discouraged, and the use of smaller packages more generally used, that it would contribute much to the interests of the dry goods trade. The large cases, as you know, are awkward to handle and frequently suffer from the insufficient power to handle, resulting thereby in a breakage, which directly reflects upon the merchandise contained therein, as well as destroying the possibility of further use of the package. We would, therefore, urge upon you in your own way to assist in the discouragement of the large packages. It has been frequently stated that the cases used by the jobbers are not an expense to them, but that they are figured in the expense of the merchandise. That is true, but only to a certain extent.

"If there were cases sufficient to take care of the redistribution, the expense of the cases might be distributed to the consumer, but where the redistribution requires—if not a new package, the expense of cooperage the original charge is concluded with the jobber, or largely so.

"There is another package, a wire-bound box, which, it is believed, is coming into general use, and it was my pleasure a short time ago to witness a test of one of these cases, as compared with a 7/8-inch spruce case now in general use. The result of this test showed most conclusively that not only was the wire-bound box of considerable greater resistance, could be given much rougher handling—weighed less than half the weight of the spruce case, but that it could be continued in use for three or four redistributions. I am told that this package has been adopted by some of the large manufacturers of cotton fabrics, and no doubt if its success continues will extend into more general use.

"The dry goods merchants are looking for economies, and in their own business their attentions are strongly directed to this particular subject."

BUILDING A REPUTATION

is largely a matter of keeping your name and the nature of your business constantly before the public. As a means to this end the garment label is very effective. While almost any label is better than none, the better the label the greater its advertising effectiveness. We can make you some woven silk labels, that, for advertising value, leave nothing to be desired. Labels that stand out strong in color and weave and impress your name and business upon all who see them, and that stays with the garment till the garment wears out.

YOUR INQUIRY WILL MEET WITH PROMPT ATTENTION.

Canada Label & Webbing Co.,
Limited
Toronto - - Ontario



Established 1832 Cable Code: Law-Bradford

Spring 1910

"Lawrus" Fabrics.

REGISTERED

Exclusive Designs

These goods are rolled on special boards and stamped every **five yards** *"Lawrus"*

SPECIALTIES

Mayfair and Blenheim Suitings

(in our Combination finish **PIRLE AND SUEDENA**)

Showerproof Goods

in latest styles and in a great variety.

Mohair and Alpaca Linings

Buyers visiting England can see a full collection in Bradford and London.

Mr. Haley will be at the Windsor Hotel, Montreal, and the King Edward, Toronto, with a full collection of the above fabrics, during October and November.

Law, Russell & Co., Limited

Converters of Bradford Fabrics

BRADFORD AND LONDON, ENG.

DRY GOODS REVIEW



Sales and Profits in DRESS GOODS

To make a record for next Spring's selling, goods must be bought that will be in demand: Goods that fashion has stamped with her approval. We will have just such fabrics. They are some of the most exquisite ever shown in the Canadian Trade—too numerous and distinctive to describe



S.C.9, 24½ Tussah Croise (pure silk) shades, Florintin, Jehanne, Campanule, Baltique, Natural, Black, Taupe, Old Rose, Reseda.
The above illustrates one of the most exclusive materials in high favour for Spring 1910 and the following are a few lines that will be pre-eminently in demand.

K.G. 149, 48" Morante Suitings
K.G. 152, 43" Minoru Cords
G.H. 23, 50" Veronique Cheviotte
L.M. 82, 42" Demi Crepons
G.H. 20, 44" Bosco Diagonal Worsteds

K.G. 150, 43" Rhydal Cords
G.H. 21, 54" Lucerne Suitings
L.M. 81, 50" Diagonal Cheviots
V.S. 6, 43" Plisse Stripe Crepons
J. A. 207, 27" Shadow Stripe Wool Taffeta with Satin Over Stripe.

The above numbers are shown in all the fashionable shades of Rose, Bois de Rose, Prunelle, Wisteria, Fog Greys, Artichoke Green, Walnut Brown, Carot, Gendarme Blue.

The W. R. Brock Company (Limited)

Toronto

SUESINE SILK

READY TO SERVE YOU

GREENSHIELDS LIMITED

VICTORIA SQUARE MONTREAL

SUESINE DISTRIBUTORS FOR THE DOMINION OF CANADA

WHAT THE SUESINE SILK ADVERTISING DEPARTMENT DOES FOR YOU. HOW WE LINK THE ENORMOUS AND SWEEPING CAMPAIGN OF MAGAZINE PUBLICITY WITH THE SUESINE SILK ON YOUR COUNTER.

If you HAVE Suesine Silk

If our record files show that you have ordered Suesine Silk the manufacturers send your name and address to every consumer in your vicinity who responds to the Suesine advertising and who cannot get Suesine from her own dealer. The manufacturers notify them that Suesine is on sale at YOUR store and advise them that it is not advisable to send out of town for Suesine Silk, where it is possible and much more convenient for the customer to secure Suesine at a store in her vicinity.

If one of YOUR OWN customers writes to the manufacturers concerning Suesine, the whole effort of the manufacturers' correspondence work is devoted to leading that customer to YOUR counter. No other stores selling Suesine in your city are mentioned in the manufacturers' correspondence with your customer.

If OTHER customers in your vicinity—customers of OTHER DEALERS who are NOT yet selling Suesine Silk—write to the manufacturers, their whole effort is to direct the demand to the counter on which Suesine Silk is sold. The manufacturers send letter after letter urging the consumer toward the retail counter—and every letter carries with it YOUR NAME AND ADDRESS. The manufacturers advise the consumer that Suesine Silk can be bought in your store. This means actual and positive influence to bring NEW CUSTOMERS to your counter. It is just the same object to which YOU, right now, are devoting about one-third of the thought you give to your business. Never forget that ONE customer like this, who comes in with a definite demand for Suesine Silk, is worth five or ten times as much money to you—in future business—as a new customer who merely drops in to take hold of a cut-profit leader, and who may never come in again.

If you ARE selling Suesine

When the manufacturers receive inquiries from customers of other dealers who are not selling Suesine, they send you at once invitation cards addressed to those enquirers, which you can sign and mail, drawing those enquirers to your counter. This is in addition to their own correspondence work, which is also striving to lead the inquirer to your counter.

If you have NOT Suesine

If you have NOT Suesine Silk in your store if you have not yet taken hold—then the correspondence with your customers, who may write to the manufacturers, points out to them some OTHER way in which their demands for Suesine Silk can be satisfied.

The manufacturers want to build up a definite, clearly recognizable trade for Suesine among your customers, ready for YOU when you do take hold of their proposition. So they make it a point to see that your customer is easily supplied with Suesine if she wants it. They realize, and you realize, that this is the best way in which they can give you convincing proof that Suesine and its advertising do produce actual sales and profits, which might just as well come to YOU and to your cash drawer.

Of course, it is better that you would take hold early enough to get your customers' FIRST ORDER for Suesine Silk. But, if you are not inclined to take hold that early, the manufacturers go right ahead, building up trade ready for you. They know that when you do take hold of Suesine Silk, your sales will immediately begin to reap the benefit of the RE-ORDERS, which are coming from those among your customers who are already acquainted with Suesine.

So, if you are not yet selling Suesine, they direct the demand of your customers to the counters of OTHER STORES where Suesine Silk is already on sale. That is a positive duty to those merchants who have already taken hold of Suesine, in their confident knowledge that the Suesine on their counters will draw to their stores not only their regular customers, but also customers of OTHER STORES, where Suesine is not yet on sale. The Correspondence Department tries to, and does, lead the customer past the store where Suesine is not on sale, and into the store and up to the counter where Suesine is sold.

If you ARE selling Suesine, the Suesine Advertising and Correspondence Departments work FOR you. If you are NOT selling Suesine, you might think at first glance the Correspondence Department is working AGAINST you—but that is only a hasty and unconsidered view of it. This work is planned for the ultimate benefit of EVERY retailer. The work they are doing now, and the work done in the past, will benefit YOU when you do, at last, take hold of Suesine Silk.

Write to-day for full information. Be ready to meet the big demand for Suesine Silk. It is a strong seller and is in great favor. It MAKES good because it IS good.

GREENSHIELDS LTD., VICTORIA SQ., MONTREAL

Retailers Will Have Great Range to Select From

Considerable Variety in Weights as Well as Weaves — Prospects of an Enormous Trade in Wash Goods—Perfect Imitation of Wool and Silk Dress Fabrics — Pongees and Tussah Silks in Rough Weaves.

SPRING samples of dress fabrics are now in the hands of the travelers, but as yet, sufficient data has not come to hand to form any idea of the reception the different materials have received. The retailer certainly will have plenty of choice, for seldom has there been a season when so many fabrics were offered for his inspection, and not only are the fabrics varied, but there is considerable variety in weights, as well as weaves. It is not likely, for Spring selling, at least, that rough-faced goods will have any influence upon popular-priced lines, but they are mentioned to place before buyers the present fashion tendency.

Buyers of medium and popular-priced lines will have th choice offered them of both light-weight worsted suitings and chiffon-weights in other fabrics. Probabilities are that both weights will be wanted—the one for tailored suits, and the other for dresses which will continue to be strongly in the limelight. The problem of the proportion to buy will be one to be worked out by each buyer by the light of past experience of the needs and tastes of the trade his store serves.

✠

Desirable Range of Wash Goods.

Prospects are bright for an enormous wash goods trade for Spring, 1910, and all branches of the trade are planning accordingly. The new range of goods is particularly desirable, in every way. Products of Canadian mills are remarkably good for the coming season, and many new lines are shown, while former lines are much improved.

✠

Pongee Linens.

The mercerized pongee linens that met with such a good reception last year are shown in improved weaves for the coming Summer. Some of these are fine as a pongee silk, and others are rough as canvas, but in all weaves this fabric makes up into smart and stylish garments. Besides the plain fabrics, two-tone stripes, self stripes and fancy figures are shown, and the color range is practically the same as in silk pongees, and just as attractive.

✠

Mercerized Fabrics.

An interesting feature of the Spring, 1910, range of wash goods is the perfection to which the mercerizing process has been brought. Mercerizing has developed. In some cases to produce a cloth the yarn is mercerized, then the cloth is mercerized, and on top of that the cloth is shreinerized. This gives an incomparable lustre.

Buyers expect that a cotton foulard shown in spot and other foulard patterns and in a wide range of colors will be a big selling cloth. Other imitations of silk fabrics are the repps, bengalines and Ottomans, both in plain and in striped fabrics.

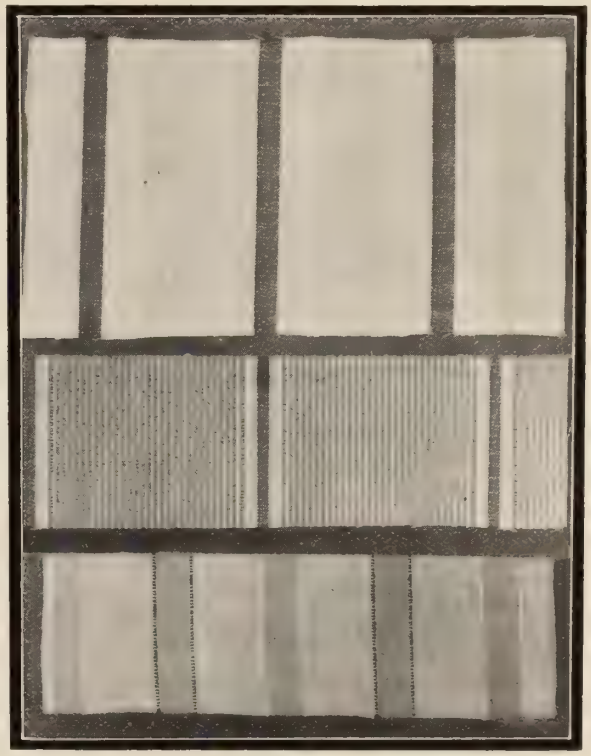
Fashion favors the rougher canvas weaves, this being strictly in accordance with the style tendencies in both silk and wool fabrics.

Prices are favorable to a good business, as present quotations for Spring do not reflect the recent advances in the linen market. Buyers are reminded that the tendency on all linen fabrics is strongly upwards, and that in the face of the advancing market, present prices cannot long be maintained.

✠

Pretty Effects in Dimities.

Very pretty effects are shown in dimities, particularly in two-toned stripes on a colored ground. A soft,



Spring gingham shown by Wm. Anderson & Co.,Glasgow, Scotland.

smoke grey as a ground color is particularly attractive in this fabric.

Baptistes are shown in extensive variety and fancy stripes, printed stripes in two-toned patterns, as well as the plain cloth, are counted on as sellers.

In printed fabrics, neat floral patterns in sheer wash fabrics are commanding rather more attention than they have been doing lately.

In print lines attention must be called to the guaranteed fast novelty colors. Last year these cloths were introduced in a few colors, notably in linden green, Saxe blue and golden tan. This year the color list is extended and some really beautiful effects in novelty colors on combinations are shown.

THE FEATURED SILKS.

Pongees and Tussahs in Semi-rough Weaves—Silk and Cotton Imitations—Foulards.

Silks of the pongee and tussah types, in what may be termed semi-rough effects, for they have the rough weave effect without its extreme finish, are strongly favored for Spring. These come in a good range of colors, and for a number of seasons past have been showing an increasing popularity. Serge weaves, diagonals, cord effects and other novelties are shown, not only in plain colors but in melange effects. Closely allied to the all-silk goods come the silk and cotton fabrics, tussah and pongee weaves. These goods promise to rival the all-silk goods, which they closely resemble, as their appearance is good and the price is much lower, and they will give, it is claimed, as much wear as the real article.

Many buyers have considerable faith in foulards. These have been before the public for the past two seasons, and last Spring considerable business was done in foulards. When desirable patterns could be obtained they have sold well during the whole season. As a matter of fact, the better trade has evinced more interest in them than the popular end, which is all in their favor for the coming Spring. Judging from reports emanating from that quarter, Paris has seen something like a furore for foulards this Summer. Not only have they been used for dresses, but the Autumn serge suits have had the coats lined with spotted foulards, as well as collar and cuff facings of the same. Foulards it would seem will be one of the selling silks next Spring.

The color series include many shades of mauve, wistaria, rose, grey and green. In the tussahs and pongees the natural shades are strong, and there is a tendency to favor the golden and tan shades. In blues, the Danish and Gobelins are strong. Some lovely greys are shown, and as greys in smoke and steel are coming in so strongly, it is highly probable that they will have a high place next Spring.

Fancy tussah and pongee silks, shown by M. C. Migel & Co., New York.—1, wide wale diagonal; 2, natte weave; 3, fancy diagonal; 4, serge weave; 5, diagonal melange; 6, cord effect.



Tailored suit in fine diagonal silk serge, heavily embroidered in self color; collar and pipings of tan moire. Large etched pearl buttons.

COTELE CHINE



No. 508/1915

SATIN RAYE



No. 508/1934

TAFFETAS CHINE

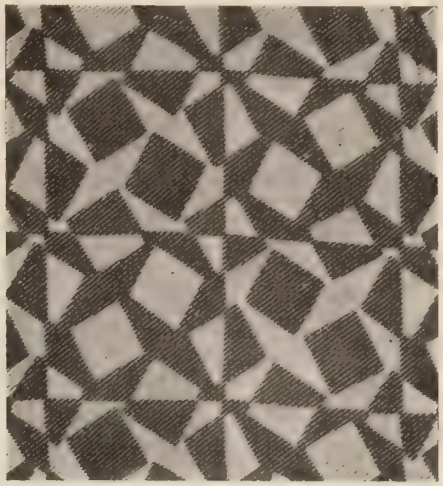


No. 508/1935

These will add **Tone** to your department.

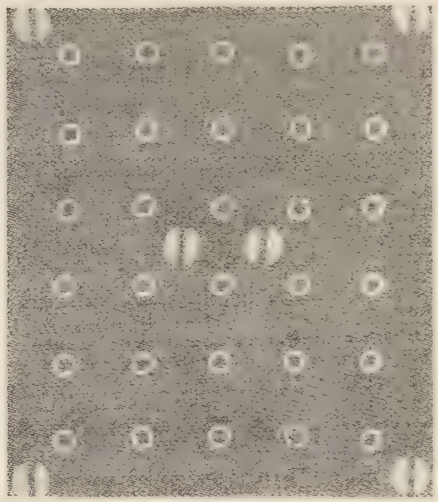
A few **Novelties** in **Silks** and **Ribbons** confined to us for Canada now being shown by our travelers.

NEW FRENCH FOULARD



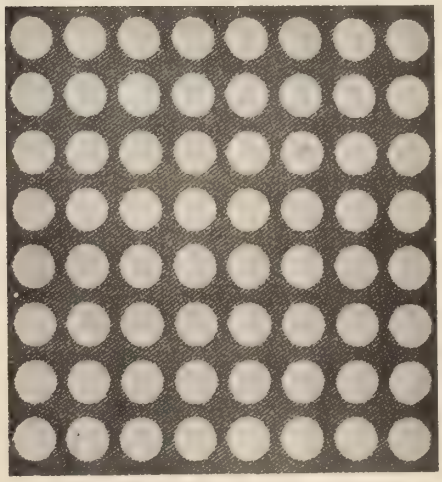
No. 42025

NEW FRENCH FOULARD



No. 42026

NEW FRENCH FOULARD



No. 6040

REVILLON FRERES, Limited

(Headquarters Paris) 134-136 McGill Street, MONTREAL



Wash goods promise to be strong favourites during 1910 and we have prepared for the demand with the best range of dress linens, muslins and prints ever shown by this house. Cotton reps are among our leaders.

Ask to see our samples—our traveller has them now.

The W. R. BROCK COMPANY (Limited)

MONTREAL

DRESS GOODS
FOR SPRING 1910



Our samples of dress goods for Spring 1910 are now in the hands of our travellers. We think it will pay you to wait for them before placing your order. The designs are well-chosen and the prices are our best. There is, however, a decided tendency in the trade to advance all woollen fabrics.



The W. R. BROCK COMPANY (Limited)

MONTREAL

WASH GOODS FOR SPRING.

Patterns and Effects in Selfs—Two-tone Woven and Printed Stripes—Self-stripes in Cords—Repps—Spots, Checks and Floral Effects.

The outstanding feature of wash goods is the exceptional variety of plain weaves. It is clearly evident that this character of goods shows increased inroads upon the demand for light-weight fancy wash goods. Piques, poplins, linens, repps and numerous other costume cloths in cotton strike the keynote for the big popular remand.

There is little doubt that dress linens will be in great request for the Spring of 1910, and manufacturers are showing a big range of weaves and colors. The color range includes all the novelty shades of the season, with white, of course, in a staple position.

1—Fancy silk finished cotton crimp; 4, satin stripe cotton bengaline; 5, cotton Ottoman; 11, canvas linen; 14, Ottoman striped baptiste; 15, two-toned striped dimity.—Shown by W. R. Brock Co., Toronto.

2, 6 and 7—Two-toned gingham—Shown by Canadian Colored Cotton Mills Co., Limited.

3—Fancy striped voile; 9, corded cotton repp; 10, imitation spot foulard.—Shown by Greenshields Limited, Montreal.

8 Mohair suiting.—Shown by Dominion Textile Co., Montreal.

12—Cheney-striped gingham; 13, fancy silk stripe crepe.—Shown by McIntyre, Son & Co., Montreal.

Gown of silk-finished crepe cashmere. Tunic edged with heavy fringe.

The novelty note is struck in the linen mattings, which are rather open in weave, also in the knotted linens, and in the corded self-colored linens. In the knotted linens the object is to have the knotted thread as prominent as possible. The French linens, in a coarse soft weave will also be among the fashionable novelties for the Spring season. Linen crash suiting is expected to be in good demand for the new season.

The new linens show a splendid range of shades. The best are the rose, wistaria and plum or purple. Blues, soft greens, golden brown, natural and white will also be very good.

A strong feature of the Spring line of wash goods is the perfect imitation of wool and silk dress fabrics. Practically every salable pattern and finish has been imitated and in many cases until the goods are handled, it is difficult to tell the difference. Naturally, these materials retailing from 15 to 50 cents will be popular sellers.



DRESS GOODS

Spring, 1910

Among the Latest **Priestley** Cloths

All Lines Shown in Black and Colors

Tussah Shantung		Mohair Suitings
Tussah Royal	Voiles	Warwick Suitings
Tussah Pastilles	Mohairs	Dorset Suitings
Norfolk Cords	Brilliantines	Harvard Suitings
Grafton Cords		Belgrade Costume Cloths

¶ Our showing of mannish suiting effects is very comprehensive. Our selections of the latest ideas in grey effects are particularly interesting. Neat suiting effects will be good property. Make an early selection, and be the first to show the new things.

French Goods

Venetians	Poplins	Crepe de Chine
Broadcloths	Blk. and Colored Voiles	Eoliennes
Satin Cloths	Suitings	Grenadines

Our travelers are now showing the new samples. Look them over carefully

Greenshields Limited

Montreal



THE NEW SPRING WEAVES.

Plain and Fancy Coating Serges, Panamas, Diagonals, Mannish Suitings, Wool Taffetas, Bedford Cords, Voiles, Crepes, Fancy Chiffon Mohairs.

While a very large business will undoubtedly be done in piece-dyed goods there are many indications that point to a more extended feeling for fancies. This is due to the long run which piece-dyed fabrics have had and the increasing difficulty buyers are experiencing in procuring anything new in fabrics of this class. There is no doubt, however, that plain and piece-dyed goods will receive a large amount of attention and the Spring selling promises to open on these goods.

Two weaves that stand out with especial prominence and in which buyers have confidence, are coating serges in plain and fancy weaves and effects, and panamas. The garment trade has placed large orders for these fabrics, not only

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1 and 4—Shadow stripe wool taffeta; 2, 3 and 11, lightweight novelty mohair; 5, rice-dyed wool taffeta; 6, novelty Bedford cord; 12, novelty French crepon weave.—Shown by J. & N. Philips Co., Manchester, England.

7—Bosco diagonal worsted; 8 and 10, shadow stripe wool taffeta; 9, plisse silk crepoline.—Shown by W. R. Brock Co., Toronto.

[1] Dress of dead leaf green cashmere, heavily soutached with braid of the same shade.

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in the piece-dyed cloths, but in the novelty weaves.

Other medium-weight fabrics represented are the Bedford cords or coteles, as they are termed, and here also the range includes both the piece-dyed fancy weaves and the semi-plain novelties produced in other fabrics.

Chiffon-weight wool taffetas with silk stripes in many patterns and combinations are expected to take a high place in the list of selling fabrics as they are just the right weight and finish to make up effectively into the popular one-piece dresses. There is a big range of these goods offered and every assortment of samples that has gone out contains many numbers in this cloth.

The principal change in dress goods lines is the introduction of what may be termed subdued fancies. Though these goods are attractive, their most striking point is the attempt to get away from the all prevailing piece-dyed effects. This is done in most cases by the admixture of white or by the introduction of minute stripes or threads of subdued color, or by the use of a two-toned effect. Serges, smooth finished worsteds,

Bedford cords and panamas are all shown in this class of fabric.

A significant feature is the strong showing of mannish effects, and the restoration of silver grey to favor. Many leading houses are emphasizing these cloths and in medium priced lines a considerable range of these mannish grey suitings is included.

The French manufacturers are pushing crepe weaves, and doubtless some of the more unobtrusive effects will meet with a measure of success, but more pronounced crepons are not expected to meet with much of a reception. These crepes are at their best when they are combined with silk or ribbed stripes of the bengaline or the cord order, and from their attractiveness are sure to be well represented. Light weight mohairs in crepey weaves are shown with ribbed



1—Fancy coating serge, with pin stripe in white and subdued stripe; 2, mannish worsted suiting, grey melange ground and white pencil stripe; 3, Bedford cord, two-tone melange stripe; 4, silk and corded stripe voile; 5, wool taffeta, silk stripe and embroidered figure; 6, wool taffeta, silk and mo're stripe; 8, melange and cord effect stripe; 12, fancy coating serge, with pin stripe in white and subdued stripe in two colors; 13, fanc coating serge, w th pin stripes in two colors; 14, Bedford cord, two-tone and melange stripe. Shown by John Macdonald & Co., Toronto.

7—Worsted suiting, two-tone stripe in melange and plain stone grey; 9, melange suiting, mannish effect; 10, fancy worsted suiting, herringbone melange stripe and narrow two-toned stripe; 11, worsted suiting, mannish effect, grey.—Shown by Nisbet & Auld, Toronto.

Dress of sapphire blue silk voile over satin, with tunic drapery in washerwoman style. Trimming of fabric heavily embroidered with gold thread. Yoke and undersleeves of net.

and fancy stripes, but opinions are divided as to their salability.

The diagonal weaves that are attracting so much attention for Fall selling are strongly represented for Spring. They have been made up in all fabrics, and are shown in the three great staples, viz., wool, silk and cotton. Not only are diagonals shown in piece-dyed but the new melange effects are also featured.

Stripes are likely to form the strong competitor of diagonals, as the best style authorities are showing them very prominently. As a rule all stripe patterns are in neat effects with pin-stripes in high favor

There has been a big gain during the year in the standing of black fabrics. Voiles are particularly good in black. Fancy effects in voile and mohair stripes, showing fancy jacquard patterns on a ribbed ground, are well shown in the leading lines. Another novelty in black is the jacquard patterns in silk on a satin-finished ground

Diagonal Serges and Mixtures of Gray, Blue and Green

Latest Development in Dress Goods Indicated in New York—Broadcloth Still in Vogue — Novelties of the Season are the Unfinished Fabrics — Silk Cashmeres Strong with the Better Class of Trade.

Staff Correspondence.

Office of Dry Goods Review,
160 Broadway,
New York, September 29.

THE style exhibitions that are now being held in New York City have set the seal on materials for this Fall and Winter.

To begin with, it is very clear that there is a great revival of brocades. Lovely stuffs that are stiff with gold and silver designs, or soft, supple crepe, brocaded with satin figures, are employed in many lovely models of evening dresses. A gown of this sort, gracefully draped needs no quantity of trimming. A touch of lace is sufficient.

One thing that should be said in connection with materials, and that is the wonderful weaving and dyeing shown in the new fabrics made up into suits, costumes and wraps. There are very few women who really appreciate or realize how much the beauty of a gown depends upon the material and that the most honor is due to the artists who have made the fabrics more attractive each season by their art in colorings. The importance of a color in a costume has been given more prominence during the last season than for some time past, and it should be, for in the world of fashion, nothing is of more importance than the color.

Judging on a whole, it is quite evident that dark warm colors are to be more popular for the street, while the light shades as usaul claim the evening. The colors are not strong tones, dark pastel shades and delicate tints predominating.

As is usually the case, the first display of Fall goods is for suitings and they are shown in a number of varieties in colorings and weaves.

Very remarkable this season is the evacuation of Paris by the broadcloth army. The field has been left an easy victory for coarse diagonal serge and all sort of mixtures in lovely tones of gray, blue and green. However, it is not so with the American made suits, for broadcloth is as much in vogue as ever, judging from the amount of broadcloth suits and costumes shown. They are given a finish and made in a weight that accords with all manner of costumes.

Favored Tissues.

Cashemire de soie holds its own and with, or practically belonging to the same family, is a very supple drap de satin or satin cloth that tailors like to use. Silk crepe, chiffon cloth and liberty satin—any tissue that will drape fracefully without giving a woman bunchiness—all these are in high favor in Paris and such gowns, wraps, etc., brought over from there are now being exhibited at leading garment departments.

Cashemire cloth is one of the entirely new fabrics of the season, and will, undoubtedly, be one of the most fashionable. It is made from cashemire wool, which is extremely scarce and very expensive, and is soft as camel's hair in finish. It comes in both coat and suiting weights.

Venetians are practical fabrics and they are offered in every color possible to imagine, and in a weight adaptable to the new styles. This material will never lose its lustre, nor is it a dust catcher.

The moire idea has grown to immense proportions. There are moires, stiff and supple, plain color or changeable, moire silk and moire velvet. It is being used with suits, or dresses as a trimming component, or entire suits and costumes are made of it. There were any number of entire garments made of moire exhibited at the style shows. In all cases, the models were simple.

Velvet has been stamped with approval and is shown in simple rich-looking gowns, and in elaborately draped things. It is really the drapery idea that dominates the choice of tissues this year.

Serge Fashionable.

For the practical hard wear nothing is more suitable than serge, so fashionable for this season and shown in such a variety of weaves and colors. Black and blue are in largest demand, but there are any number of new weaves of serge to be had in the dress goods departments.

The novelties of the season are the unfinished fabrics. Homespuns are shown in hopsack and basket weaves and in one and two-tone colorings. All the new colors are noted. Very smart are the homespuns in neutral tones with knots of bright colors scattered over the surface.

A very smart assortment of mauze zibelines are seen in suits this season. It is a little early for them as yet, but later on when the weather is colder they will be seen more prominently.

Color is of as much importance in these new fabrics as the weaves. With comparatively unobtrusive designs dominating the demand, if a merchant has a full range of colors, though not in any one line, he will experience little difficulty in making sales.

Manufacturers, both foreign and domestic, are vieing with each other in the production of attractive shades and combinations. As in woolen dress goods, rose shades are good and so are mulberry and the different shades of green, especially the soft tones like reseda. There is a wide range of green tones all the way down to the sea foam for evening wear and back to the very dull shades for the street.

Blues, Browns and Grays.

The many shades of blue, brown and gray are having a strong call. Browns run from seal to the pastel shades and walnuts and castors are particularly desirable. Modes and drabs, with a touch of gray in them, are among the newest and best shades this season. Black is especially good and will increase in favor as the season advances.

It is very clear now that styles have taken definite form, that satins are favorites in the demand. The great majority of the materials in both plain and fancies are of this finish, notwithstanding the fact that many materials have been introduced in sheer silk goods.

Silk cashemires are assured a strong position with the better class of trade. Unobtrusive corded silks of soft and pliable weaves are being taken for custumes and for millinery purposes. A great many cords of more decided novelty and in wider width and heavier weights are on the market for use in outer garments. Diagonals are

THE

Wm. Anderson Zephyr

has the largest sale of any imported cotton fabric on the Continent of North America; it is in demand all the year round.

TO BE SURE OF YOUR SUPPLY YOU SHOULD

Place Your Advance and Import Orders When

THE WORLD'S BEST FOR VALUE AT THE PRICE

THE WORLD'S BEST FOR STYLE AND WEAR

the leading Canadian Wholesale Dry Goods houses show you the goods in October—the finest range ever offered.

For your "Ready to Wear" departments, buy only garments made of

Wm. Anderson Zephyr

if you would establish these departments on a solid basis.

Wm. Anderson & Co., Ltd.

PACIFIC MILLS

GLASGOW, - SCOTLAND

shown in a wide assortment of wales in plain colors and in two and three-toned effects as melanges.

Messalines in plain and fancy fabrics with a high sheen are the best sellers. Messalines in all grades are holding a strong position.

Taffetas in Softer Weaves.

Some taffeta is being used in the softer weaves and glace silks of a chiffon finish are among the newest things of the season. The importance of black silks of all kinds cannot be overestimated. Blacks are booked for one of their most successful seasons.

Spring Dress Goods.

Domestic manufacturers of dress goods are all through with the Fall and Winter business and their attention is now turned toward that of Spring, 1910. Already leading mills are sold up on goods for Spring deliveries. Advance orders on such materials have long been booked and from the outlook, the Spring is to be another big season.

There have been many advances noted on certain fabrics, which in consequence of same, have held up many domestic manufacturers from buying as they usually do.

Foreign novelties are being received daily by the manufacturers over here and preparations being made for their distribution. Retailers have placed advance orders for grey suiting effects, piece-dyed worsteds, and other such staple fabrics that sell early.

Serges in plain and fancy weaves will be one of the principal sellers for the coming season. Panamas in plain and fancy weaves are another favorite in the trade. Mannish effects and mannish mixtures, with mohairs, voiles, chiffon cloths, and such novelties as crepe, camel's hair serges, Scotch mixtures, etc., are all in for their share of popularity.

It is anticipated that voiles will be a big seller in all the new colorings. They are said to be the most favored fabric for Spring. They will be used for both afternoon and evening garments.

Ginghams.

It is expected that Spring, 1910, will see ginghams again in exceptionally good demand. Patterns, qualities and prices all favor this condition. Keen competition between domestic and foreign lines has resulted in marked improvements in Canadian goods, as well as foreign. The finish of Canadian goods has been much improved and the new range of patterns contains many exclusive designs. Two-toned stripe effects are among the best, and the Cheney silk effects are very pretty, and should meet with approval.

Zephyr ginghams promise to do better than last year, and big preparations have been made for the coming season. The novelty here is the patterns copied from fancy silks. Stripes here, as all through the line, are better thought of than checks, particularly in two-tone and in Cheney effects. There is, however, a wide variety of fancy broken and block checks, some of those intended for children's wear being of very large size. Mention should be made of wide stripes, and the showing of these are not confined to this fabric. Plain zephyrs stand well and are an accepted factor in all lines.

Crepe weaves are strongly featured, both in plain and in fancies, but buyers are divided in opinion as to their selling qualities. There are some purposes to which these weaves are specially adapted, and for which they are staple, but their general acceptance is somewhat of a problem at present. They are well represented in most lines and by some very attractive patterns.

Wash Fabrics.

Placed in probable selling order—1, linens; 2, mercerized ponge linens; 3, cotton suitings, piques, poplins, repps; 4, mercerized foulards, silk and wool imitations; 5, ginghams; 6, dimities, crepes, baptistes.

Novelty Shades in Dress Goods.

Yellowgreens, raisin, tan and gold shades, wistaria, blue greys, rose, apricot.

Fashionable Silks.

In addition to pongees and tussahs, in semi-rough weaves, and foulards and moires, silk cashmeres, at the present time, are doing well, particularly with the high-class trade, as they are very expensive. Soft, light-weight satins are big sellers for evening wear, and while the full range of pastels are shown, pink and champagne are the chief sellers.

Moires are extensively used for trimmings and millinery purposes, and, while quantities sold at a sale are not large, the demand, particularly in the velours fabric, is very great.

For reception and evening wear and for evening wraps and dressy coats, moires are also indicated.

One of the new silks, which is being featured by American manufacturers, as well as by the European makers, is an adaptation of the diagonal serge effect. This weave has been taken up extensively in Paris, and at the fashionable seaside resorts. This class of silk comes in plain, two-tone and melange effects. Ottomans and coteles in soft clinging finishes are also selling.

There is a very fair demand for taffettas. Brocades are talked of, but the demand for them is at present confined to the lining of fur and fabric coats.

Colors in Silks

Pongees and tussahs—1, Natural shades; 2, Tans; 3, All the season's novelty shades.

Foulards—Spots, stripes on colored grounds.

Splendid Western Trade.

Mr. E. A. Robertson, sales manager of the Montreal Cotton Co., Montreal, visited Winnipeg, Vancouver, Calgary, and other western points with their Winnipeg sales agents last month. Mr. Robertson expresses marked satisfaction regarding western conditions. An outstanding feature of western trade is the enthusiasm of every wholesaler regarding future business, and present active trade warrants it. The west has been favored with a remarkable crop and perfect weather for harvesting.

This was Mr. Robertson's first visit to the west, and he was impressed with the splendid wholesale warehouses and the progressiveness of the retail stores.

Reg. Brown, with the John White Co., Woodstock, for some years, has taken a position with one of the large Detroit houses.

Serpentine Crepe

THE New Fall and Winter Patterns of this superb crinkly Cotton Fabric are commanding the attention of the best retailers everywhere.

Ask your Jobber to show you the full line.

If you do not find satisfactory assortment of patterns or shades, write us.

PACIFIC MILLS, 70 Kilby St., BOSTON



JUST A FEW SAMPLES

of the many handsome patterns of Ladies' and Men's Suitings that we have on hand ready for immediate delivery. Your orders for these big sellers will be filled promptly—and we guarantee them pure wool quality.

PURE WOOL HEWSON AMHERST TWEEDS

Hewson Woolen Mills
Limited
Amherst Nova Scotia

Before you read this

all our representatives will be supplied with a complete range of Dress Goods samples for Spring and Summer.

Our *FRENCH DEPARTMENT* has sent out a larger and more varied assortment than ever, including many exclusive weaves and colorings. For smartness of style and exceptional value, this department has excelled all previous efforts.

Canadian requirements have been carefully studied and specially catered for, therefore we are confident that you will be pleased with the fashionable and attractive fabrics we have brought out for next season.

Six months ago our shipments were delayed through a strike among the French dyers, and recently we again experienced some delay through the slow delivery of yarn by the spinners, but we see no reason for similar delays another season. We are now in a position to gauge our export business better than formerly, and we have taken every precaution to prevent any delay and disappointment.

(French Dress Goods Department)

J. & N. Philips & Co.

Manchester, England

CANADIAN OFFICES

211 Lindsay Building MONTREAL

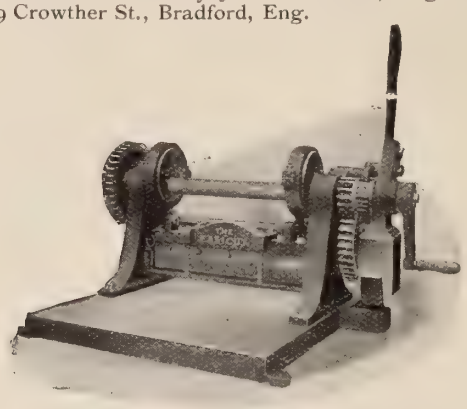
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DRESS GOODS FABRICS

of every description show to best advantage when cut with pinked or gimped edges. They never fray or look untidy or ragged even after being used.

"EASICUT" MACHINES

are made for this purpose. Carried in stock at Montreal in various sizes from 8-inch to 32-inch wide knife. Made by J. T. Hardaker, Engineer, 99 Crowther St., Bradford, Eng.



This style is our Hand Power Machine made to cut 16 inch

Note the difference in appearance between samp'es shown in this issue cut with our machine or with straight edge.

Sole Canadian Agents:

WALTER WILLIAMS & COMPANY

525 St. Paul Street, Montreal

Enquiries Solicited Catalogues and Prices on Request

Let our representatives show you the splendid new line of

Ladies' Suitings



These goods are equal in quality to the finest imported lines. Exceptionally choice range of beautiful colorings and patterns.

HARRIS & CO., LIMITED

Rockwood : : : : Ontario

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HALIFAX: G. A. Woodill, Roy Bldg.
LONDON: J. A. Irwin, 341 Princess Ave.
WINNIPEG: McRae & Walker, Ashdown Blk.

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A supply is intended for you.

If you have not already secured one, write us at once.

MOUNT ROYAL

Prints and Bleached Cottons

will be shown by

The Wholesale Trade

during this month.

Hold your order for our 30/31-in. Print

at 7 3/4c.

Superior Finish Fast Colors New Effects

Grey Cottons

The demand is still growing

Stocked by all Wholesale Houses.

The Mount Royal Spinning Co.

Limited

Sales Department—

Eastern Townships Bank Building, Montreal.

DOMINION TEXTILE CO'S

Spring range of Prints and Fancy Cotton Goods, now in the hands of Wholesalers set a still higher mark for Canadian Goods.

Values and Patterns in Staple Prints will please you

Our No. C. Cloth and D.C. Indigo

AT 10 CENTS

are unmatchable in value, and patterns afford a wide latitude of choice.

Choice and Fast Colorings—Note the New Stripe Effects.

Ask your Wholesaler for the 10-Cent Canadian Print.

Fancy Cotton Goods

1910 will be a **BIG** Wash-Goods Year. Make selections from these lines:—

MOTOR SUITINGS
The Ideal Cloth for Suits.

HIGRADE GALATEA
For Children's Wear.

A and AA DUCK

WHITE DUCK SUITINGS

INDIAN HEAD SUITINGS

NIGGER HEAD SUITINGS

Marble Head Suitings

Ask for Canadian Lines to make sure of value.

The Staple Department and its Problems

Spring Lines of Cotton Being Ordered Freely — Great Demand for Prints—Advances in Prices of Certain Lines – Linen Quotations also on the Up Grade — Ascensions in Raw Wools and Cottons.

CONSIDERING the price of raw cotton and present quotations on manufactured goods, it is a certainty that no mill, either in Canada or England has a working profit, if raw cotton has to be purchased upon the present market. This statement could only be tempered when speaking of the finer lines of cottons in the manufacture of which the amount of cotton plays a less important part. Naturally this condition is causing considerable anxiety to mills the world over. Canadian mills are fairly well covered on supplies of raw cotton for the approaching season, and their quotations are based accordingly. As raw cotton shows no signs of receding from its high level, it is clearly evident that a new scale of prices will have to be issued before the Spring season is over.

Early Orders Desirable.

Spring lines of cotton which have been on the road for a few weeks are being ordered freely, as the retail trade well realizes that at this season particularly early orders are desirable. Continued improvement has been made in all lines of Canadian goods. A noticeable feature of Canadian lines is the firm policy of turning out pure goods. Canadian lines are not loaded with china clay. The perfection to which the loading of cotton has been carried is really wonderful and Canadian mills are avoiding this tendency, basing their future upon pure goods, and faith that Canadian retailers and consumers do not wish adulterations.

Spring Prints.

Manufacturers have received from wholesalers the largest orders in their history for Spring prints. The feeling in wholesale circles is that Canadian lines show a continued and decided improvement. The low narrow number at six cents is a splendid cloth. The range of patterns is broad, and sales in this line are very heavy. The Canadian cloths at 7¾ cents are regarded by wholesalers as a particularly wise move on the part of Canadian mills. The value of this cloth is particularly pleasing and the trade are praising the range of patterns and colorings.

The range of patterns has been widely extended, and every accepted design and coloring are represented. The latest ideas in stripe and spot effects are noticed and the colorings are particularly choice.

In view of the exceptional demand for prints the retail trade should order good assortments early in order to make sure of delivery. Often retailers discount this kind of advice, but it is expensive to do so.

Lines of pillow cottons, bleached sheetings, blankets, etc., have been extended and values are good. Prices have been advanced since the first of the year, but the Spring list does not show any advances over the last lists for Fall. Staple grey cottons also remain unchanged in price over the last list.

Prices Advance.

The Montreal Cotton Co. sent out a new list of prices to the trade the middle of last month. Advances ranging from 5 to 10 per cent. were made on percalines, sateens, cashmeres, foulards and linings. Wholesalers are practically covered for the advance season, but it is clearly evident that repeats will cost the retailer more money.

Canadian mills making the finer white cottons have also advanced prices from five to seven per cent. The present indications look like a still higher level.

Linen finishes are particularly good and fine light weight cloths have the preference, except in the Province of Quebec. Madapolams are asked for in increased quantities. Fine Canadian nainsooks are more than holding their own. The demand for Canadian lawns is also steadily improving. Manufacturers have succeeded in making light weight goods that have met the approval of the trade. Canadian lines are now being manufactured and successfully sold that were formerly imported. In all grades of white cottons the increased Canadian competition has evidently served to cause an improvement in all lines.

Retailers should bear in mind that the handle or feel of a print varies according to the grounds and patterns. Indigos, light grounds dark grounds according to the different methods of printing have a different handle though the quality may be exactly the same.

The high price of raw cotton has caused many mills in the United States, England, Italy and other countries to run on short time in order to induce speculators in raw cotton to lower quotations. The immediate success of this policy is very doubtful owing to the exceptional demand for goods.

Advances in Wool and Cotton.

The attention of the trade is drawn to the position of the two great staples, wool and cotton at the present time. There has been a big advance in raw wools during the past year and values are again approaching a distinctly high price level.

Manufacturers in all the great centres where wool fabrics are made are fully employed and prospects are that the winter will be a busy one, and therefore, during the coming months a large amount of wool will be wanted to feed the mills.

The majority of the fabrics in general wear are made from fine wools—merinos and crossbreds—and it is this class of wool that has been most in demand.

At the London wool sales now in progress prices are up on fine wools from 12 p.c. to 15 p.c. and on the coarser crossbreds, which have not hitherto been in any great demand, prices have advanced 10 per cent.

Previous advances have been attributed to the heavy buying for American needs, but this last advance has taken place without any assistance from American buyers.

It would seem as though there was very little wool available and that until the new wool comes to hand in quantity, which will be about the end of the year,

Irishmen say—

and with perfect truth,—that whatever your opinion may be about home rule, you cannot deny that the best linen on earth is produced in the snakeless land of St. Patrick.

Our purpose is not to reiterate such a well-known fact; but rather to convince you that the best linens produced in the world's linen headquarters are

"Old Bleach" Linens

Particular care is given to the growing and selection of the flax used in this brand; and the very pick of Erin's linen making skill is employed in the Old Bleach Mills.

The bleaching is all done on the clean, green grass, where the strips of newly-woven linen are exposed to the rays of the sun until they become a pure unchanging white, with the strength of the fabric uninjured. Hence the name "Old Bleach."

We have an interesting booklet, describing some of the "Old Bleach" Art Damasks, Napkins, Towels, etc., that you would enjoy reading.

Write us for a copy.

R. H. Cosbie

IRISH LINEN AGENCY

TORONTO - - ONTARIO

wool in all manufacturing centres will be in short supply.

In view of the condition of the wool market further advances in wool goods must come at an early date.

There is little doubt about the fact that the American cotton crop is short this year and that raw cotton will touch a high figure. The advance of a few days back brought out orders over the line that revealed a pretty serious state of affairs—many mills in the States have been caught with low stocks, and who must purchase the raw material at the advanced price.

✣

Linens.

Belfast firms, through their agents in Canada, are strongly impressing upon their customers the fact that prices are on the up grade. This is due to the increasing consumption of linen goods. The United States is buying steadily, and there is an increasing business coming from the Dominion. Irish manufacturers are loth to take orders now except at advanced prices, as in the majority of cases manufacturers are engaged months ahead.

The wholesale houses are opening the Spring season at practically unchanged prices, but it is uncertain how long this condition will last, as when present stocks are exhausted, higher prices will have to be paid.

✣

Improving Branch Factory.

The Dominion Textile Co., Ltd., Montreal, is spending a large amount in improving their Colonial branch. An up-to-date bleachery is being installed and this large bleachery will take the place of the Hochelaga and Merchants' bleacheries. When these bleacheries are finally closed, extra looms will be added at these mills.

Quebec Notes.

R. Blanchard, Montreal, tailor; assigned.

Thos. Hickey, Montreal, shoes; assets sold.

J. T. Sincaster, Three Rivers, tailor; assigned.

Nap. Morin, Lambton, general store; assigned.

S. E. Adam, D'Israeli, general store; assigned.

H. H. Miner, Dunham, general store; compromised.

L. J. Hetu, Lanoraie, shoe manufacturer; assigned.

John McBain, Valcartier, general store; assigned.

International Shirt & Overall Co., Montreal; dissolved.

Chas. Meunier, St. Johns, dry goods and clothing; assigned.

T. D. Carmichael, Fort Coulange, general store; assigned.

M. Tremblay & Co., St. Simeon, general store; assigned.

Toupin & Leonard, Montreal, men's furnishings; assigned.

Turcotte Freres, Montreal, clothing, hats; obtained charter.

James Fletcher & Co., Rigaud, general store; burnt out; insured.

Davidson Bros., Montreal, cap manufacturers; Wilks & Burnett, registered.

Kussner Bros., Montreal, blouse manufacturers; dissolved, and I. & E. J. Kussner, registered.

Moco Cottons

Moco

The Standard for

Lawns,
Fine Cambrics,
Nainsooks,
Madapolams,
Percaline,
Satines,
and all
Dress and
Tailors' Linings
and Linings
for
Special
Manufacturing
Trades.

Wholesalers are now showing the Spring Lines of MOCO Cottons.

MOCO Cottons stand for value, purity and finish.

You can't go wrong when you buy MOCO Cottons.

NOTE THESE LINES PARTICULARLY

De Luxe Waisting
28 in. wd., 25c retailer. Range of dress goods colors. Corded effect, suitable for waists and dresses.

Striped Cotton Cashmere
34 in. wd. Dress good shades. For children's wear particularly

Nu-Silk
36 in. wd. All colors. Looks like taffeta. Retails at 25c to 30c.

Novelty Costume Cloths
Imitation dress Linens. Wide range of colors. Will be big sellers at retail for 1910.

Everbloom Taffeta
36 in. wd. Ideal for underskirts and linings.

Not Silk
32 in. wd. Good range of colors. Novelty dress goods. Looks like fine lustre. Retails 30c to 35c.

LYKE SYLKE
(*Like Silk*)

The perfection of the mercerizing art. The nearest approach in appearance and handle to Taffeta Silk. LYKE-SYLKE wears three times as long as taffeta silk. A full range of colors, 36 in. wd., retails from 40c to 50c.

A complete MOCO booklet, showing fabrics and illustrations of Spring fashions, will be sent upon request to any responsible retailer

MOCO Cottons will be advertised in leading newspapers for the Spring season.

PREPARE NOW FOR THE DEMAND

Montreal Cotton Company

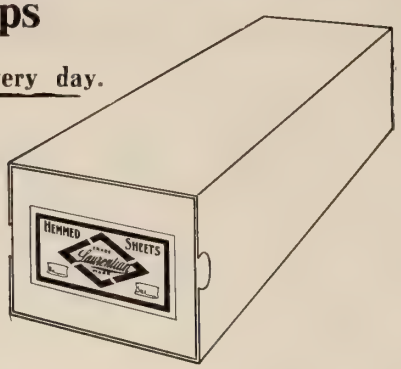
Address: Sales Department, Eastern Township Bank Bldg., MONTREAL

Works: Valleyfield, Que.

LAURENTIAN

Hemmed and Hemstitched Sheets and Pillow Slips

Are winning new customers every day.



Stores that thought only sheetings could be sold are finding hemmed sheets and slips good sellers, and profit makers.

Attractively packed. Attractively priced.
Pillow Slips, one doz. per box. Sheets, three pairs per box.

Get an assortment of Laurentian Sheets and Pillow Slips.
Display them and prove for yourself that they are good sellers.

HANDSOME DISPLAY CARDS FURNISHED ON REQUEST.

Laurentian Whitewear Co., Levis, Que.

WINNIPEG	TORONTO	MONTREAL	EASTERN ONTARIO	ST. JOHN, N.B.
Western Fabric Co., 63 Albert St.	W. H. Piton, Empire Bldg.	Z. P. Benoit, Mark Fisher Bldg.	and PROVINCE OF QUEBEC, R. Dionne.	Alex. Burr, Magilton's Sample Rooms.

Spring 1910



Spring 1910

This Tag Ticket on Every Piece.

KINGCOT DRESS GINGHAMS

Standard in every way and absolutely fast colors.

A line you can depend on as satisfactorily meeting the retailing demand for a fabric of that character.

Incomparable Values. - - - New Patterns.

Ask Your Wholesaler.

Canadian Colored Cotton Mills Co., Limited

Wabasso Cottons

Unique for their Value, Finish, Color and Purity

Lawns, Longcloths
Cambrics, Nainsooks
Madapolams
Linen Finishes



THE TRADE MARK OF PURITY
—FOR—
LAWNS, NAINSOOKS
CAMBRICS, LONGCLOTHS

Once Used Always Used

The Dry Goods Review in September states: Cottons alone are not sufficiently sold under Brands

This is our own idea

For this reason we adopted the WABASSO **Brand** at outset

With what result?

After six months manufacturing are compelled to greatly increase. **Why?**

To meet enormous demand for our famous **Wabasso** CLOTHS

New Lines Now in the Hands of the Wholesale Trade.
Order From Your Wholesaler.

The Wabasso Cotton Company, Limited

Address all correspondence to the Mills

Three Rivers, Quebec



Canadian National Exhibition — The New Transportation Building.

Unity and Responsibility Dominant Notes of Exhibition

The C. N. E. Becoming More Thoroughly Representative of National Resources, Development and Industry — Broadening Its Scope — Exhibits and Demonstrations of Interest to Drygoodsmen—Gipe Carriers.

TO those who have at all considered the development of Canada's National Exhibition in relation to the growth and condition of the country, the characteristic spirit which finds utterance on each occasion cannot fail to be of exceptional interest.

The desirability of having an Exhibition which would, at all times, be representative of Canada, its resources and energies, has always been uppermost. Unity at home, "development of the heritage," have ever been seized upon by orators on different occosions as inspiring themes, and it has not been in vain. The thirty-first annual demonstrated that the Exhibition is undoubtedly growing rapidly in its representative merits—in its educational value as reflecting Canada's natural wealth, and the success of industrial and commercial energy.

Canada's Responsibility.

This year, however, Canada's responsibility as a part of the British Empire was a subject which brought forth more emphatic utterance than probably ever before. It is large in the national mind at the present time and the presence of so distinguished a guest as Lord Charles Beresford, coupled with the memory of certain circumstances with which he was recently identified, served to give unusual prominence to the theme.

Unity and responsibility—these surely are great words in the lexicon of a youthful nation, and, hitched to such a star, presenting and emphasizing such an ideal by means of those actualities which enthuse the people and give them confidence in themselves, in things as they are and in the future, the National Exhibition will ensure its permaneney.

The thousands of people who visited the Exhibition this year (and the attendance was ahead of all records), saw a greatly enlarged area devoted to its purposes. Each year sees some extension and this year the principal monument to progress was a new transportation building, an imposing structure which, by reason of its substantial character suggests, in itself, the perpetuity of the Exhibition.

Progressive Policy.

In spite of the increased facilities which these extensions afforded, however, there were many intending exhibitors to whom accommodation could not be given.

To the manufacturer and merchant, the exhibition is always of interest, for the range of enterprise which is there demonstrated is by no means meagre. Apart from those features which represent Canada's importance from an agricultural point of view—and none can afford to overlook this—the showing of machinery, manufactures and processes was on a broader and grander scale than ever before.

Perfection of Gipe Equipment.

A demonstration which established first, the great utility of a cash and parcel carrier service in present day merchandising, and secondly, the superiority claimed for "Gipe" appliances, was given by the Gipe Carrier Co. in the Process Building during the Exhibition in Toronto. One of the most striking features in connection with this exhibit was a cash carrier line, ninety-five feet in length, one terminal of which was seven feet higher than the station in the Company's booth. It was a convincing proof of the perfection of "Gipe" equipment that, during the two weeks of the Exhibition, this carrier line was constantly in operation without a single hitch. The same is true of other appliances in the exhibit. This included a steep grade carrier, the secret of which is a small key near the lever. This holds the two carrier wires apart so that there is no crash when the car reaches the end of the incline, and the salesman, by simply turning the key, restores it to the levers. The "Gipe" package and cash carrier, the "Gipe" messenger, and the "Gipe" curve and the "Gipe" vertical cash or message lift were continuously demonstrated during the Exhibition, and by those of enquiring mind it was noted that, being free from rubbers or cords to give rise to complications, they performed their work effectively and in an absolutely dependable manner.

The demonstration was in charge of E. C. Gipe, the inventor, who since 1892, has devoted his whole time and

attention to this work. He has been constantly experimenting and inventing and the perfection of Gipe equipment is the best evidence of his success. His first line was known as the Standard. A further step towards the ideal was made in 1898 when his Air-Line system was introduced. These carriers are recognized as the best in the United States to-day, and the proof of this is found in the fact that they are in use in thousands of the leading stores across the line. Mr. Gipe's work, however, did not cease here.

Available in Canada First.

It is interesting to note that, in selling his air-line business six years ago, he gave heavy bonds not to manufacture or sell carriers in the United States for 10 years from that time. It was his intention then to go out of business altogether, but, after conceiving the idea embodied in his latest carriers, he changed his mind. As he could not manufacture or sell in the United States, he opened factories and sought his market in Europe and Canada.



The Gipe Carrier Being Demonstrated.

"Gipe" carriers enter into the equipment of many of the largest stores in England, and the Continent, and under the circumstances, just related, the appliances are available to the merchants of Canada five years before they may be placed in the United States market. Although many enquiries with reference to "Gipe" fixtures come from merchants across the line, the inventor is barred from doing business there by reason of the agreement referred to. The Canadian factory is 99 Ontario Street, Toronto.

No Rubbers or Cords.

In the "Gipe" carrier, the objection arising in connection with rubber or cord propulsion is overcome. It is built on the "spread wire" principle and the system, wherever installed, does not require overhauling on Friday in order to ensure service during the rush of Saturday. The two wires between the wheels of the carrier are spread with equal tension by simply pulling the handle, thus releasing the car from the catch. The levers are always closed and the two wires are together except at the moment when the car is being despatched. All wabbling of the cash car is done away with, there is no breaking of wires, and it is never necessary to hang out the "closed-for-repairs" sign. "Gipe" carriers are very easily operated, their instalation means the sacrifice of no valuable space, and when the levers are closed the equipment has the appearance of a one-wire system.

The feature of the "Gipe" curve, is a neat flange, which supports the track wires. It may be used for bridge lines, slight curves, square and quarter turns. It requires no unsightly guide, and, as is the case with all of the "Gipe" appliances, noise is reduced to a minimum.

A Reliable Package Carrier.

As a simplifier of store system the "Gipe" package and cash carrier has been found of inestimable value. It is equipped with a lock, which connot fail. The car, in fact cannot be sent until the basket is properly locked to it. The basket always reaches the wrapper with the goods in it, and never hangs out between stations. On being released by the wrapper, it quickly descends the grade and arrives at the counter or sales station noiselessly. By the use of this package carrier, the wrapping counter is taken from the main floor, leaving more time and space for merchandising purposes.

Vertical Cash or Message Lift.

The "Gipe" vertical cash or message lift is used for connecting the cashier's desk with points in the lower or upper floors, and is quick and noiseless.

A clip for checks, receipts or similar papers used in a store or other place of business can be attached to the cash cup of the various carriers. It is light and strong, and as the opening is limited, the spring cannot be strained. In wholesale houses or other establishments, where papers and small books have to be transferred from one place to another, the "Gipe" message carrier is the rival of the messenger boy, with this difference—it never turns up missing. It is simple, practical and strong, and so constructed that books and papers do not jar out

"EXCELDA"

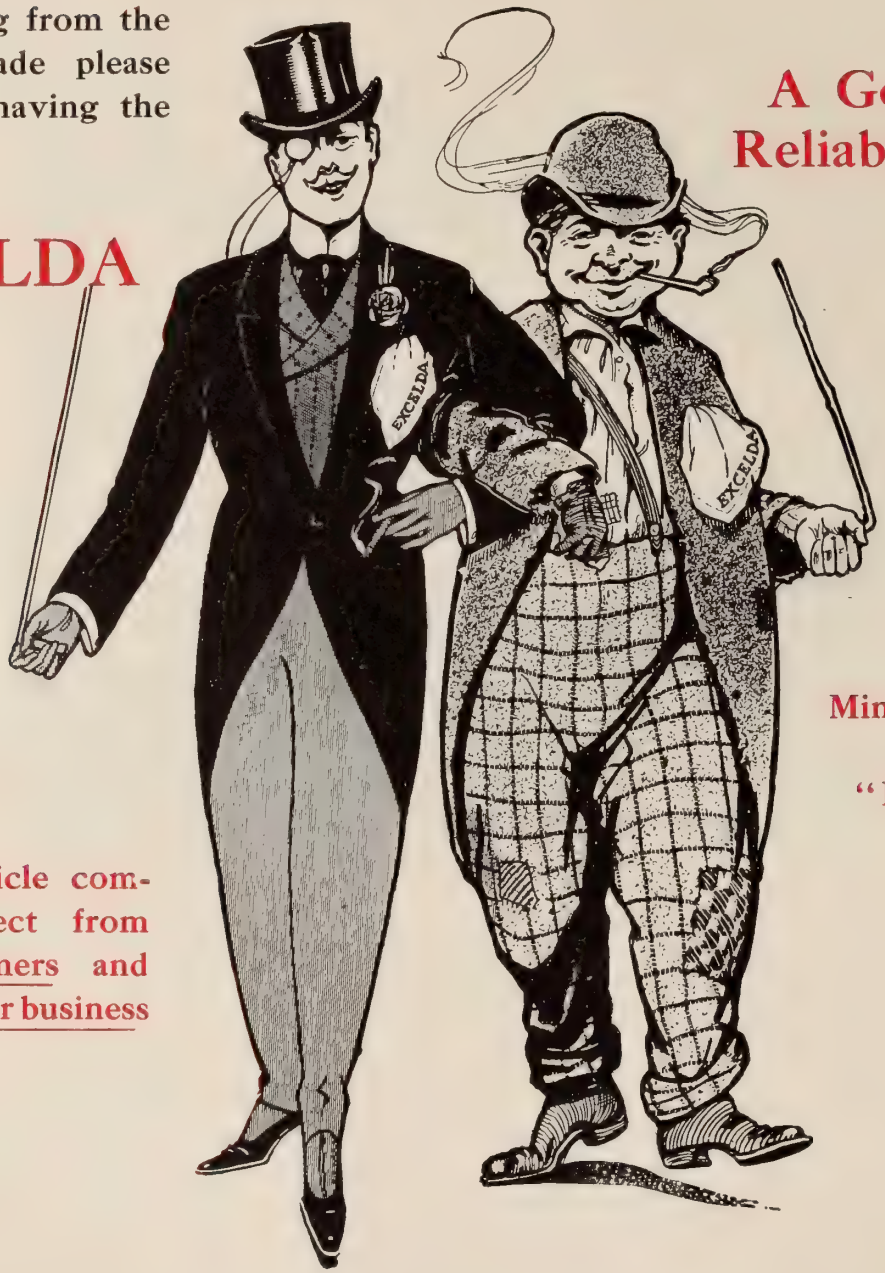
Handkerchiefs

Made from a new Fabric of superior quality.

When buying from the wholesale trade please insist upon having the genuine

EXCELDA

A Good and Reliable Article



Mind you get the Genuine "EXCELDA"

A good article commands respect from your customers and increases your business

Happy and Contented, We use Excelda Handkerchiefs.

Two Gold Medals Already Awarded for Excelda Handkerchiefs.



Men's Section - The American Outfitters, 335 Notre Dame Street West, Montreal. (See page 70).

Men's Clothing and Furnishings News

Clothing Manufacturers Have Completed Fall Shipments — Repeats on Desirable Lines may be Difficult to Obtain—Freak Effects Being Eliminated—Greens, Bronzes and Greys for Spring—Neckwear News.

CLOTHING factories in Montreal, Toronto and other centres have practically completed Fall shipments. The demand has taxed the capacity of many factories. The standard of Canadian clothing is very high and retailers have not been slow to appreciate this fact. Repeats on desirable lines will be hard to fill this Fall as the majority of factories have on order practically all they can look after, and are already turning their attention to Spring lines. The great bulk of western demand has been for higher grades.

The keynote of the new Spring styles in men's clothing is conservative plainness. To be sure, fancy cuffs, and flaps on pockets are still used but the decided tendency in good clothes is the quiet, plain garment.

The extreme padded shoulders are tabooed. Of course, for so-called college clothes, many of these ideas are still used. Retailers should bear in mind that styles across the line are slowly working towards the plain common sense ideas, and this will apply to some extent in Canada.

Coats are neither form-fitting nor loose—just slightly shaped. Trousers are also losing their freakishness and are being cut along plain lines without the pronounced peg effect.

In materials, clothiers have introduced small overchecks and plaids, and it is predicted in some quarters that before the season is over, they will sell as well as the popular stripes.

Suitings for Spring.

Leading woolen houses in Canada report that greens and bronze colors are as prominent as greys for Spring, while across the line fancy and unusual colors, that have been prominent of late, have given away to greys. Hairline stripes are good. Blue serges are, of course, always staple and in demand, but fancy weaves in blues and blacks are also to the fore. In the high class trade, unfinished worsteds are very much in favor as are Scotch tweeds.

Spring and Winter Overcoatings.

There is a return to favor of the covert coat which has always been, more or less, a staple article in every gentleman's wardrobe. Further, covert cloth has been made waterproof and this adds to its quality and makes a coat of this cloth serviceable both in wet and dry weather.

One of the most comfortable Winter coats for this climate is the heavy rough tweed ulster, the material of which is shown in a variety of colors and shades. The cloth is made in weights varying from 32 to 46 ounces per yard and in a great many cases the cloth carries its own lining. There is also quite a demand for meltons and beavers in black, blue and grays.

Changes Noted.

Discussing Spring suit styles, a manufacturer pointed out that coat lapels were less extreme, and that the only mark of freakishness in the flap of the pocket was a button in the centre. Pockets were still welted, but the welt did not have the slant which gave this feature so

Waterproof Collars that you would wear

Here's a good way to test a Waterproof Collar:—would you be ashamed to wear it yourself?

We emphatically assert that the average dry-goods merchant would hesitate a long time before making a public appearance with an ordinary rubber collar encircling his neck.

And we are equally emphatic in asserting that the most fastidious dry goods merchant would not hesitate a moment to wear

"Challenge" Brand

Waterproof

Collars and Cuffs

They look exactly like high-grade linen. An expert would need to make a close examination before descovering they were not linen.

They are cut in all the latest styles and fit to perfection. You can recommend them to customers as superior to linen because, while lacking nothing in style, wear and comfort, they effect a great saving in laundry expense.

Handsome Display Case Free

To dealers handling "Challenge" Brand Goods we present a beautiful outside collar case, made of the finest British Plate Glass and Quarter Cut Oak.

WRITE OUR AGENTS FOR PARTICULARS.

The Arlington Company of Canada, Limited

54-56 Fraser Avenue, - Toronto, Ontario

Western Representatives *Eastern*

J. CHANTLER & CO., Toronto DUNCAN BELL, Montreal

ultra an appearance last season. Extreme features, he pointed out had been relegated somewhat to the cheaper lines for boys ranging from 15 to 18 years. Selecting a fancy suit for comparison with the same style of last year, he pointed out that this year the centre vent was eliminated, the sides still creased, length 32½ instead of 33 inches, drooped in front slightly, three buttons close together, three pockets outside with wide welt. A plainer three-button coat is 31½ inches long, with centre vent of 9 instead of 15 inches. Trousers were a little fuller at the hip, 21½-inch knee and 17-inch extremity.

Fancy Vests.

It is evident from lines shown for Spring that hair-line effects in fancy vests will be in high favor. Black and white effects also feature the new lines. Knitted



Convertible collar, waterproof—By Samuel Wener & Co., Montreal

vests are still in good demand with houses who have specialized in these garments. The daintier effects in light wool fabrics have taken exceedingly well. Vests are much plainer than last season. Although pockets, flaps and welts still betray memories of past novelties, they have toned down considerably, both as regards cut, buttons and trimmings.

Hosiery, Neckwear and Gloves.

In men's hose, both in cashmeres and lisles, machine stripes are a pronounced feature. The color range of last season is still in evidence with some curtailment on glaring tones, but blues, browns, olives, and resedas in request.

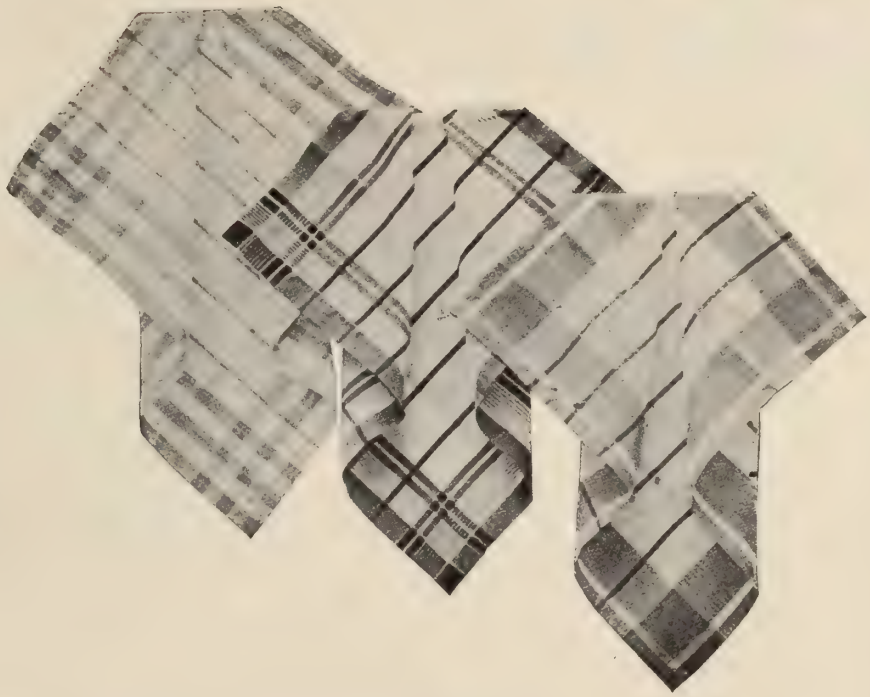
An example of what importers often contend in the way of retailers not knowing values is furnished by a recent order. In this case a plain two-thread lisle at $4.50 was shown against a four-thread with vertical clock-

"PYRAMID" Handkerchiefs



Are welcomed by
wholesalers, and retailers
are buying freely.
Ask your wholesaler now,
and get ready for Fall needs.





Pyramid Handkerchiefs

attract the best class of buyers to your store. Tempting window displays are worth while. Show cards furnished by your wholesaler.

What PYRAMID HANDKERCHIEFS are :

A soft, durable fabric. Tasteful and original patterns, every one registered. Absolutely fast colors.

A Moderate Price. A Staple Seller.

PYRAMID
HANDKERCHIEFS

CARRIED BY THE LEADING
WHOLESALERS.

PYRAMID
HANDKERCHIEFS

You can tell the difference

between Xylonite Linen Collars and Cuffs and any other make of waterproof Collars and Cuffs

at a single glance



Xylonite-Linen

(Prononnced Zy-lo-nite)

Waterproof Collars and Cuffs

look like, feel like, wear like the best grade of linen—with these three exceptions:

1. **They are absolutely water proof and *wilt* proof.**
2. **They wear longer than the best linen made.**
3. **A wipe with a damp cloth cleans them instantly.**

They are cut in the latest stylish modes, fit perfectly and are made doubly thick at the buttcn holes.

We would like to send you our bulletin and price lists. Upon receiving your request we will gladly forward them by return mail.

Canadian Selling Agents:

GEO. RIDOUT & CO.

TORONTO

Large stocks available in the following cities:

77 York Street
Phone Main 3003
Toronto

56 Albert Street
Phone Main 3864
Winnipeg

123 Corsitine Bldg.
Phone Main 3921
Montreal

ing. The two-thread was very ordinary value at the price, while the four-thread was exceptional. The retailer selected the two-thread line as the appearance of the two lines was almost identical. However, a close inspection would prove that the four-thread was firmer and showed the color better, and of course it would give infinitely better service.

Reviewing the demands of the season with reference to collars, some wholesalers state that there has been an increasing demand for the smaller rounded and square wing effects, and that these lines are showing to a greater demand than ever, the popularity of the turned-down styles.

Special placing for Christmas has been about completed by many of the wholesalers and they state that, so far it has averaged up well. From some quarters have come demand for boxes of neckwear and hosiery or handkerchiefs suitable for holiday favors. This is an idea which has gained great favor with retailers in the United States and it is growing here, the merchant realizing it as a likely factor in the increasing of his turnover.



J. M. HAMILTON, VANCOUVER, B.C.,

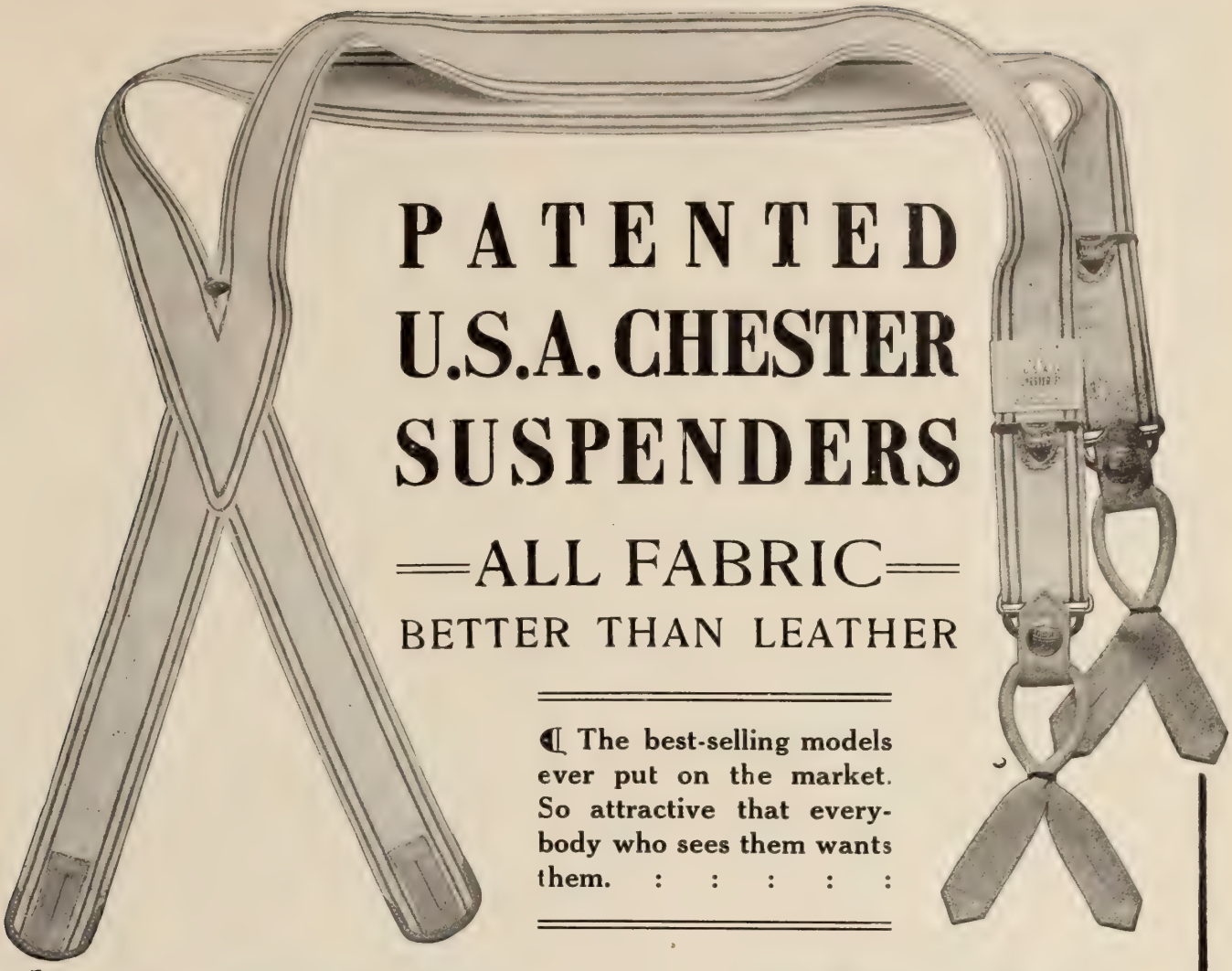
Representing the Robert C. Wilkins Co., Ltd., Montreal, in British Columbia and Alberta.

In neckwear, the demand has been for plain colors and small stripes, but the Christmas demand from some of the more distant sections of the country has caused quite a run upon good staples. Olives, prunelle, bronze browns, dark blues, and deep, soft tones of red have figured in the selling. Silk knitted lines have also done well.

There has been good business in gloves for Fall. From the west and country districts furlined goods have been called for, while the town and city trade has bought good quantities, capes, suedes and mochas, tans and greys being the principal shades.

✣

With the object of still further perfecting its organization, the tailoring house of Hobberlin, Toronto, has opened a buying office in Bradford, Eng. Paul Alcock, who is in close touch with the woolen industry, has been appointed resident buyer.



PATENTED U.S.A. CHESTER SUSPENDERS

—ALL FABRIC—

BETTER THAN LEATHER

¶ The best-selling models ever put on the market. So attractive that everybody who sees them wants them. : : : : :

Semi-Elastic Model

(Non-elastic shoulder straps, elastic back straps) affords the firm support to trousers that is absolutely necessary to good fit.

Full-Elastic Model

The top notch of perfect comfort. Lisle webs meeting new standards of beauty and merit.

Both models carry our new patented new fabric ends (leather shaped), chemically-toughened wear-points, and solid, woven inserted back buttonholes.

See that you have a full and complete stock on hand to meet the increasing demand which our newspaper campaign is creating. Send for sample dozens. Price, $4.25 per dozen

MADE BY

THE JAMES HALL CO.

BROCKVILLE, ONT.

Campbell

Special Order

Clothing

IS

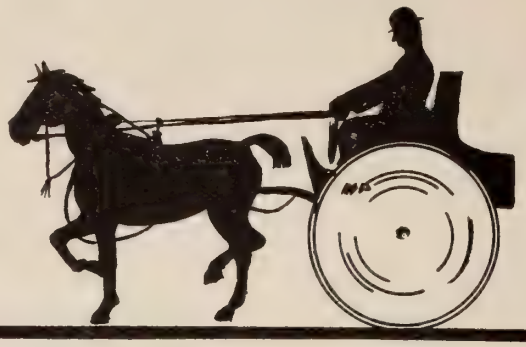
building business for Progressive Merchants.

Applications considered now for the season of Spring, 1910

The Campbell Manufacturing Company, Limited

Elmire, Cadieux Sts. and Colonial Ave.

MONTREAL



Smart Driving Gloves

There's a big demand for these goods—a demand that you can supply with good profit to yourself and satisfaction to your customer with

IMPERIAL GLOVES

They are smart and stylish in cut, perfect in material, strongly made and elegantly finished. Their presence in your stock accelerates business. Imperial Gloves appeal to every customer—the careful customer by wearing qualities; the easy-going customer for comfort; and the stylish customer by distinctive appearance.

May we send you our Catalog? Write us for a Copy.

IMPERIAL GLOVE CO., LIMITED

DUNDAS ONTARIO

A New Idea in Men's Wear

The "THATsALL" Garter is a new idea in men's wear – only on the market a few months. Yet already it is tremendously popular. Already it has proved itself one of the best-selling articles of men's wear the year has produced.

Hundreds of energetic, up-to-date haberdashers, aided by our national advertising campaign, are selling "THATsALL" Garters everywhere. Why aren't you getting some of these profits?



"THATsALL" Garters

(Copyright, 1909)

are so popular because they do away with the faults of other garters.

For they need no band around the leg. They can't bind the leg or interfere with the free circulation of the blood. They can't slip and let the wearer's socks wrinkle. Yet they don't pull, and soon the wearer forgets he has them on.

They're clean and sanitary. Other garters bind the leg and stop circulation. "THATsALL" allows free circulation of the blood and keeps you warm. They are easily put on and taken off, they won't come undone.

Many Profits for You

"THATsALL" Garters are big sellers. They have many profits for you. Every sale you make means other sales. And the garters bring new customers to your store—customers who will stay to buy other things.

Write for sample of the "THATsALL" Garter to-day. Judge its selling possibilities for yourself. Then, give us a trial order. It means **big** profits. Write us a letter now.

"THATsALL" GARTER CO., 41 Union Square, New York

The PRESTO COLLAR *MUST* INCREASE YOUR BUSINESS

¶ It has a selling force all its own, because it fills a real need from the standpoint of your customer.

¶ It makes two overcoats or raincoats out of one garment, with nothing lacking in style or smartness.

¶ It rests firmly and smoothly on the neck when turned down, in the ordinary way—makes a covering for the chest —way up to the chin, when turned up, making the smart, stylish, military effect, keeping out cold and storm at their bitterest.

¶ It looks the same as any overcoat or raincoat until occasion requires—then the wearer changes coat-styles in a wink. It is a tailoring principle—used in all materials—a part of the garment and not in any sense an attachment.



¶ The Presto will appeal to your trade if you have it to show them. You can easily see the selling points to attract a buyer.

¶ The best overcoat and raincoat makers in the United States and in Canada have seen its advantages as a trade magnet and are making Presto Collar Coats, patented, a wedge for sales.

¶ See it before you order—get acquainted with its genu ine merit. It isn't a freak or a fad. You'll know why you ought to have it on the coats you sell. Presto Collar Coats are only made in Canada by

T. Eaton Co.	Toronto
J. W. Peck & Co.	Montreal
Wener Bros. & Hart	Montreal
S. Wener & Co.	Montreal

who will gladly answer all requests for a good critical look at the Presto Collar Garments. Write to them to-day. It will pay you—pay you well.

THE
PRESTO COMPANY
699 Broadway NEW YORK

GOOD COAT LININGS
ARE ESSENTIAL

if you wish to please your customers.

The BEST Linings

whether Alpacas, Mohairs, or Italian Cloths, bear the

KIRK

stamp, as below:



BDA
KIRK'S PERMANENT FINISH †

THERE ARE TWO FINISHES WITH THIS NAME AS A GUARANTEE OF EXCELLENCE IN BRILLIANCY, PERMANENCY and STRENGTH

(1) The Original
'Permanent Finish.'
(2) 'Velper'
(Reg.)

The Velvety Permanent Finish for those who prefer a soft handle.

BDA
(Copyright)

PATTERNS SHOWING EITHER FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD.
39 WELL STREET, BRADFORD,
ENGLAND

THE "CRAVENETTE" CO., LTD., affix their stamp only to such goods as are suitable in quality for Showerproof purposes.

REG. TRADE MARK "Cravenette" PROOFED BY THE "Cravenette" Co. LTD

Fac-simile of Stamp.

THEREFORE, this stamp is a guarantee not only of Showerproof properties but also of the quality of the material.

Buyers of Showerproofs should ask for those proofed by



BDA (Copyright)

DUST-PROOF

as well as

Showerproof

The 'Cravenette' Co., Limited

Proofers to the Trade, BRADFORD, YKS.

You are interested in Shirts—

Our travelers are now on the road with a line of shirts for spring delivery that will at once attract your favorable attention. In variety of pattern, quality of fabric, stylishness of cut, elegance of make and finish these

DEACON SHIRTS

excel any line ever put on the Canadian market. They are goods that will enable you to ask—and get—a fair price and profit; and will leave your shelves, at the end of the season, agreeably free from left-over stock.

SEE OUR TRAVELERS BEFORE ORDERING SHIRTS!

The Deacon Shirt Co., - Belleville, Ontario

Heillig, Joseph & Co.

Importers of Woolens and Tailors' Trimmings

204-206 McGill Street Near Notre Dame - Montreal

Our range comprises the Newest and most Up-to-date designs in Worsted Suitings and Coatings

WAIT FOR OUR TRAVELLERS BEFORE ORDERING

Please mention The Review to Advertisers and Their Travelers.

Special Overcoat Collars.

During last season some manufacturers in United States and Canada used as a strong selling feature special coat collars, which could be utilized either as a collar for ordinary street wear or a storm collar. The idea caught on with customers and this year special collars of even greater merit have been introduced. They are so constructed that the coat serves two purposes, a dressy street coat and a heavy storm coat. Special patents have been secured for certain of these, and retailers pushing them will undoubtedly do a good overcoat business.

No "Fake" Advertisements.

> We, the undersigned merchants and business men of the City of Sedalia, hereby obligate ourselves one to the other, to do no card or program advertising for a period of one year from and after this date.

The above is the form of contract which is signed each year by the retail merchants of Sedalia, Mo., U.S.A., as a safeguard against what they consider to be fake advertisements. The purpose of the contract is to furnish the retailer with a legitimate excuse for not advertising in cook books, hotel registers, theatre programs, on livery barn clocks, cards to be hung in lodge rooms, in song books, etc., and the plan is said to save them thousands of dollars each year.

C. C. Lawson, secretary of the State Association of Retail Merchants is the originator of the scheme. His plan works thus: When a solicitor for advertising schemes, which will cost the merchant money and will bring no results, calls on a merchant he is told that the retailer is bound by contract not to do any advertising except that which is legitimate, such as newspaper advertising; is shown the contract and referred to Mr. Lawson, who is also secretary of the local association.

It does not take Lawson long to show the solicitor how impossible it is for any member of the association to violate the contract and the deal is off. This plan makes it easy for the merchant to turn down their best friends and customers when the latter come around asking for an advertisement for some so-called legitimate proposition.

D. McCallum, formerly with the Anderson Co., St. Thomas, has taken a position with Gordon, McKay & Co., Toronto, as traveler.

Wreyford & Co.
TORONTO
WHOLESALE MEN'S FURNISHERS
Sole Agents in Dominion for:—
Young & Rochester's
Shirts, Collars, Neckwear, Fancy Vests, Dressing Gowns. Best selection Flannel Shirts in Canada.
FACTORIES: London and Londonderry

T. H. Downing & Co., Leicester
Underwear, Hosiery, Cardigans, Club Jerseys, etc.

CELLULAR CLOTHING CO.
Manufacturers of "Aertex" & "Cotella" Underwear
O.A.D. Athletic Shirts and Trunk Drawers to retail for **50c.**
Union Suits to retail for **$1.50**

Our CARDIGAN SWEATER COAT
is best value and style shown this season.
See it before placing Orders.

TRESS & CO.'S noted Hats and Caps

Our travellers are now on the road with full range for 1910.
If not regular customer, write us.



Price 50c.
The Berlin Suspender and Button Co., BERLIN, ONT.

See our Christmas Lines




REID & PORTER
Manufacturers' Agents
230 McGill St. : Montreal
HEADQUARTERS FOR WOOD DISPLAY FIXTURES
CATALOGUE UPON REQUEST

AGENTS FOR
Ostheimer Brothers
O·B
SUSPENDERS
BRETELLES INSÉPARABLES
PARIS NEW YORK PHILADELPHIA

PIM BROS. & CO.
DUBLIN
Irish Poplin Silks and Neckwear

TRUE FIT
TRADE MARK REGISTERED

THE SPECIALTY TOPWEAR HOUSE

QUALITY OVERCOATS

RAINPROOFS WATERPROOFS



The Famous "PRESTO" Reversible Collar

The only practical one in the market. One coat for rain or shine. Street and storm collar combined. Simple to change. The greatest hit ever made in

Rain and Waterproof Coats

Manufactured and controlled by us for Canada. Samples and particulars upon request. Travelers out from coast to coast. Write for an appointment. Be the first to show this coat in your town.

SAMUEL WENER & CO.

304 Notre Dame Street West, Montreal

The Snappiest Line of Spring Coats Ever Shown in Canada

In Your Advertising Campaign Don't Forget the Dealer

Wide Difference Between Creating a Demand for an Article and Selling It—The Dealer is the Important Factor in Practically Every Merchandizing Proposition—Trade Paper Supplements the Sales Force.

By M. J. Hutchinson in Economic Advertising for September.

IT doesn't pay to forget the Dealer.

A few months ago one of the largest knitting mills in the United States introduced a line of union underwear for children. Similar garments for adults had been sold successfully for several years, but up to this time the children's field was untouched.

Advice as to the best means of selling this new garment was sought. Right here it may be pointed out that there is a very wide difference between creating a demand for an article and selling it.

The plan finally approved by this concern was one which while it was designed to SELL the goods, simply created a demand for them.

It embraced the spending of $30,000 in an advertising campaign directed to the consumer through women's magazines of undoubted standing and wide circulation.

The advertisements were decidedly good. They argued this way. "Your husband has worn union underwear—and likes it; you wear it yourself, and you know how comfortable it is. Why not give your child the comfort you and your husband now enjoy? Why not buy for the child Blank's Union Underwear?"

This was good talk and it did create a demand for children's union underwear, but unfortunately it did not produce sales for that particular brand of underwear. Why? Because in this campaign the manufacturer neglected a very important factor in the distribution of his goods—The Dealer.

✝

Went to the Dealer.

About this same time another concern brought out a child's union suit. This concern called in a man from the service department of a trade newspaper and asked his advice. A study of this proposition was made and it was decided to spend $2,500 only in a campaign to The Dealer.

What was the result?

Just when the dealers were being asked for children's union suits by mothers whose interest had been aroused, and who had been convinced by the $30,000 campaign of the first manufacturer that union suits were mighty good things for their children, these dealers saw the full-page advertisements in their trade papers, telling of this new suit which the second mill was putting out.

In three months this mill was 50,000 dozen behind in its orders for children's union suits, and this was accomplished without the aid of a single paid salesman. The mill doesn't employ any. The goods were sold wholly through jobbers.

The day is past when the manufacturer can force the dealer to handle his goods by brandishing over his head the club of Consumer Publicity. His co-operation has to be secured as a necessary element in the successful selling campaign, and it is in performing the function of securing the dealer's interest and his co-operation that the trade paper becomes the ally of the manufacturer.

A member of The Dry Goods Review staff was in a store in a fair sized town recently, and the merchant had been selling some underwear. "Do you handle ———'s underwear?" he was asked by our representative, who mentioned the name of a line widely advertised to the consumer and but indifferently advertised to The Dealer. He replied that he had not stocked it, and when asked for his reason said that he could buy another line which, while it might not be quite as good, cost a little less, and he could sell it for the same price as the advertised line, $1 a garment, and make greater profit.

Our representative was a practical dry goods man, and knew that the advertised goods were the best, and convinced The Dealer that it was to his interest to stock them—and to push their sale. This is just the kind of work the manufacturer of that consumer-advertised underwear should have been doing through the trade papers: convincing the dealer that the advertised goods are the best goods for him to sell. The dealers have got to be shown, and the way to show them is through their trade paper.

✝

The Trade Paper Helps.

The work that the trade papers are doing, though, is not simply to help the manufacturer to sell his goods to the dealer, but to help the latter to move them off his shelves to the consumer.

Three years ago the Bradley Muffler Co. started to advertise Bradley Mufflers to The Dealer. They spent $1,000 and trebled their sales without adding a single salesman. The next year $8,000 was spent, again to interest The Dealer, and for every dollar so spent one new account was opened. Then, with Bradley goods known in practically every dry goods store, a campaign of consumer advertising was planned, $19,000 being appropriated for this, and again $6,000 to retain the interest and co-operation of The Dealer. The current issues of leading women's magazines are carrying the first of this consumer advertising. This is a logical process of development, and its success is already assured.

"Holeproof" hosiery was introduced to the Canadian dry goods trade by The Chipman Holton Knitting Co. of Hamilton, the first announcement to the dealers being made last January through a page advertisement in The Dry Goods Review. These goods were sold through jobbers, to whom copies of that advertisement, and two succeeding were sent. The dealers were interested in this line, which promised to be a good seller, and inquiries were made to jobbers' travelers for "Holeproof" hosiery. The trade paper in which the advertisements appeared also received letters from dealers asking where the hose could be bought.

At the end of three months, with the expiration of the initial order for trade paper advertising, it had been demonstrated that these goods were going to sell, and then consumer advertising was decided upon, as well as a continuation of the trade paper campaign.

The Dealer is the important factor in practically every merchandising proposition.

While it is true, that, as Mr. Rowlatt pointed out in a recent article, "No goods are actually sold until they are in the hands of the consumer," it is equally true that they cannot be sold at all, in that sense, until The Dealer has first bought them.

In this transaction the trade paper comes to the help of the manufacturer, not to take the place of his sales force, but to supplement and make more effective the work of that organization.



Cut-out Border 2030 in the Watson-Foster Line, shown over a French grey stripe in flat, yet matching a very beautiful floral hanging in natural colors, quite beyond the ordinary in effect.

UNTIL you have seen others you cannot realize the obvious superiority of

The Watson-Foster Line for 1910

With its money-making possibilities it will enable you, not necessarily to *kill* your competition, but to *excel* it, which is much wiser and more profitable.

Briefly, our 1910 range is so full of new ideas in practical decoration, original colorings—specially created for the present revival in home decoration—that it would seem wise to *wait* and see what we consider our best, EVER.

The Watson - Foster Co., Limited

Montreal



Carpet Department in the Store of Bonnewitz Bros., Van Wert, Ohio.

Furnishings and Decorations for the Home

Fall Carpet Business Very Satisfactory — Strong Demand From West for Better Grades — Improvement in the British Industry — Greens, Fawns and Browns Predominate — Draperies and Wall Paper.

HOUSEFURNISHINGS departments, both wholesale and retail, report an excellent Fall business. In placing and sorting, a much more liberal feeling, as compared with last year, is manifest and a record Spring season is looked for. Generally speaking, stocks throughout the country are in such condition as to warrant good placing on the new lines.

The western demand is accounting for much of the present activity. In almost every line, the higher grades are called for and there are those who do not hesitate to conclude, in comparing eastern and western orders, that the latter represent a larger proportion of higher-priced goods—that is, so far as the great general demand is concerned. The explanation given by some that "they have more money out west," would certainly seem to apply forcibly next season, if not to that which is just closing, when one considers crop results.

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Greens, Fawns and Browns.

Spring samples of carpets are now on the road. There is a predominance of greens, fawns and browns. Red is not in general favor, although for den and dining-room some very good combination effects are shown, in which this color is used. In Turkey and Oriental carpets, there is a range of designs which are regarded as decidely good property. Small patterns and self effects are among those for which strong business is predicted. Plain colors having diminutive broken design, with line borders, are being shown, evidently out of consideration for a noticeable reversion in some parts of the country from splashy effects, but the fact that there can hardly be said to be an absolutely representative standard of taste, is responsible for a very considerable showing of rich medallion and large but dainty floral patterns. It cannot be denied that these goods are in high favor. Ingrains have not been figuring very strongly in recent business.

✣

Squares vs. Piece Goods.

Squares are still holding their lead over piece goods. Predictions in some sources, in fact, seem to point to a very material turn in favor of carpets, in tribute to a world-long tendency to shift from one fashion, which has had a protracted run, to something novel or to an old one which has been inactive for some time. On the other hand, there are those just as authoritative who predict that squares have come to their own and will remain there for some time to come.

It would seem to be a very difficult matter to say what will or what will not happen in floor coverings. Squares or rugs have certainly developed great strength. A designer expressing his opinion on the subject writes: "Now that rugs are being made in the lowest cost fabrics, it may be that a revulsion is due in the higher-priced goods, for when a certain style becomes universal it often happens that people who want the best require something different. There is a difference in the warmth of a room covered all over with a carpet and one partially covered with a rug. This may become a factor in a change. With the shifting of demand from carpets on to rugs it is regrettable that manufacturers and dealers let the prices of rugs down to their present level."

Canadian-made Carpets for Canadian People

There's no sentiment in this—no appeal to patriotism—it's clear *business.*

Brinton Carpets are made in Canada; the patterns used are designed especially to meet with Canadian trade requirements.

Our latest productions are

Hazlemere Wilton, and Cheriton Brussels Squares

that are equal in quality to the highest grade English goods; being made from selected English yarns and by imported English skill.

You only need to see these goods to appreciate their exceptional value and their peculiar adaptability to your special demand.

If you are looking for a line that will give you a quick turnover at a satisfactory percentage of profit, we urge you to write us for samples of Brinton Carpets.

The Brinton Carpet Co.
(of Canada), Limited
PETERBORO, - - ONT.
SALES AGENT:
W. E. WHITEHEAD, 28 Wellington Street West
Also Kildare (Irish) Handtufted Carpets

Linoleums and Oilcloths.

There has been an improvement in linoleums during the past month, due in some measure to the close of the holiday season and the return of people to their homes and furnishings requirements of the Fall and Winter. Matting designs have taken exceptionally well, but florals, squares and wood designs have likewise figured in the selling. Here, too, the western trade has been strong. There are indications that linoleums and oilcloths are being put to a greater variety of uses than heretofore. The head of a large department stated that during the past month, two notable instances had occurred. One man had chosen a very neat design for two of his bedrooms, intending to use linoleum as a floor covering in conjunction with small rugs, while another man had ordered linoleum for a large playroom for his children. He had discarded carpets as less sanitary for that purpose. The very fine assortment of designs now available accounted in a great degree, he thought, for this tendency.



Curtains and Draperies.

In the curtain, drapery and upholstery departments, it is evident that a much larger range of materials has to be carried than was the case a few years ago. To say nothing of lace goods, which have certainly held their own, the demand for casement cloths, Madras muslins, chintzes, velours and brocade effects has been a pronounced feature of the year's business and there is every likelihood of its continuance. The merchant who knows something of "house style" has an equipment that is worth something. All builders or owners of houses cannot afford to leave furnishings detail to the architect, so they depend to a great extent upon the merchant's ability to suggest. There are inglenooks, dens, cosey corners, casement effects and the other so-called essentials of cosiness which have to be treated to advantage. Sometimes the customer has an idea and just as frequently she has not. Her neighbor, perhaps, has outdone her in cuteness of interior house arrangement and she must be able to go one better. Such situations as these emphasize the importance of having a competent man in charge of the housefurnishings section. It is the day of individuality in home adornment, and, as has often been pointed out before, the man who can cater to please that individuality is going to get the bulk of the business.



New Lines Have Taken Well.

A very satisfactory placing season is reported by the wall paper houses. The new border prices have been introduced without a hitch, and though some of the very large department stores have not come in, it is stated that they are only waiting until present holdings are disposed of, and they can take up the new prices with a clean slate.

All constituents of new lines are reported to have taken well, and from travelers it is learned that the wall paper section is gradually coming to its own. Not only are merchants alloting larger spaces and better equipment for that feature of their business, but they are making a closer study of the capabilities of the department and of the stocks placed at their disposal. In this work the retailer may be sure of the co-operation of the manufacturer. There is a more mutual realization of the fact that the wall paper department has a great future, and that best results depend upon this sympathy of effort.

CARPETS

THE CARPET
PAR EXCELLENCE

WINDSOR BRUSSELS

OYAMA HYGIENIC CHAMBER RUGS
PRINCESS WILTON RUGS
SIRDAR WILTON RUGS
MAGOG BRUSSELS RUGS
TOGO BATH RUGS
BALMORAL BRUSSELS CARPETS

MOORE CARPET CO.

SHERBROOKE - - QUEBEC

Better Goods!
Better Sales!
Better Selling Prices!
Better Profits!

Until you know from personal experience the superiority of

STAUNTON WALL PAPERS

you cannot appreciate how much money you can make from the wall paper business.

THE unequalled *selling quality* of our goods makes their cost no more to you, for they are wonderfully low priced, but it does permit a big margin of profit to be added.

WHY experiment with goods which drag along only to be sacrificed in a cut-price sale? SALEABILITY dominates the STAUNTON line—thousands of dealers can testify to that.

Shall we not put our 1910 goods before you?
Shall we not do it now?
It entails no obligation to purchase.
Write us.

STAUNTONS LIMITED

WALL PAPER MANUFACTURERS

941 Yonge St. - - - - - TORONTO



An Effective Furniture Window – Shown by the Paquet Co., Quebec.

Period Effects Prominent Feature of Furniture Styles

The Variety in Present Day Production—Instances Which Prove the Importance of Demonstration in the Furniture Department — The Origin of Styles — Furniture Artists and Characteristics of their Work.

DURING the past few weeks there have been numerous instances which suggest forcefully to the retailer the great importance of demonstration in connection with his furniture department. At various fairs throughout the country it is noted that good business has resulted from exhibits of room or suite equipment. One very striking example of this was noted at the National Exhibition in Toronto, where the large stores which went in for special displays received many orders as well as enquiries. Such occasions as these do not occur every day, of course, but they suggest a form of advertising which the average merchant may carry out very effectively in connection with his department.

Period Effects.

The fact that period effects are being pushed for all they are worth is a significant fact. Some people suggest that it has been suggested by the period adaptations in dress, but, be that as it may, manufacturers have measured up to the opportunity. The demand is for better grades than heretofore and lines are being produced which are in every way adapted to the growing tendency. One hears a great deal about Colonial, Early English and Flemish effects, and it is no mistake to say that designs along these lines are entering very largely into furniture production at the present time.

Origin of Styles.

What are the bases of furniture styles? Around this question much discussion has revolved. William Halstrick writing in Furniture states that:

"Styles were created through the efforts of artists of various countries attempting to revive the perfect purity of proportions of line and mass of Grecian art and architecture. The attempts, made at various times, to revive Greek art and adapt it to the prevailing notions of beauty, are the reasons for periods and styles as we know them.

The styles that interest most at this time are the French, the English and the American Colonial. Each style consists of many periods. We will, for the present, consider the Louis XIV., XV., and XVI. of the French, the Chippendale, the Heppelwhite and the Sheraton of the English, and the American Colonial.

Marquetry and Mounts.

The chief characteristics of the Louis XIV. are strong, massive, architectural lines, gracefully proportioned, both carved and straight; all surfaces are moulded, and, in a majority of instances, it will be found that the carvings are a series of interlaced, moulded panels, terminating into neat scrolls, with acanthus foliation forming the chief decorative feature. The shell, the ram's head, the mask and the satyr are characteristic of this style.

In the later period, carvings were largely superseded by marquetry and chased mounts of ormolu and bronze.

The Louis XIV. style is the most magnificent of all French styles, and it is this style that gave the impetus to the creation of styles which followed.

The artist who most influenced this period was Andre-Charles Boulle. He was born in 1642. He lived to a ripe old age—in fact, worked until he was past eighty years.

The best examples of genuine Louis XIV. are to be found in Versailles.

The Louis XV. Style.

The characteristics of the Louis XV. style are almost a total absence of straight lines, the curvilinear predominating.

The shell, the curled endive, and the spiral scroll, the twisted and flowering acanthus, and richly painted panels form the principal features.

This style is the most original of any. It possesses a daring, an inventive skill that ignored all traditions and rules of proportion and construction. It is a harmonious playing with lines, leaves, figures and shells that is truly amazing, and yet, withal, the proportion and balance are beautiful.

The artists principally associated with this style are the Martin family, Charles Cressent, Dubois, Caffieri,

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Sole Selling Agent:
SYDNEY MOSS,
Empire Bldg., 58 Wellington St. W.
TORONTO

Even if you didn't see

our magnificent exhibit at the Canadian National Exhibition just closed in Toronto, we can easily prove that an acquaintance with our goods would be profitable to you. Our line is

Down, Cotton and Wool COMFORTERS,

Pillows, Cushions, Tea Cosies, Etc.

There is a big demand for these goods in your locality which can be stimulated into much greater activity by such splendid values as our line contains. Every article we offer is guaranteed in beauty of design, quality of material, wearability and finish. An examination of samples will convince you.

Let's get better acquainted.
Write for our price list.

The Harvey Quilting Co., Limited
33-35-37 Pearl Street, - Toronto, Ont.

Window Shades

Water Colors, Machine Oils, Hand-made Oils.

TRADE MARK
QUALITY, SATISFACTION

Quality absolutely the best in the market.

Peerless Hand-made Shade Cloth

is all that the name implies.

Our Special Order Department is ready to serve you.

CATALOGUES AND COLOR BOOKS ON REQUEST.

Our Travelers cover all Canada.

DALY & MORIN, - MONTREAL

FACTORY: LACHINE

Gouthiere and Riesener. The painters were Laucret and Watteau. The real leader of this style was Meissoni.

Simplicity of Construction.

In the Louis XVI. style we note the swinging back of the pendulum from the extreme, sinuous beauty of the Louis XV., with its almost total absence of straight lines, to the simplicity and elegance of the classic.

The chief characteristics of this style are simplicity of construction and ornament.

Fluted and finely tapered legs, fluted columns, ornamented with crossed bands of ribbon, sheaves of arrows, ribbons and bunches of blossoms, festoons of flowers, wreaths of bay leaves, and branches of oak leaves, torches, etc., etc., form important decorative features.

The best examples of this style will be found in the Petit Trianon.

Many of the artists that achieved fame under Louis XV. distinguished themselves in this. Leleu, Reisener, Gouthiere, Rousseau, Saunier. Rontgen, Benemann, Thomire and others are closely identified with this period.

Thomas Chippendale.

Chippendale is the best known of English designers. He was the most original, the most daring of English furniture artists. He was not influenced by any one school, but sought inspiration from all. The style he most loved and admired was the Louis XV. He did not hesitate to combine this style with that of the Dutch, the Gothic and the Chinese. His best work is reflected in his chairs. The majority of these are built upon solid structural lines, the backs leaning with a slight, graceful curve, and flaring gracefully at the top. The splats usually are a series of interlaced "C" scrolls. These are ornamented with a quite individual treatment of the Louis XV. ornament in low relief. The legs were generally made square and solid, this to avoid expense. In his more costly work he employed the curved leg, a sort of original combination between the Louis XV. and the Dutch bandy-leg. The seats are generally rectangular, wider in front than at the back.

It must be noted that Chippendale expressed all his ornament in carving, never in inlay.

Chippendale's book, "The Gentlemen's and Cabinetmakers' Director," first appeared in the year 1754.

George Hepplewhite.

A vast difference is to be noted between the styles of Chippendale and Heppelwhite—in fact, the difference is so vast that it is difficult to confuse them.

Heppelwhite was the first of English designers to employ light and graceful lines in furniture. His chairs can generally be distinguished by the "shield" shaped back. This is usually moulded and partly filled with a delicately scrolled, carved and moulded splat. The legs are, as a rule, square, sometimes perfectly plain tapered—then again some ornamented with a small reed at the corners. In the better grade chairs the termination is in the shape of a moulding.

Heppelwhite did not restrict himself to carving alone, for decoration, but frequently employed marquetry and painting to express his idea of enrichment. In this he displayed rare skill. He leaned very strongly toward the Louis XVI. style, but his work shows a greater regard for the classic.

The chief characteristics of his work are the clean-cut, well-studied and balanced lines and curves, and the delicate inlaid ornament in both colored woods and metals. His carvings are very delicate and always in low relief.

Heppelwhite's book appeared in the year 1787, a year after his demise, his business being continued by his wife, Alice, under the firm name of A Heppelwhite & Co.

Thomas Sheraton.

Thomas Sheraton was the last and, may I say, the greatest of English masters, in so far that he had a thorough knowledge of furniture styles. He, or course, profited vastly by studying the work of his predecessors, but he had the faculty of adapting the artistic and refined ornaments of the French styles, principally the Louis XVI., the comfort of Chippendale and the refinement of Heppelwhite, thereby creating a style that was never strained. All lines and mouldings were of proper proportion and relation to each other. All his work was solidly constructed—never did he allow ornament to weaken his construction: stability was the first consideration.

Sheraton's work is easily distinguished from that of Chippendale and Heppelwhite. He usually employed turned legs, with curved surfaces, and square-tapered legs with rectangular shapes. They were gradually fluted and reeded. His ornamentation was principally festoons of drapery and flowers, the vase, cornucopiae and acanthus, foliations. He used these in a very individual manner, in inlay, as well as carved and painted pieces.

His chair backs were generally rectangular in shape, relieved by delicate, well proportioned curves. The splats were an arrangement of ornaments previously described, neatly encased in structural lines. All surfaces of backs were ornamented either with carving, inlay or paintings. When carving was employed, it was in low relief.

Another important point to remember is that in Sheraton sideboards the corners are usually convex, while the corners of Heppelwhite boards are almost invariably concave.

Sheraton's book, "Upholsterer's Drawing-Room Book," appeared in the year 1793.

American Colonial.

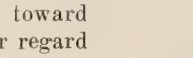
Colonial style is a term which cannot be, and is not, used in its literal sense. The popular definition refers to the styles created by the great English masters, Chippendale, Heppelwhite and Sheraton, the furniture made in Holland during the early eighteenth century, and the American adaptation of the Empire style.

Little can be said about the furniture inspired by the English and Dutch designers, because this, in many instances, was directly reproduced or slightly cheapened in cost as well as appearance.

It is the American development of the Empire style that reflects the greatest credit upon the originality of the American designer, and it is this development that produced the now so popular American Colonial.

The chief characteristics of this style are large, plain surfaces; graceful "S" scrolls; plain turned, as well as carved, columns, the carving generally being a spiral branch of one-half acanthus and one-half pine leaf; pine-apple finials; claw-feet and an individual treatment of the acanthus leaf.

Mahogany was mostly used, richly figured. Crotch mahogany veneers were often employed to relieve and ornament the plain surfaces.



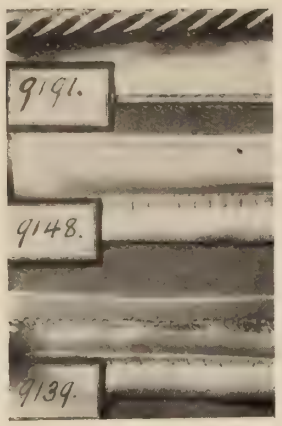
Prince Rupert Furniture Co., Prince Rupert, B.C.; succeeded by G. D. Tite.

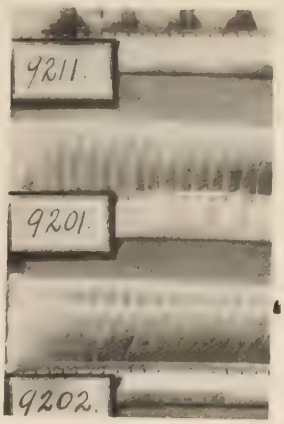
The mattress factory of Armstrong & Gardiner was damaged considerably by fire on the night of Sept. 13. The inflammable contents were a total loss.

Quick-Selling, Profitable Novelties

Brisk business—*all the time*—in your Neckwear and Dress Accessories Departments demands a constant accession of Novelty Goods. Our designers are constantly evolving novelties in these lines that possess the much-desired trade-building attractiveness.

The accompanying illustrations show a couple of random selections from the very wide range now being shown by our travellers.





No. 9191.—Specially manufactured, silk cord, solid color in combinations of any shades. The season's feature. Dealers are buying more of this novelty than we can get material to manufacture.

No. 9148.—Three folds of Tarlton, in plain shades or combinations.

No. 9139.—Two folds of Tarlton, with a special stitch banding inserted between the folds.

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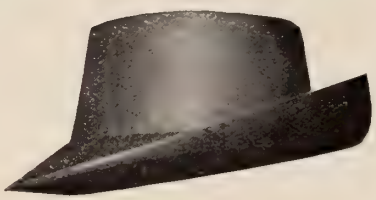
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THE SMITH-RUNCIMAN CO. LIMITED

Wholesale Millinery

OTTAWA HAMILTON TORONTO WINNIPEG ST. JOHN, N.B.

The Millinery Trade Review

Hats of the Gainsborough and Picture Type Selling Well --- Tricorns in Good Demand --- Development in Toques and Turbans --- Metallic Fabric a Favored Trimming Material---Boom in Flat Wings.

THE preliminary openings are over, for many stores do not confine themselves to just one opening in a season but hold one on every occasion that is sufficiently important to warrant one. For instance, last Fall one big store held an opening at the beginning of the season and about a month later an opening display of Winter models was held. Then there was a show of fur and fur-trimmed hats, and, lastly, when the social season was in full swing, an opening show of dress hats was announced.

Of course, the first opening attracted the most attention but the later shows were well backed by advertising and by window space and were very beneficial to the department.

✠

Large Hats Leading.

Selling has commenced in earnest and a very busy time is being experienced. Many of the hats now selling are very large. These are of the Gainsborough and picture type and their size is made all the more apparent by the large feather mounts that are used to trim them. The tricorns have caught on to a certain extent, but it must be confessed that some of the most freakish styles shown are in these shapes. Magpie effects are strong, the hat, as a rule, being of white cord or moire faced with black velvet. The size of the hat is fairly large and the turned back flaps reach well over the crown. Many have no trimming or just a mount of feathers. There are, as well, some exceedingly pretty tricorne models.

Turbans and toques are expected to develop later and to become more popular as the season advances. They will be worn with the tailored suit and gown. The new turbans are very far from constituting a small hat. They have high, full-draped crowns of either velvet, moire or Ottoman silk, the brim being of shaggy beaver, and with either a big bow of velvet, an aigrette, or some plumage as a finish, the latter invariably taking an uncompromisingly upright attitude in direct contrast to the sweeping lines of the hat.

There are undoubted signs that the metallic touch is going to be a strong factor and the narrow draped band around the crown finished with a small set bow of the metallic fabric is seen on all the best hats and in combination with moire velvet, felt or shaggy beaver. Antique silver is more favored than gold for this purpose. These metallic trimmings accord beautifully with fur, and dull silver and pointed fox, or black lynx, or antique gold and mink are ideal combinations.

✠

Metallic Effects.

Some of the recent Paris importations are trimmed with extremely expensive dull oxidized gold and silver laces that are most effective.

Other novelties that Paris is showing are brocaded Ottoman and souple silks in tapestry patterns. Fashionable silks there may be divided between those that are either watered or brocaded. Many show bunches of fruit and blossoms in Japanese effect, while others are self-colored patterns showing bright against a dull background. Autumn, leaf-green and nut-brown are favored colors in Paris, some rather bright purples, copper browns, and vivid blues are also strong.

✠

Preference for Shirrings.

Hats of shaggy beaver, plush, and rough felt will lead the selling procession this year, and velvet will be the most used trimming. Some of the best hats will be formed of the combinations of these materials with velvet. There is a marked preference for shirred effects in trimmings; for instance, a turban seen the other day in a leading store had the velvet of the crown shirred in circular fashion about four inches across. This shirring was placed a little to one side of the centre and the fullness was draped into the edge of the crown. The brim was of shaggy beaver, higher at one side than the other and a large wing and cabochon formed the only trimming.

The place of the large bow of velvet ribbon is often taken by the bow formed of a wide band of feather trimming. Those seen at the opening time were for the most part in the one color, now they are becoming more fanciful. Some of the newest are made of natural and pheasant feathers and combine most attractively with most of the new colors.

Large ospreys will be wanted for trimming both turbans and tricorns. There is quite a boom in large flat wings—wings that are so supple that the milliners can drape them in almost any form. The proportion of the early Autumn hats with this class of trimming is very large.

The shape tendency in hats is to those of the large type, and there is no reason to believe that the large hat will not hold its own right through the season. Many will be narrower in the wear because of the greater turning up of the brims, and to this effect the greater height of the crown will contribute. This narrowing tendency is in the trimmed model counteracted by the placing of the trimming.

Fur hats and hats of fur and velvet will be numbered among the season's greatest successes.

The Stores of Germany.

J. Gimbel, of Gimbel Bros., who are building a large store in New York, recently expressed himself with reference to mercantile institutions in Berlin, Germany.

He thinks that the stores in Germany ought to advertise more. "I am a thorough believer in advertising," he said, "especially newspaper advertising, and I believe more Americans would come to Berlin if Berlin hotels advertised themselves more. I doubt if we in America have anything quite so lavish in the way of hotels as the Adlon or the Esplanade in Berlin."

Replicas of Mediæval Styles in Present Day Modes

Inspiration in the Headgear of Bygone Monarchs—Velvet has a New Rival in Chamois — Huge Draped Turban — Toque Effects and Tricorns Being Rushed in New York — Rumors of the Horse Show.

Staff Correspondent.

Office of The Dry Goods Review,
160 Broadway, Sept. 30.

MUCH that was speculation during the past few weeks has been turned into a certainty. After all, until the consumer begins to buy, it is more or less uncertain as to what will catch her fancy. The New York retail stores are at present doing a lively business in moire hats, for, while fabric hats of many kinds are strong, moire has taken the town by storm, for the multitude, at least. As we know, many moire pressed shapes are velvet-faced, velvet has now a new rival in the field, and that is chamois, which, without much blaring of trumpets, has established itself in public favor. To be sure, velvet and chamois are frequently combined, but it is a rival in the sense that velvet as facing was formerly pre-eminent.

Run on Two Distinct Shapes.

Fall millinery has not been confined to the shop windows, for one sees not a few Fall hats being worn. There are, of course, hundreds of shapes in the market, but at present there are only two distinct shapes being rushed, and these appear in endless variations. We refer to the huge, draped turban-toque effects, and to the tricorns or continentals. The former is found in many colors and trimmings, and is of various heights, from seven to twenty inches. Toque Russe, the Saracen, Chasseur d'Afrique, Mispho, Spanish, Arabian, Hindoo and mediaeval turbans are chatted of glibly. Indeed, practically all of the present-day modes are but replicas of the fashions effected during the middle ages, it being interesting to note that, for the most part, the millinery has its inspiration in the headgear worn by such notables as Henry VIII., Henry II., Chalres VII., Louis XVI., Napoleon and Washington.

Great Season Anticipated.

It is certainly a great season for the handmade hat, while manufacturers of pressed goods have certainly nothing of which to complain. With the wide range of shapes, colors and materials upon which fashion puts her seal of approval, it ought to be a big season for every branch of the millinery trade.

Many of the tricorns are made of chamois or hatters' plush. It is, of course, a trifle early for beaver goods, but there is no doubt of their coming strength. The output of these goods being more or less limited, the prices are of necessity advanced. There is in the trade a great scarcity of many important materials, such as, for instance, Ottoman, and the wide-width, fancy silks. In spite of all prophecies to the contrary, shapes are still so large that only the very wide material can be utilized. Smooth-surface fabrics have had their innings, and now we have a brisk demand for all rough and shaggy materials.

Fur to be Strongly Featured.

Feather turbans are being pushed. Those made entirely of marabout are very strong. Pheasant and Impeyan bands are in demand for turbans, having a deep coronet. Draped crowns are a usual feature of this variety of hat, and, for that matter, for all varieties, it being apparently impossible to get too much drapery on the up-to-date hat. Coarse-mesh Russian nets and spangled and figured nets are in demand. Laces of these and other varieties are used freely, and, later on, fur will be used to a greater extent than ever before in the history of millinery.

Fur as a facing is being shown. A snuff-colored cavalier hat had its side flare faced with fur; another wide-brimmed hat of shirred velvet had a two-inch band of mink on the under brim, and a mink crown as well.

It appears to be a season of glitter, not bright, gaudy ornaments or spangles, but beautiful weaves of silver, steel, gold or bronze tissues. These are used in many ways, as are wide gold and silver ribbons and fancy bindings. For dresses, one sees quantities of jet ornamentation, but it is not conspicuously prominent in millinery circles.

Feathers and Ornaments.

Among the fancy feathers, goura is the leading novelty. Aigrettes continue very strong. Among the high-priced importations is a lovely Louison model, with a wreath of paradise encircling the entire crown. While willow is still good, the better-class trade are calling for the French long flue feathers. There is a demand for tips, rising out of the turban vogue. There are sheaths and monitures, made up of small tips, just as there are fan-like ornaments, bands, and so on, made up of small wings.

Cornucopia-shaped ornaments and velvet shirred and fashioned in this shape, and arrowhead effects and Mercury wing designs are developed in every material from metal to lace, and used at the base of aigrettes and other high trimmings, including the huge clusters of velvet orchids, poppies, dahlias, pansies and roses that are the floral offerings of the season. It is worthy of note that, when flowers are used to trim large hats, they are arranged in branch effects, and mounted high, either at the side or back. At the present time the craze is for back trimming. Alsatian bows of wide ribbon across the back of a hat are smart; maline and lace bows are well liked. These are, of course, wired and make a most effective trimming. Very smart for evening or for demi-season wear are the huge turbans of heavy mesh net, trimmed at the back with huge bows of the same material, caught with an ornament or pins.

Mustard Shades Lead.

As we know, colors are rich and rather low in tone. There is little preference given any one color. Blues, greens and the mustard shades lead at present, although the red, purples, and, indeed, all violet shades, must be reckoned with. Black and white is very fashionable, but it is noticed that dealers are doing all they can to keep black from being as popular as it bids fair to become. With the arrival of chamois came a demand for the chamois and kindred shades, particularly dull gold. With black, this is seen on all sides. Dull gold bands and ornaments used with dark fur, and velvet, beaver or fabric hats, bound at the edge with gold braid, are salient features. Even for evening wear, light colors are seldom

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H. S. Arnold is now representing exclusively the National Skirt Mfg. Co., 291 Notre Dame St. West, Montreal. As retailers all over Canada are well aware, his genial ways, coupled with sound knowledge, have made him one of the most popular travelers in Canada to-day. His long experience as a traveler, together with a thorough knowledge of factory work in its various branches, has made him one of the most thoroughly posted Ladies' Ready-to-wear travelers.

The National Skirt Mfg. Co., who have been manufacturers of Ladies' Dress Skirts exclusively up to the beginning of this year, have taken over an additional building much larger than the original one for the manufacture of Ladies' Underskirts, Lingerie Dresses and Washable Suits in the leading materials for the Spring season. For the Fall of 1910 they will manufacture costumes.

An idea of the size of their new factory may be gained from the fact that they have added over 15,000 square feet of floor space. Buyers who have seen the new samples for the Spring season have expressed their delight with the beautiful designs in the Lingerie Dresses and Washable Garments.

Mr. Arnold has just returned from a successful trip in the Maritime Provinces, and is now leaving for his Spring trip to the north-west Provinces and British Columbia. He is probably the only traveler for Ladies' Ready-to-wear Garments that is covering Canada from Sydney, C.B., to Victoria, B.C. This also includes Toronto and the Province of Ontario. Of course, the "high spots" are only made, but a man who can cover such an extent of territory successfully is a "hustler." He will finish his present trip by December 1st, and be ready for his Spring trips to Ontario and the Maritime Provinces in plenty of time for his customers.

used. It is a season of luxurious-looking millinery. Rich material must be employed to get the best effects in color and drapery, which explains why the cotton moires and bengaline-draped turbans fall so far below the average copy of an expensive hat. It must be admitted that there are many clumsy, heavy-looking turbans among the popular-priced goods which threaten to finish this style of hat for select trade. One thing is certain, brims are at least turning up, and there are but few examples of the mushroom variety left. Caroline Reboux is responsible for a velvet turban very suggestive of the Charlotte Corday mode. It is developed in black velvet and is trimmed with a made rose of crepe and fur, the crepe being in a rich, peony color, called chanticleer.

Hats Look Formidable.

The majority of hats are cumbersome-looking affairs of no clearly-defined outline and subjected to considerable ornamentation. Shirrings, corded effects and pleatings of various kinds are greatly in evidence, and as the materials used are heavy silks, velvet and plush, the hat is bound to look formidable, even untrimmed.

Much Less Bizarre.

Rumors of what is to be made up and imported for that great sartorial feast, the Horse Show, are already being heard. It seems likely that more conventional lines will follow these feverish attempts toward sensational effects. Even now, comparatively early in the season, when styles are almost always inclined to be freakish, the average hat is much less bizarre than the peach-basket and other last-season shapes. There are several points of similarity, however, notably the large head-sizes and general absence of bandeaux. The most important of the new features is the fact of brims having a tendency to roll off the face. Hats set well down on the head, covering it from the eye are few, but are worn further off the face than formerly. The side-line extends to the ears, concealing the coiffure, and the much-heralded small hat is as conspicuously absent.

The A. E. Rea Co.'s Latest Purchase.

On October 1st, the firm of A. E. Rea & Co., Ltd., opened both the uptown and the downtown department stores of the S. Carsley Co., Limited, Montreal, with a clearing sale of the entire stocks of the Carsley Co., which were purchased by this firm in connection with the St. Catherine St. or uptown store. This sale was unique from the point of view that everything, including all the new stock, which was purchased by the S. Carsley Co., Limited, for their Fall trade, was put on sale. No reservations were made. As soon as the stock is cleared out in the downtown store, it will be closed, as only the stocks, not the property was purchased by A. E. Rea & Co. The downtown building occupying the block bounded by Notre Dame, St. James, St. Peter and St. John Streets, is for sale by the Carsley estate, and will likely become an office building.

The transaction was completed on Sept. 13th, and involved about $1,800,000.

The present directors of the A. E. Rea Co. Limited, are as follows: A. E. Rea, Toronto, President of the T. Lindsay Co., Ltd., Ottawa, and interested in manufacturing in Toronto; A. B. McKay, manager of the Inland Navigation Company, Toronto; R. A. Thompson, of Penman's Limited, Paris; Geo. Schagel, president of the Geo. Schagel Mfg. Co., Rochester, N.Y., Albert Turner, President of the Fourteenth National Bank, New York, G. B. Rea and J. R. Rea, Toronto.

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Leading Parisian Houses Show Short Coat Suits

Camel Hair Cloths, Zibelines, Diagonals and Two-Tone Effects Among the Leading Fabrics for Suits—Graceful, Clinging Wraps Feature the Season—Dinner Gowns Ablaze with Jet and Gold Foulards in Favor.

Staff Correspondence.

Paris, France, September 24.

PARISIAN tailors have had quite a busy Summer turning out cloth gowns and suits. This business is the fruit of the settled cold and wet of the present Summer which has made a warm gown almost more of a necessity than the seasonable linens and lingeries.

This unusual call has set the designers to work producing new models, and one result of this activity has been the introduction of the short jacket, and this change



Coat of seal-lined musquash, lined with rich moire corele. Set of wasch bear. The hats are of the new turban type.

in style the Paris model houses are showing a disposition to feature for the coming Autmun and Winter wear.

White serge suits are very popular, particularly in a coarse kind of knit canvas-surface serge. These, as a rule, have bright-colored velvet collars and facings, blue or scarlet being most in evidence. Gold buttons also give an added nautical touch.

Spotted or figured satin foulards are used as lining for these serge suits, and where it is used some of the lining usually appears on the collar and cuffs. Another fashion that has been popular is the wearing of a vest or "gilet" with these white suits.

So well have these short-coated suits taken that many leading model houses are showing them strongly for Autumn wear, and the prediction is freely made that Paris will enjoy a season of short coats.

Drecoll & Cheruit are showing nothing but short coats, and Rouff is also showing a number of short-coated models. These coats range from waist-line lengths to 36 inches.

Velvets in Combination.

The fabrics employed for suits are fine camel-hair cloths, zibeline fabrics in two-tone effects, diagonals, rough serges, and pin-striped cloths, and bands of fur are used as the trimming. Much use is made of velvets in combination with these fabrics, and plain and fancy velvets, velveteens, corduroys, and fancy velvets are freely employed. A moire velvet which closely imitates baby lamb is used by many houses, and moire crepon velvets and fancy cords and ribs are greatly favored. Velvet brocades, and velvet-striped gauzes are other novelties in vogue.

Brocaded crepe de chines, brocaded crepons, jaquard weaves, silk crepons, moires, poplins and taffetas, both plain and changeable, as well as heavy plushes are all numbered among fashionable fabrics. Where a suit has a separate waist, chiffon and crepe de chines are chief materials employed.

Many of the most important model houses show the coat in the Russian blouse style. These are, as a rule, half length and are trimmed with braid and fur bands. This fashion tendency is strong also in the long separate coats.

The models are plain and simple, decoration of any kind being sparingly used. Braid and buttons are employed and the new touch is given by the use of bands of fur. Very long revers often reaching down far below the waistline are a pronounced feature on many suits, and the large fanciful collar is another generally-followed fashion. Some of the Russian models are completed by a stand-up collar.

Fullness in Skirts.

Though plain and fitting as ever around the waist and hips, skirts show considerably more ful'ness around the ankles, though some houses gather the fullness again and hold the skirts in again around the feet. This is usually done under a braided band or a band of fur. This idea is seen on evening coats and also on long coats of fur.

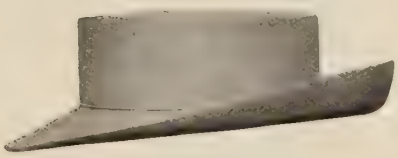
The wearing of graceful clinging wraps upon every possible occasion has been a feature of the fashions this Summer. At the great watering places long enveloping cloaks of royal blue or bright scarlet cloth are much worn over the white lingerie gowns, when sitting on the beach or the terraces of the smart hotels. Over the dinner or evening gown, wraps of extreme beauty created along drapery lines are extensively worn. When of silk, liberty satin, satin souple, or soft-finished moire velours are used, and the popular cloths are cashmire-de-soie and drape-de-satin. These graceful flowing wraps are lined with a contrasting colored satin or with gold or silver tissue, and some of the combinations are most charming and becoming. Thus, black will have a lining of dull violet with orchid mauve, and white with gold or silver tissue,

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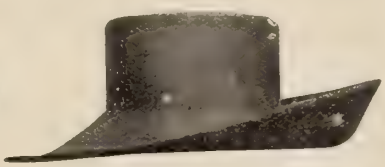
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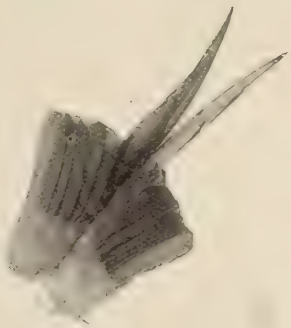
We illustrate a few mounts, popular because of style and price.



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White, black and colors.



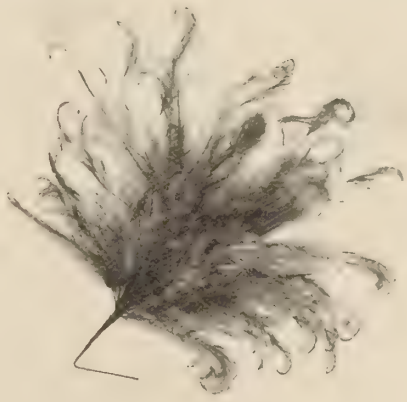
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Patt. 353
Price
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Patt. 313
Price
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and
colors.

THE D. McCALL CO., Limited, TORONTO

MONTREAL OTTAWA QUEBEC WINNIPEG

etc. For trimmings, many tassels, passementeries and cords are used. Dining upon the terraces of the fashionable hotels, the smart woman allows the cloak to fall carelessly away from her shoulders, showing the corsage of her gown beneath.

Cape Novelties.

A decided novelty in the cape line is the lace cape worn from the shoulders in the same manner as the cape of velvet and gold was worn by the gallants of the courts of Henri II. and III. and Charles IX. The first one seen was a soft chiffon-stamped velvet worn by Mlle. Sorel, of the Comedie Francaise. During the Summer this cape has been seen developed in lace. As worn now this cape forms part of the gown and is fastened to the shoulders by a jewelled or spangled passementerie ornament, and it is draped as the wearer's fancy dictates. It is unlined and transparent and shows the figure clearly beneath.

Black muslin scarfs are another novelty appearing with the end of the season.

These are draped over the white dress in Marie Antoinette fichu fashion and tied at the back. They are made of mousseline-de-soie and some few are of yellow, pink, pale blue or violet but the greater number worn are black.

It would seem as though any fashion to succeed nowadays must give the wearer a youthful appearance, and certainly this is done by the simple short-skirted suits and one-piece dresses so much worn. The fishwife, frock is reminiscent of the juvenile frock tucked up to escape damage, and madame, it would appear, can wear her skirts as short as she pleases whether she wears a suit or the princess gown.

When evening arrives there is a complete change, and dinner frocks and evening gowns are a mass of complicated trailing drapings of chiffon or ninon gleaming with beads and bugles, posed over shimmering satin.

Beads, Spangles and Cabochons.

Dinner gowns as a rule are ablaze with jet and gold. Beads, spangles and cabochons go to make up these glittering embroideries. As a rule the all black gown is discarded, and the jet overdresses are mounted over gold foundations or foundations of dull satin in blue, green or even grey. Heavily embroidered gold tunics are mounted over pale colored satins, and at the bodice are soft draperies of tulle or mousseline de soie.

The craze for foulards increases, and herewith is a description of three pretty gowns that were sent to smart women staying at Trouville. One had a plain jacket and box-pleated skirt, the color being pale mauve with white spots as large as a pea. Down the side of both coat and skirt was a trimming of foulard piping, held at intervals with small gold buttons. The large revers were of plain mauve foulard and so was the draped corselet. The second gown was of blue with white wafers, and had a pleated skirt attached to a long bodice, the join covered by a scarf drapery of black satin with a loose bow at the back. The third specimen was of geranium pink with a pattern of large and small spots combined. The pleated skirt had a washerwoman tunic, and the neck finished with a turnback collar of maline.

It is time now that mention should be made of the new long coats, the separate coats which promise to have more consideration this year than has been the case for some time. A feature of these coats is the pleatings from the hip or the knee. Some few numbers show them all around, but on the great majority they are disposed at the back or sides. The coat that is absolutely plain and severe is in better style than the much-trimmed model. The long revers reaching to below the waist on many models is a feature, and also the Russian blouse closing is seen on many coats. Fur collars and bands of fur trim many coats.

Fashionable Furs.

It is becoming a general custom to buy one's furs in the late Summer and Parisian furriers, in consequence, launch advance models early. Seal is the fashionable fur, but, because of its costliness, many imitations are used. Long picturesque models in seal musquash are shown finished at the throat with a collar or stole of stone marten, skunk or fox. The sleeves have deep cuffs, and the large buttons of cord or silk soutache match the buttons and ornaments that form the front fastenings.



Suit of leaf green zibeline. Note the shorter length of the coat.

Persian lamb may be seen handsomely trimmed with braid frogs and with stole collars of ermine.

Skunk is coming into favor in Europe and a set seen was a combination of ermine and skunk. The muff was triangular shaped and had drawn ribbons so that it might be worn either flat and wide, or long and gathered up.

Handicaps to the Salesman.

One clerk will have a hasty temper that will hold him back. He says: "I told him just what I thought of him—and that ended it—we are friends again." Not so. Every time a man loses his temper and allows his angry thoughts to find voice he is taking a slip backward in his commercial career. He may think no more of it after he has let off the "exhaust," but those who hear it have received an impression they can never erase.

The Ad. Man's Monthly Talk on Good Advertising

An Artistic Effort.

The full-page ad. of Richard Hall & Son, reproduced here from the Peterborough Examiner, is certainly possessed of decided artistic merit, and reflects credit upon both the writer and the compositor. Good taste has been exercised, both in the selection and arrangement of the illustrations, and the type matter is well balanced. The purpose of this ad. was somewhat out of the range



An example of artistic advertising from Peterborough.

of the usual store ad. It was not intended primarily to sell goods, but to attract buyers to the store, for the display of new wearing apparel, the evident intention being to depend on the goods to sell themselves. This introduces rather a new role into the advertising of Canadian stores, outside of that done by the big city stores.

A Bright Store Paper.

"The Murphy Monthly," eight pages, 7x10, clearly printed on good coated paper, is a store publication of the John Murphy Co., Ltd., Montreal, issued in the interests of the employes for the promotion of good fellowship, and better salesmanship.

The Review has received the first two issues, August and September, and does not hesitate to state that if future issues are as good, the Murphy publication will be welcomed and appreciated by the staff. The main feature of the publication is just pure, but interesting gossip, about the business pleasures, and personal affairs of the employes. The matter is written in a breezy interesting style, and is of such a nature as to awaken interest throughout the entire staff. In order to further the interest of the employes in the success of the paper all are asked to contribute items of interest as well as to criticize. As an instance of the good work the Monthly intends to do, the following extracts are interesting :

"Never let it be said of The John Murphy Company Limited, that goods were sold for silk which are not all pure silk ; or for linen which are not all pure linen. Let us be straightforward with the customer, not in one or many departments, but in all departments, on all occasions."

"We want to do things as well as we know how today. To-morrow we want to know how to do the same things better. The better we know how to do them, the better we want to do them. Isn't that the spirit of our store and of our staff ? It certainly is the spirit of 'The Murphy Monthly.'—Editor."

Publications of this nature have not always been a success, but the Murphy Co. do everything well that they start, and the fact of a big addition to their building going forward, enhances the spirit of progress.

Splendid Two-color Ad.

From a rather unexpected source comes one of the most ambitious examples of advertising seen in a long time. The Goderich Signal contains a four column ad.



An ambitious two-color ad. by a progressive store.

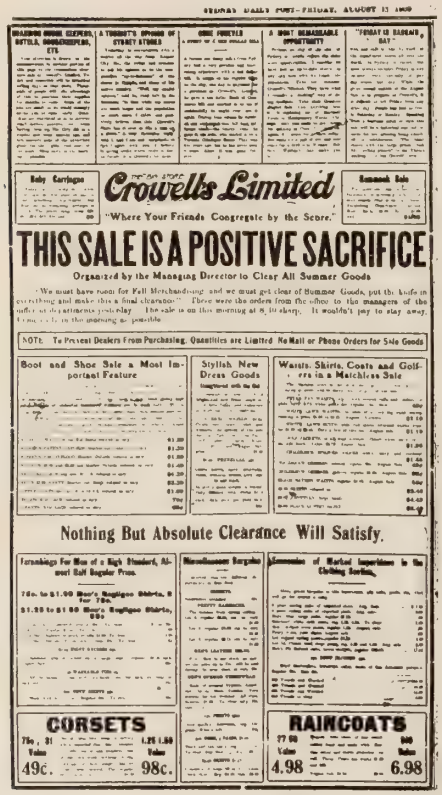
printed in two colors, for Hodgens Bros., a firm which does uniformly good advertising, but that reproduced here, seems to have been about the best of their efforts. All through this splendid ad. the crosses are printed in red ink, and presented a most striking effect. Outside of this distinguishing feature, however, the ad. is attractive. It is well laid out, the discriptions are splendid and written with a view of arousing interest in the goods and desire on the part of the reader to possess

them. It is a decidedly out of the ordinary effort, especially in a town the size of Goderich, and possessing the necessarily limited printing facilities of a small town. That the publication of this ad. was productive of good results is assured, and we are satisfied that the enterprise of this progressive firm would not go unrewarded.

✝

Ad. Exploiting a Summer Clearing Sale.

The ad. is reproduced, not because of its excellence, but to illustrate a few pitfalls that may be avoided. The sale heading "This sale is a positive sacrifice," is set in too large type to allow of spacing and display. The simply statement, "A Sacrifice Sale," with the same reasons for the sale following, would have been better. Throughout the ad. many typographical errors are noted. It would pay this store to buy distinctive



Crowells Limited

"Where Your Friends Congregate by the Score."

THIS SALE IS A POSITIVE SACRIFICE

Organized by the Managing Director to Clear All Summer Goods

NOTE: To Prevent Dealers From Purchasing, Quantities are Limited. No Mail or Phone Orders for Sale Goods

Boot and Shoe Sale a Most Important Feature

Stylish New Dress Goods

Waists, Skirts, Coats and Golf-ers in a Matchless Sale

Nothing But Absolute Clearance Will Satisfy.

CORSETS

49c. 98c.

RAINCOATS

4.98 6.98

Five column ad. exploiting a summer clearing sale.

type for their advertising, as this newspaper seems to have very few modern type faces. The descriptions of goods throughout the ad. are by no means always clear, and usually insufficient, e.g., in the men's furnisher paragraph appears "Underwear, regular $1.25 to clear at 98 cents." Whether this means two pieces, combinations, Balbriggans, or the new athletic suits, etc., is a riddle.

The idea of the five paragraphs at the top of the advertisement is evidently to trade upon the prestige of the newspaper and the hold it has upon its readers by giving these paragraphs as far as possible the appearance of news in the form of writeups. As they are bordered with the rest of the ad., the reader at once regards it as pure advertising. The space they occupy could be better used. The old fable of the ten-dollar bill, if new to Sydney, is good. The paragraph, headed "A Tourist's Opinion of Sydney's stores" is not clear and the punctuation is bad. The next to the last sentence should start with quotation marks. The paragraph headed: "A Most Remarkable Opportunity" is likewise muddled. As this is part of the advertisement, the personal "I" should not be used. Self-praise is no praise. The last paragraph at the top offers the same ground for criticism, as it is along the same line of "circus" talk. The price reductions throughout the ad. do not conform with the opinion one gets from reading the introduction. It is not usual to appeal to boarding house keepers, unless household linens are advertised.

This scribe has a well laid out ad. and with more attention given to descriptions of goods and introductions will turn out some ads. that will pull business and build business. State clearly the reason for all sales, advertise prices and reductions exactly and the public confidence will be gained. Crowell's, Ltd., is a big progressive store and should have better looking advertisements. The big outstanding defect in this ad. is its poor typography and careless proof-reading.

Simpson Co.'s Manager Denies Rumors

Regarding a somewhat persistent rumor to the effect that the A. E. Rea Co. were negotiating for the purchase of the Robert Simpson store in Toronto, neither confirmation nor denial could be obtained at the Toronto office of the company. During the absence of A. E. Rea in Montreal, his brothers declined to make a statement.

With reference to this "$3,000,000 deal," however, James Wood, secretary and manager of the Robert Simpson Co., stated that it was absurd, and that he knows of nothing which might give rise to such report. He also stated that the Simpson interests were in no way associated with recent transactions of the A. E. Rea Co.

GLOVES

CANADA

TRADE MARK.

To the Wholesale Trade:

The complete 1910 Maple Leaf range of Lined and Unlined

Gloves and Mitts for Ladies, Men and Children

ALSO

Men's Working Gloves and Mitts

now in our agents' hands.

To the Retailer:

Maple Leaf Gloves are standard for quality and value. Ask your wholesaler for these goods.

THE ROBERT RYAN CO.

LIMITED

THREE RIVERS, QUEBEC

SELLING AGENTS:

E. H. Walsh & Co. Montreal

Stewart M. Campbell Toronto Hammond Block, Winnipeg

Some Seasonable Hints to Buyers

From information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

SAMUEL WENER & CO.

The Specialty Topwear House, Samuel Wener & Co., 304 Notre Dame St. West, Montreal, have scored a big hit with the trade by introducing in their rainproofs and waterproofs, patented "Presto" convertible collars, which they control on these lines for Canada. This collar has been a tremendous success in the United States, and wherever shown in Canada has been taken up quickly. The "Presto" convertible collar is the simplest arrangement available for turning an ordinary collar into a storm collar. The wearer of a "Presto" convertible collar rainproof or waterproof, possesses one coat which serves the purpose of a dressy street coat and a coat for unfavorable weather. The "Presto" collar has the exclusive feature of changing the street collar into a storm collar, which is not bulky. The fit of the storm collar is perfect and the change is made very simply. The street collar is simply turned up, by ingenious pressing at the back is flapped over, and the front parts are hooked together. This particular collar is one of the many strong features of the Truefit Brand line, which consists of overcoats for every purpose. Their travelers are now showing these goods all over Canada, but they invite inquiries for the "Presto" convertible collar coat.

A PROGRESSIVE CONCERN.

The Chicago Ribbon Clip Company, sole manufacturers of Universal Ribbon Clips and Best Hat Fasteners, have recently increased their capitalization to $25,000. This increased capital being made necessary to provide greater facilities for handling the bigger business which the successful exploitation of the firm's novelties has brought.

The officers of the Chicago Ribbon Clip Company, who are Frank Novak, Jr., president, and Edward J. Novak, treasurer, are well known business men. With ample capital, an established and steadily increasing demand for its specialties, a wide field and an active and experienced management it is only fair to predict that the Chicago Ribbon Clip Company will long maintain its position as leader in the line in which it has already been so eminently successful as sole manufacturers of Universal Ribbon Clips and Best Hat fasteners.

THE LAMBERT GRANDE DAME BAG.

One of the most handsome bags ever shown the trade is the Grande Dame, introduced by P. W. Lambert & Co., 64-66 Lispinard St., New York, and illustrated here. It is extreme in its largeness for which there is a strong vogue, and is offered as the "last word" in fashionable bags. The Grande Dame is a superb production of an up-to-date enterprising house and has proven a splendid seller wherever it has been shown. This bag is made of the finest walrus or natural grain seal, with rich and dainty lining, and it is fitted with puff, mirror, bon bon, etc. In short it is the Grande Dame among modern bags.



The Grande Dame Bag Manufactured by P. W. Lambert & Co., New York.

W. R. BROCK'S WASH GOODS LINE.

In view of the advancing prices in cotton fabrics, buyers will be interested in the line of new wash fabrics this firm is showing in both staple and novelty goods. The special line of prints in novelty colors, absolutely fast, that were such a success with the trade last year is shown in new patterns and in an extended range of colors. The leading designs for the coming season in prints are the two-toned stripes and spot patterns. Linens are again to the fore and here prices are also on the up grade. This firm will begin the season with linens at old prices. This advantage from the state of the market can necessarily only prevail for a limited time. They are also showing a big range of patterns in Anderson's zephyr ginghams, each piece bearing a ticket branded with Anderson's name as a guarantee of quality, color and fabric. A special line for opening the season is a job line of mercerized tartan, regular retail price 25c, and as sold by this firm can be retailed at 15c. This line of goods was made for the New York market but was thrown on the maker's hands as it could not be delivered in time. The W. R. Brock Co. are also showing an entensive range of the new mercerized foulards in all the new colors and patterns, also a big line of repp and fancy suitings as well as a big range of cotton fabrics in other lines.

ROBERT C. WILKINS, LTD.

For the Spring season this firm has made exceptional preparations. One of their new lines is a full range of half-lined summer suits. A feature of all lines of trousers is the seat seam twice sewn with linen thread, absolutely preventing ripping or tearing. All inseams are sewn with linen thread instead of cotton. Trousers are cut large and roomy in seat and crotch. All straps and buckles have been discarded on dress and outing trousers. An exclusive feature of their trousers is a simple contrivance, whereby all bunches are avoided when the trouser is belted. This feature gives the trousers a perfect fitting waist and over hips. Their line of working, dress and outing trousers consists of two hundred numbers. There are also over two hundred lines of outing shirts, working shirts and stock collar shirts. They manufacture all kinds of Khaki goods.

A new feature on overalls is their all-elastic suspenders. On orders of five dozen or over the retailer's name or suitable inscription is printed. Some changes have been made in the

representation of this firm for the new season. J. M. Hamilton, Vancouver, is, to be sure, again representing them in British Columbia and Alberta. He has boosted "Rooster" interests for many years. In Saskatchewan and Manitoba, Arthur Croteau will call upon the trade. He formerly represented the firm in Cobalt district and Northern Ontario. Eastern and Northern Ontario and the Ottawa Valley will be looked after by John Carson, formerly with Matthews, Towers & Co. Toronto and Northern Ontario are given up to N. A. McLean & Co., Peterkin Bldg., Toronto, where a permanent set of samples will be shown as well as on the road. Joseph Petitclerc is the guardian of the Province of Quebec, with permanent quarters at 163 King Street, Quebec. A. R. Trudeau in the employ of the "Rooster" Brand since boyhood, will continue to call upon his friends in Nova Scotia and New Brunswick. Cape Breton falls to D. M. Burchell, with sample rooms at Glace Bay. Bob Wilkins, Jr., will ook after the trade in the city of Montreal.

FRANK GOUDY'S BUTTON LINES.

Buttons are to be big sellers in the coming Spring and the button to match the color of the fabric is the new style idea. This is bringing ivory buttons into vogue for use on the washing dresses and suits for Spring and Summer 1910, to replace the buttons of freshwater pearl so much used this year. The novelty in ivory buttons is the dull satin finish. This is combined with bright ivory in many attractive forms, one of the most admired of which is the satin-finished centre with the bright ivory rim. Another range in satin and bright ivory finish shows the subdued mottling that combines perfectly with the new melange and two-tone fabrics now shown for the coming Spring. The sizes selling are from 20 line up to 50 and 55 line, and these are shown in self-shanks, and two and four-hole. Tht colors at present in stock are prunelle, amethyst, shades of reseda, yellow greens, grey greens, ashes of roses, covert, silver grey, navy and brown, but in addition this line will be matched up to all the new shades in dress linens and every shade of the season can be obtained. Special lines that all buyers should have in stock are 1005, Queen, Superb and Capitol.

Pearl buttons are to be a big feature not only in staple lines but in novelty effects and designs. Mr. Goudy is showing an immense range of both medium priced and expensive pearl buttons. Special mention must be made of the colored effects, one line of which shows the colored centre with heavy rim of natural pearl, while others are in tinted and shaded effects.

Mr. Goudy has been connected with the manufacturing of buttons for a period extending over 30 years.

HOME & WATTS' LINE.

The misses' and children's garment department has made wonderful strides during the past two or three years. Merchants who intend making the most of this department, who desire to hold the mother's trade by showing bright, snappy styles—styles that are right up-to-date with those seen in New York and made up in the new patterned ginghams and in the other novelty wash fabrics, should inspect the line of misses' and children's garments, which are being sent out by Home & Watts, Oct. 1. This firm are exclusively manufacturers of misses' and children's garments, and they devote the whole of their time and energies to the production of this one line. Their success has been gained by smart up-to-date designing and the careful study of the leading points that go to make up a perfect garment for juvenile wear. With this they have endeavored to combine the use of the newest fabrics and it is because of this endeavor, and because of the impossibility of showing, at an earlier date, the new designs and novelty fabrics, that their line has not sooner been ready for inspection.

ART LINENS IN POINT DE VENISE.

Merchants and heads of departments who are looking for quick-selling novelties for the Christmas trade should certainly not miss the new line of art linens in Point de Venise. The lace used as the border is a reproduction that gives all the beauties of the real Venise in a machine-made lace at a fraction of the cost of the real article. Another feature is that the lace border is woven directly to the linen centre, thus preventing any possibility of the centre and border pulling apart either in the wash or in wear. These handsome goods come in all the usual sizes of cloths, runners, tray-cloths, doilys, etc.

As they can be retailed with splendid profit at popular prices, though only on the market a short time, they are selling freely, and will without doubt be one of the leading sellers for the Christmas trade. These goods can be had through R. H. Cosbie, 30 Wellington St. W., Toronto.

MOORE CARPET CO.

The new Spring lines of carpets and rugs brought out by the Moore Carpet Company, of Sherbrooke, Que., have met with the approval of the trade. This firm have in the past always been in the van as regards new and up-to-date styles and colorings, but in the new offerings for the Spring season they have surpassed all previous efforts, the entire range being almost wholly new and original.

They have met the increased demand for rugs by producing a very large range of patterns in both Wilton and Brussels carpet size rugs, which are being sold at a popular price, and the demand for their products has already far exceeded their expectations.

HAIR ORNAMENTS.

A visit to the sample room of J. Palmer & Son, Ltd., specialty hair goods house, at 5-7 Desbresoles St. Montreal, is an education as to what is fashionable and salable in hair goods and hair ornaments. Everything in puffs, pompadours, chignons, curls, switches, hairpads and hair nets may be seen. Many of these lines are exclusive with this house.

Their display of combs and hair ornaments is particularly elaborate. They not only carry the very popular lines, but the most exclusive novelties

The demand for hair ornaments is increasing and retailers handling the line are making good profits.

DALY & MORIN.

Daly & Morin, manufacturers of window shades and shade cloths, Montreal, owing to the steady increase in their business, are making extensive additions to their factory, at Lachine. Right now they are well prepared to make prompt deliveries of all lines.

Retailers should not delay purchasing, as the high price of raw cotton is an indication of advances in this line of goods.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents
15½ Toronto St. Toronto — 465 Temple Bldg. Montreal

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal
MERCANTILE REPORTS AND COLLECTIONS
Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985

LEGAL CARDS.

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal; Chas. A. Duclos; Henry N. Chauvin.

Cable Address "MACKER," Winnipeg — Office 511 Ashdown Block
McRAE & WALKER
Manufacturers' Agents and Wholesale Jobbers. WINNIPEG.
Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

J. SPROULE SMITH
Manchester Building - TORONTO
Representing: Paris Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Ltd., Carpets, etc., Rochdale, Eng.; Wm. Clark & Sons, Canvas, Hollands, etc., Upperlands, Ireland; Albert Godde Bedin & Cie, Chiffons, Laces, etc., Paris, France; Perret Gros & Million, Malines, Veilings, etc., Lyon, France; Melrose Knitting Co., Socks, etc., Glenwilliams, Ont.

Dieckerhoff Raffloer & Co.
OF CANADA, LIMITED
DRY GOODS COMMISSION MERCHANTS AND MANUFACTURERS' AGENTS
Montreal—525 St. Paul St.; Winnipeg—400 Hammond Block; Toronto—154-160 Wellington Street West, cor. Simcoe Street—Head Office.
Importers of Buttons, Smallwares, Laces, Tailors' Trimmings, Linings, Velvets, Felts. Stock carried in Montreal and Toronto.

HOTEL DIRECTORY.

WINDSOR HOTEL
HAMILTON, BERMUDA
This house is pleasantly and conveniently located on the east side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNicol, Prop.

VICTORIA LODGE
HAMILTON, BERMUDA
Mrs. J. F. SMITH, - - Proprietress
Opposite Victoria Park and Cedar Ave. Private Board $12 to $14 per week.
Open November — Closes in May

HALIFAX HOTEL
HALIFAX, N.S.

HOTEL DIRECTORY.

THE GRAND UNION
The most popular hotel in OTTAWA, ONT.
JAMES K. PAISLEY, - - Proprietor

WHOLESALE HOUSES.

BROCK & PATERSON
ST JOHN N.B. HALIFAX N.S.
LIMITED
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY

The Beardwood Agency
enjoys the entire confidence of most of the large wholesale houses in Eastern Canada.
What we are doing for them we can do for you.
Send us your Overdue Accounts and let us prove our superiority.
THE BEARDWOOD AGENCY
313 New York Life Building, MONTREAL

Condensed Advertisements

AGENTS WANTED.

AGENTS WANTED—Calling upon the retail trade to handle the productions of a high-class lace and novelty house. An interesting line for any agent with good connection amongst high-class retailers. Address, Laces, care DRY GOODS REVIEW, 88 Fleet Street, E.C., London, England

AGENT WANTED—To call on the retail trade and costumiers with attractive line of trimmings, linings, embroideries, braids, buttons, etc. Supplies for ladies' tailors. Good class. Box 4K, DRY GOODS REVIEW, 88 Fleet St., E.C., London, Eng. (tf)

AGENT WANTED—Calling upon the wholesale trade, to show fringe nets and hair goods. A splendid line. Business done direct with the manufacturer. Address "Hair Net," care DRY GOODS REVIEW, 88 Fleet St, London, E.C., England. (tf)

BUSINESS OPPORTUNITY.

ADVERTISER wishes to meet with party who would invest in wholesale woolens and tailors' trimming business commencing January. Box G, DRY GOODS REVIEW, Toronto.

COMMISSION LINES WANTED.

TRAVELER with good connection in the Ottawa Valley and Ottawa City desires commission lines, ready-to-wear, small wares, or a line from a specialty house. Apply Box 150, DRY GOODS REVIEW, Montreal.

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513, No. 83 Craig St. W., Montreal, and 129 Bay Street, Toronto.

MISCELLANEOUS.

CASH AND PACKAGE CARRIERS—20 years' experience inventing and building modern store service appliances. Our guarantee—We will instal a system of our Carriers in your store; you use them ten days, and if you do not find that they give you better and quicker service than any other Wire Carriers, Pneumatic Tubes, Cable Carriers or Cash Registers, we will remove them at our expense. Write for catalogue and testimonials from reliable houses using our Carriers. The Gipe Carrier Co., 99 Ontario St., Toronto, Canada. (tf)

JUST NOW we are holding a special sale of second-hand typewriters. All makes are represented—Underwood, Remingtons, Olivers, Empires, Smith Premiers, etc. They have been carefully rebuilt and are in good workable, wearable condition. The Monarch Typewriter Co., Ltd., 98 King St. W., Toronto, Ont (tf)

KEEP AN ACCURATE ACCOUNT of your employes' time. The Syracuse Dial Time Recorder is the most practical time recording machine for dry goods and millinery stores. Entirely automatic. Nothing to confuse employes. A turn of the pointer, a pressure in the hole opposite the employe's number, and the hour and minute is recorded. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 15 Alice Street, Toronto. (tf)

MEN SELLING ON COMMISSION, or men whose time is not fully employed, should become our agents. The Canadian Grocer, Dry Goods Review, Hardware and Metal, Printer and Publisher, Bookseller and Stationer, Plumber and Steamfitter, Canadian Machinery and Power House are all well known and highly regarded trade papers, with a large circulation throughout Canada, United States and Great Britain. The circulation must be maintained and increased. We pay large commissions to men who push for new subscribers. If you can do anything in this way write the Circulation Department, giving references. THE MacLEAN PUBLISHING CO., Toronto. (tf)

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling and greatly facilitates the loading of cars, drays, etc., and for handling goods in and about the warehouse and factory reduces the cost of labor because far less warehouse help is required. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

SHOW CASES, COUNTERS, SHELVING and Wardrobes a specialty for Dry Goods trade. Send for illustrated catalogue. Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto, Ontario.

SIR GILBERT PARKER is to the fore again with his latest book entitled "Northern Lights." It pictures the life of that portion of our country upon which all eyes are now turned The stories portray conditions in the Great West before and after the effects of modern civilization, and treat the subject with a master-hand. For sale at all bookstores Cloth bound, illustrated, $1.50. The Copp, Clark Co., Ltd., Publishers, Toronto(tf)

THOUSANDS OF DOLLARS go astray in the mails every year. YOU should therefore insure against a possible loss by sending YOUR remittances by Dominion Express Company Money Orders and Foreign Drafts. If delayed, lost or stolen, a refund will be promptly arranged or a new Money Order issued without further charge. The Dominion Express Company also transfers money by telegraph and cable, and buys and sells foreign money. If you want to send money to any part of the world the Dominion Express Company will be pleased to accommodate you. Hundreds of agencies throughout Canada. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references to the Canadian Writerpress Company, Ltd., 33 John St., Hamilton, Ont. (tf)

YOUR CHEQUE CAN'T BE RAISED to any amount above that which you intend it to cover if you use the PROTECTOGRAPH. This device stamps a line such as "Not over ten dollars, $10," with acid proof, indelible ink, which penetrates right through the fibre of the paper. This device is being used by 90% of the Banks of Canada and the United States, as well as the treasuries of both countries. Write for full particulars and price. W. E. Parker & Co., Sole Canadian Agents, 37 Yonge Arcade, Toronto, Ont. (tf)

WAREHOUSE and Factory Heating Systems, Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

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Eclipse Umbrellas

FOR EVERY UMBRELLA WANT

Made in the most Modern Umbrella Factory in Canada by the most Experienced and Skilled Workers



New Designs in Men's Handles



A Group of the Latest Ideas in Ladies' Handles

Compare Eclipse Umbrella values with goods in stock and we'll leave the order question to your judgment. Our values and assortments tell the story. Get samples of wanted lines.



The "Gordon" Umbrella shown above. Absolutely the closest rolled Umbrella in the market, best frame, finest silk.

Our variety of handles is the largest in the trade. All the latest designs in Ladies' Directoire Handles, in all materials such as Rosewood, Mahogany, Ebony, Pimento, Ivory, Silver, Gold and the tastiest combinations.

SEND YOUR ORDER NOW FOR HOLIDAY TRADE

State quantity, price, style. Our selections will please. Prompt deliveries. Goods returnable if not entirely satisfactory.

THE ECLIPSE UMBRELLA CO., LIMITED

454 St. James Street : : : : : : : : : : MONTREAL

To the Trade October, 1909

Superlativeness

OUR stock and operation in every department are in the superlative degree for the assorting season. A complete range of the most salable lines in Carpets. Housefurnishings, Men's Furnishings, Smallwares, Dress Goods, Silks, Hosiery, Gloves, Ladies' Ready-to-wear Goods, Linens, Cotton Goods, Flannels, Blankets, Comforters, Woolens and Tailors' Trimming; the best values, newest textures, most beautitul designs and latest novelties in the markets of the world; the promptest and most courteous attention to customers visiting our warehouses; the most careful and correct filling of all orders, with the greatest dispatch; our quick system of attending to letter orders, by a most efficient staff of employees, are the superlatives of our business success.

We solicit your esteemed orders.

John Macdonald & Co.

Limited

TORONTO

Vol. XX Dress Accessories and Christmas Goods Featured. No. 11

DRY GOODS REVIEW



November,

1909

MacLean Publishing Company, Limited
Montreal Winnipeg Vancouver
Publication Office, 10 Front St. East, Toronto
New York London, England

Balance on the Wrong Side

So long as a merchant is satisfied to allow a large portion of his assets to consist of unsalable and dead stock, just so long will he carry a balance on the wrong side of the ledger.

Mr. Merchant need not try to dispute the statement, the fact is there. He may have capital enough to withstand the loss for awhile, but if he continues to add to his assets by the road of unsalable stock, it's only a matter of time when there will be a washout of capital—and then the deluge.

Our business is to keep the stocks of dry goods merchant and milliner in good, salable condition all the time—and then there is no dead stock.

We dye and finish unsalable fabrics so that they carry with them all the marks of new goods from the mill.

Our work on feathers and plumes is not excelled anywhere.

These are no empty statements. The largest and most completely equipped dyeing works in Canada, under skilled supervision, makes this possible. Hundreds of merchants all over Canada are availing themselves of this opportunity. ARE YOU ?

R. PARKER & CO., Dyers and Finishers, Toronto, Canada

ROOSTER BRAND



BEST MADE

We make TROUSERS by the thousands

FOR FALL ASSORTING WE HAVE

English Bedford Cords	Hewson Iron Grey	Halifax Tweeds
English Whipcords	Canadian Heavy Homespuns	Fancy Tweeds
All-wool Mackinaw	Hewson's Bannockburns	Fancy Worsted

Overalls, Shirts, White Coats

ROBERT C. WILKINS CO., Ltd., MONTREAL

New PRIESTLEY Materials

For Fall, Winter, and Early Spring Trade

MAYFAIR
COSTUME CLOTH

CHEVIOT
COSTUME CLOTH

Present fashion calls for diagonals and wide wale serges. The materials that best meet these demands are

Priestleys'

Mayfair Costume and Cheviot Costume Cloths

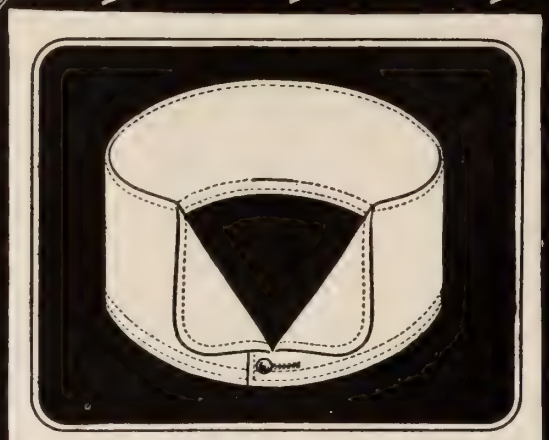
They are 52 inches wide, correct weight, and are shown in the latest colorings. : : : : : : :

Do not fail to make a showing of these lines.



Samples will gladly be submitted

SOLE CANADIAN AGENTS: **GREENSHIELDS LIMITED**
MONTREAL



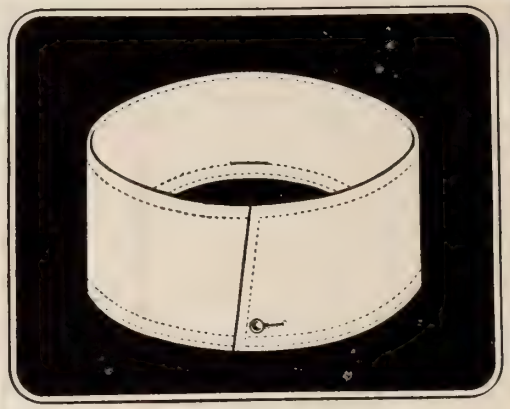
EARL GREY
Heights 2, 2⅛

$1.00 per doz.

The biggest
2 for quarter sellers
in Canada.

Success COLLARS

All
Wholesalers
sell them.
Best value on the market.



LAURIER
Heights: 1¾, 2, 2¼

Watch this space for styles.

Ask your wholesaler for "Success" Collars
MANUFACTURED BY

The Canadian

Your most Loyal Customer

and your strongest personal booster is the workingman who is convinced that he gets the best value for his money at your store. One sure way to make the workingmen of your locality the loyal customers of your store is to sell them



"Success" Overalls

(They wear like iron!)

"Success" Overalls are made from the toughest materials; they are generous in size, with wide legs, high backs and extra pockets, open and faced at both sides. Each pair is **guaranteed perfectly made.**

"Success" Overalls cover a range of Overalls, Bibs, Smocks in 6, 7 and 8 oz. weights, black, blue and gold black colors.

Your wholesaler can supply you with "Success" Overalls at these prices:—

6 oz.	-	$8.25
7 oz.	-	$8.75
8 oz.	-	$9.50

Ask your wholesaler to show you samples.
If he cannot do so, WRITE US DIRECT.

Manufactured and carried in stock by

Converters' Co. Limited.
Montreal

The Gault Brothers Co., Limited

St. Helen Street, - - - MONTREAL

USE OUR STOCKS

For Assorting Orders This Month

All Departments are ready to serve you

A personal visit to the warehouse will be well worth your while.

All orders sent us by *Mail* or through our travellers will have prompt and careful attention.

We take Stock Nov. 30th and offer many clearing lines

Woollen Department

Recent large shipments of

CARACUL

have been received---All qualities.

Black Sealette in stock.

New Striped and Diagonal Costume Cloths. The latest shades in stock.

4 lines of splendid value in Brocaded Linings.

Carpet Department

Complete stock of wanted lines. Many new patterns in stock.

Seamless Tapestry Squares.

3x2¼	$ 4.00
3x3½	8.50
3x4	10.00

Complete range of Printed Linoleums, $^{12}/_{4}$, $^{16}/_{4}$, also Inlaids in new patterns.

Full range of Stair Carpets $^{2}/_{4}$ to $^{4}/_{4}$.

Clearing Lines in Tapestry Squares from $3.75 up.

Smallwares

Advantageous Stock Lines

Smallwares Department can ship by return express

"Egyptine" Skirts in all colors, also black sateens for your 49 cent counters.

5,000 Dozen Swiss Embroidered handkerchiefs, Armenian and Madeira styles. Big value for Xmas trade.

"Sale" Creators in Vitrage Nets and Curtain Muslins, plain and frilled, also large line Madras goods.

Wool Goods (at former prices) balance of one large fall purchase in Toques, Mitts, Bootees, Bradley Mufflers, Shawls, Bear Coats, etc.

Golf Coats for Infants, Girls and Ladies can be booked for delivery November 15th. Big range.

Gloves Gloves Gloves

Scarce Goods and Lines in Great Demand

The following in Stock. Ready to ship at once. Write for Sample Dozens.

Our Famous "Constance" Ladies' Kid Gloves to retail $1.00

REAL FRENCH KID ***EVERY PAIR GUARANTEED***

All the leading shades are now in stock. This is your sorting opportunity

Ladies' Tan Cape Walking Gloves. The "Ascot" to retail at $1.00.

Ladies' Black Suede Gloves, to retail $1.50.

CHILDREN'S TAN CAPE GLOVES

The "Claire" $6.50, $7.50 per dozen
The "Midget" $8.00, $9.00 per dozen
Sizes 00 to 6

LADIES' CASHMERE GLOVES

Silk Lined to retail from 25 to 50c.

Ringwood Gloves for Men, Women and Children

C. 400 Men's English Mocha Glove, Seamless, Wool Lining $15.00 per dozen.

C. 700 Men's Silk-Lined Cape Glove, Pique Sewn, $12.00 per dozen.

SPECIAL No. 4070 Men's Heavy Working Mitts to retail 50c., made with Hogskin Palm, Mule Back, Knitted Cuffs and Lining —A leader for you.

LARGE SIZE

Pullover Mule Mitts to retail 25c.

WOOLLEN MITTS

For Men and Boys. All prices – retail 20c. to 50c.

See Our Line of Ties

Our Motor Derby, 42 inches long, silk and wool Poplin. Every tie tabbed "Real Poplin," 33 shades, can be retailed 25c.

VERY SPECIAL

2 lines of Ellis' Elastic Rib Underwear. All sizes in stock. To retail $1.00.

The above lines afford an example of how well we can serve you.

The Gault Brothers Co., Limited

St. Helen Street, - - - MONTREAL

(November 30th)

Stock-Taking

YOUR SORTING OPPORTUNITY

We have a number of clearing lines in all departments to offer at special prices before stock-taking.

Spring goods will soon arrive, and we want to make room for them.

It will be distinctly to your advantage to visit our immense warehouse during this month, or see our travelers' samples. We can offer you splendid values.

GREENSHIELDS LIMITED
MONTREAL

Debenhams

FOR NOVELTIES

Black Velvets

Black Velvets

Black Velvets

Black Velvets

SORTING

If you want the latest shades in

Silks, Ribbons,
Dress Goods, Velvets,
Velveteens, Etc.

WRITE US AT ONCE.

You will always find in our stocks the latest and most exclusive novelties, and our color ranges are unequalled. Constant touch with the Fashion Centres and markets gives us a Premier position as Fashion Experts.

MAIL ORDERS

Have special attention.

Debenhams (Canada) Limited

18 St. Helen St., MONTREAL.
Bay and Wellington Sts., - - TORONTO.

Ottawa
111 Sparks Street

Quebec
70½ St. Joseph Street

Kleinert's

Name on a Dress Shield is a GUARANTEE OF QUALITY—a MERIT MARK of TWENTY-FIVE YEARS' STANDING





DOUBLE COVERED



WASHABLE



SOLD BY ALL THE LEADING JOBBERS

I. B. Kleinert Rubber Co. - Toronto

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchants

181-183 McGill Street, MONTREAL

James Stanbury & Co., Toronto

HOTEL EUCLID

Euclid Ave. and E. 14th St.
CLEVELAND, OHIO

Official Hotel of the American Motor League

300 Rooms—European Plan
Rates: $1 to $4 Per Day

Headquarters for Auto Tourists

Many of the leading garages located within one block of the Hotel

HOTEL EUCLID CO.
FRED. S. AVERY, President

Please mention The Review to Advertisers and Their Travelers.

Lowest possible prices
Dependable merchandise
Reliable service

"Revillon's" Selling Systems

After all, the buyer who would look after his own interests as well as those of the house that he is buying for, is the buyer who lays aside all formulated opinions as to where to buy goods.

No matter whether he goes to France, to Germany, to Austria, to Switzerland, to England, or right here in Canada, what he is looking for is values, goods to suit his particular style of trade, goods that can command a ready sale and leave a fairly good margin of profit. That is what will increase his own salary, make big dividends for the firm and add lustre to his reputation as a buyer.

Revillon Freres, Limited, are in a position to sell you goods for export or import on perhaps a safer and sounder basis than you could buy them in Europe itself.

We are associated with some of the largest Textile Manufacturers in the world, our business interests are of international importance, our turnover runs into hundreds of millions a year. The Name of Revillon Freres, Limited, counts when they go on the market, we offer you the benefit of that count on our prices, our values, our terms, and our services.

It may be interesting to know a few of the lines that have brought us record business for spring delivery, for instance: dress goods, silks, linings, embroideries, laces, hosiery, gloves, men's underwear, lace curtains, brocades and shell cloths.

It will pay you to look at them

Revillon Freres, Limited

Exporters and Importers of Dry Goods

PARIS, France

Canadian branch: 134 McGILL ST., MONTREAL

Established 1791



The Test of Time

HORROCKSES'

Longcloths, Nainsooks, Cambrics, India Longcloths, etc.
See Horrockses' Name on Selvedge.

Sheetings, Ready-Made Sheets (Plain and Hemstitched)
See Horrockses' Name on Each Sheet.

Flannelettes of the Highest Quality.
See Horrockses' Name on Selvedge.

Horrockses'

Manchester and London

B and A

AN IMPORTANT ANNOUNCEMENT TO BUYERS OF LINING SATINS

¶ The first step in manufacture is to make a better article than anyone else, we've done this in

B and A Lining Satin

and leave that to your judgment of values. The next step is to give it deserved prominence—we're doing that in no uncertain way.

¶ B and A Lining Satins, quality and reputation considered, offer you a retail profit that pays you to devote time to their promotion — The gilt-edged selvedge is your witness to our responsibility.

¶ Our advertising idea starts with you, in building up your lining department, and featuring your dress goods and supplies generally.

¶ Gilt-edge B and A Lining Satins are guaranteed for two seasons' wear—if, in any instance our linings do not fulfill the terms of our guarantee, return the garment with our certificate of wear, giving the date and place of purchase, and we will reline it without charge.

¶ Our purpose is two fold: To give the trade a better lining satin than anybody else. To supply such advertising assistance as will increase retail business.

¶ If we can suggest ways and means to that complete end, we are content that B and A Lining Satins will enjoy their full quota of gain.

We have prepared a co-operative plan that includes all successful methods of sales promotion. Ask us—"what do you propose in regard to B and A Lining Satin and how will it affect us?"

CORTICELLI SILK COMPANY, LIMITED

Head Office: ST. JOHNS, QUE.

ADDRESS NEAREST OFFICE

Sales Rooms—22 St. Helen St., Montreal 138 Homer St., Vancouver 56 Albert St., Winnipeg
24 and 26 Wellington St. West, Toronto 91a York St., Sydney, N.S.W.



ENGLISH MOHAIR DYED AND FINISHED BY THE BRADFORD DYERS' ASSOCIATION PROCESS IS THE MOST VERSATILE FABRIC ON THE MARKET

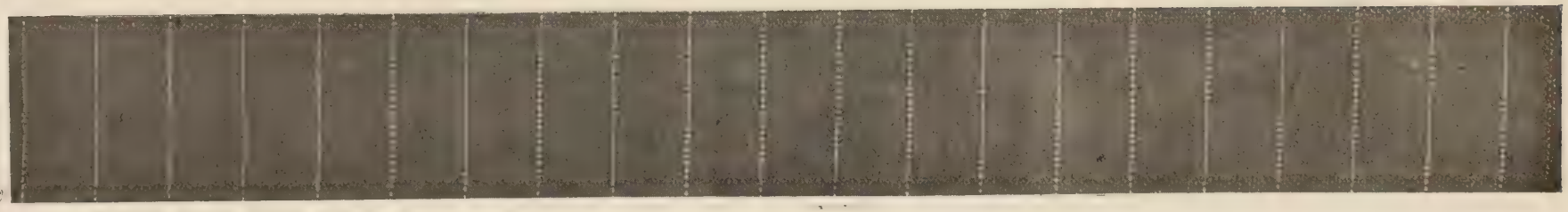
In lustre, suppleness, richness of colors and color combinations it has no superior.

In pattern variety and durability it has no equal.

The new men's tailoring patterns are ready.

BRADFORD DYERS' ASSOCIATION

OF BRADFORD, ENGLAND



Please mention The Review to Advertisers and Their Travelers.

Established 1832 Cable Code: Law-Bradford

Spring 1910

"Laurus" Fabrics.

REGISTERED

Exclusive Designs

These goods are rolled on special boards and stamped every **five yards** "Laurus"

SPECIALTIES

Mayfair and Blenheim Suitings

(in our Combination finish **PIRLE AND SUEDENA**)

Showerproof Goods

in latest styles and in a great variety.

Mohair and Alpaca Linings

Buyers visiting England can see a full collection in Bradford and London.

Mr. Haley will be at the Windsor Hotel, Montreal, and the King Edward, Toronto, with a full collection of the above fabrics, during October and November.

Law, Russell & Co., Limited

Converters of Bradford Fabrics

BRADFORD AND LONDON, ENG.

Philips' Specialities in Dress Linings and Flannelettes

All Dry Goods Importers should stock them.

Opaline and Opalette

The best substitute for silk lining yet produced. Equal in bloom and superior in wear to silk, at one fourth the price.

The "Neu" Moiré

This lovely fabric is specially adapted for lining Directoire and other clinging dresses. It makes a charming skirt.

New Brocade Lining

Very best quality Egyptian Cotton, fast woven designs, all fashionable colors. Equal in appearance to real silk, and more durable.

Arpekas Flannelette

Cheap, warm, healthy and safe. These goods will neither flash nor flame, either before or after washing.

Eider Lambskin

An entirely new fabric that will soon become a necessity in all families. Delightful for ladies' and children's underwear, and exactly adapted for dressing gowns.

"Own Make" Window Holland

Made in the best **Whitepark** Irish Linen Finish, and sold to large importers at 20% off usual list. It runs sweetly on the roller, throws a delicate shade and gives unlimited wear. White-cream, ecru, green, &c.

J. & N. Philips & Co.

Manchester, England

Mills—Tean and Cheadle **Branch—20 Cheapside, London, E.C.**

OFFICES

211 Lindsay Building,
St. Catherine St. West,
Montreal

611 Empire Building,
Wellington Street West,
Toronto

LOOK OUT FOR THIS SHIELD AND TRADE MARK.

THE RETAIL TRADE IS URGED TO ASK FOR THESE CLOTHS.

MAIL BRAND

REGISTERED SHIELD



ON EACH BOARD.

THE LEADING SUIT CLOTH.

Satin-Suède

MADE IN ENGLAND.

IN PLAINS, SOLEILS & FANCIES.

ALL THE NEWEST DIRECTOIRE COLORS

MIXTURES & BLACK.

PATENT *Crêmo* FINISH.

High Lustre

MAINTAINED WHETHER

Sponged OR Not Sponged.

FAST COLOR & PERMANENT FINISH.

THE RETAIL TRADE IS URGED TO ASK FOR THESE CLOTHS.

Goods to be obtained from the high-class Novelty Dress Goods House, STOBART SONS & CO., Ltd., WINNIPEG

Serges and Cheviots



Vicunas and Venetians

AIREDALE

Stamped Every Three Yards

ABSOLUTE GUARANTEE

You say this must be an expensive policy. It would, with the average cloth ; so you can be sure that "Airedale" must be something out of the ordinary, or we would not "back it so heavily." We have given this assurance of our faith with every yard of "Airedale" cloth for years, and no one has as yet had to

CLAIM IT

Most tailors are troubled more or less by unsatisfactory serge. With this idea in view, we have spent much time and thought over the excellent range shown by us under the name of "Airedale."

Why not take advantage ?



SOLE AGENTS IN CANADA

John M. Garland, Son & Co.

Ottawa, - Ontario

WHITE HEATHER



REGISTERED TRADE MARK

BEEHIVE



BALDWIN'S "BEEHIVE"

Baldwin's 2nd Quality AND Baldwin's Best

"WHITE HEATHER"

ARE THE BRANDS FOR

KNITTING-WOOL SPECIALISTS

THEY ENSURE A READY SALE

Through leading Wholesale Houses. Samples, free on application, from:—

J. & J. BALDWIN & PARTNERS, LTD.

ESTABLISHED 1785 HALIFAX, ENG.

AGENT:
Duncan Bell
MONTREAL & TORONTO



ABOUT six months ago we booked an order for shipping tags (the cheapest kind we make) for a Company shipping castings and machine parts.

The other day they wanted another lot of tags and we suggested using a tougher tag. It didn't take much to persuade them, as the cheaper tag was not sufficiently strong to carry their heavy merchandise. We are now running their order on a four grade better tag.

Let us check up your tag situation.
Samples of all kinds on request.

SOUTHAM LIMITED MONTREAL

SOUTHAM'S
SHIPPING
TAGS

PRICES
ON ALL GRADES
IN STANDARD
OR ODD SIZES
ON APPLICATION.

SOUTHAM LIMITED
MONTREAL

Ticket, Tag and Label Department

Bradbury, Greatorex & Co.

(Colonial) Limited

Aldermanbury, London, England.

Our representatives

are now on the road. Their Spring samples are replete with all the most up-to-date novelties in styles and weaves in

Dress Goods, Wash Goods,

Prints, Zephyrs, etc.

Gloves, Hosiery, Ribbons.

We direct special attention to these lines, as a great number of innovations from previous styles are being shown.

An inspection

of our samples will prove an education.

CANADIAN HEADQUARTERS—

Rooms 204, 205 St. Nicholas Building, near Board of Trade, Montreal, P.Q.
Mr. C. J. W. Davies, Agent. Telephone Main, 780.

Branches:—VICTORIA, B.C., Mr. R. H. McMillen,
TORONTO, ONT., Mr. W. Mackenzie







BURNLEY'S WOOLS

Prices and Terms Right.

Ask our Canadian Agents

D. M. Chorlton & Bro.

43 St. Sacrament St., MONTREAL

Thos. Burnley & Sons, Limited

GOMERSAL MILLS, near Leeds, ENGLAND

Mfrs. of Knitting Yarns for over 150 Years

OUR AGENTS have LARGE STOCKS ON HAND of these 3 BRANDS
IN ALL SHADES.

Quotations F. O. B. Montreal.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

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Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - - - - -	$1,400,000.00
ASSETS - - - - - - - - -	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

1906.

	Canada	Other Countries	Total
Cosies, Cushions, etc.	£ 495	£ 154,047	£ 154,542
Curtains	190	87,675	87,865
Fancy Goods	313	279,452	279,765
Piece Goods, Cotton and Linen	11,894	3,297,724	3,309,618
Flannelettes	1,688	251,965	253,653
Boots and Shoes	4,951	114,003	118,954
Rubber Sand Shoes	2,319	47,998	50,317

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway. We will also supply specimen copies on application.

Publishing Offices

Melbourne,	**Fink's Buildings**
Sydney,	**Post Office Chambers**
London,	**112 Wood St., E.C.**
New York,	**29 Broadway**

Wanted—Miraculous Results

By A. B. LEVER

SOME people expect miracles from every dollar they invest in advertising.

If they buy a block of merchandise, a piece of land, stocks, or bonds, they are quite satisfied if they get in return a fairly good profit.

A miracle is something which they never expect from such investments.

But when it comes to investing in advertising it is a horse of another color.

Results to them are only satisfactory if they get back the original dollar invested as well as the dividends by the first mail.

Advertising does great things. All great modern businesses have been built up on advertising.

But there have been no miracles performed.

Good advertising produces good results.

Sometimes the results are apparent at once.

Sometimes the results, like bread cast upon the waters, are not seen until after many days. But they are sure to be seen eventually.

The character of the results depends a great deal upon the article advertised and the character of the copy.

Business men who expect miracles to be worked by every dollar they invest in advertising had better not essay to join the army of progressive business men.

They will be disappointed if they do.

As long as a dollar lasts they will at least have the satisfaction of feeling it in their pocket.

Only those should advertise who know that advertising is a straight business investment, productive of good results if judiciously done and properly attended to.

Great results from one brief venture in the advertising field are no more possible than a cultured man from one day's tuition.

Both are the results of gradual and persistent effort, not of miracles.

Facts of Interest—Mainly About Ourselves

THE MISSION OF THE TRADE PAPER. When the dry goods merchant takes up a trade paper he expect to find in it matters of practical interest, something that appeals to him because of its discussion or elucidation of subjects which he has thought about himself but has not had time to figure out, or may be, a suggestion which is profitably applicable in some form or other to the buying or selling end of his business.

It is no part of a trade paper's work to go out of its way to inform the merchant as to who may be "highly esteemed," or "extremely popular," or "enshrined in the hearts of his fellow citizens." Eulogy is all right in its proper place, and too often it is preserved until after a good man dies, but The Review believes that the best living tribute to a man's success is the path the world has beaten to the door of his office, store, warehouse or factory. The average man knows well enough where honor and esteem are due in his community and that, wherever merited, they will not want for expression. Therefore, let us be practical. The Review is assured that, as a trade newspaper, it is taking the proper course in eliminating from its editorial columns anything to which its readers can apply the terms "puff" or "hot air." To be of real value to its readers, The Review realizes that it must give them not only market and style news but practical information concerning every phase of merchandising. It believes that a description of Brown's methods of selling hosiery is of far more value to the man who is not making a success of it than is a statement to the effect that Brown has a "sterling character," that he has a well stocked store, and that some of the best families are wearing his hose. Brown will attend to that part of it in his own newspaper advertising. It is the "how" and the "why" of a buying or selling place which The Review endeavors to get at.

These are matters which The Review is always willing to discuss, and it would have its readers feel that its columns are always accessible for that purpose. In other departments, its policy is to give the news of the dry goods trade while it is news. For example, a man moves into a new store. The local paper writes it up. This does not detract from the news value of that structure, so far as the readers of The Review are concerned. Photos and plans are secured, the disposition of stock and arrangement of departments described and other details given which do not generally get into the papers. These things are of practical value to the merchant and a discussion of them has its influence in economic and progressive development.

It may be that a merchant, or body of merchants, is working out some policy calculated to solve a problem which has long caused difficulty. The Review considers it a duty to explain that plan to the fullest possible extent in order that merchants in other places may benefit. There are very few plans that do not become public property, in a general way. If it be an exclusive sales method, it becomes anybody's property in the locality where once used. The idea is to pass it on, thus promoting fair and profitable exchange among merchants throughout the country. If a man has adopted a new checking or accounting system, or found it advisable to eliminate one feature of his system in order to make room for another that is more practicable, his experience will be of value to others, and in supplying details or an article on the subject, he will find The Review tangibly considerate of that fact.

The trade paper's mission is to cover its field efficiently. Its duty is to give information that is absolutely reliable, to suggest, co-operate, to point the way towards the most effective organization and development. This is the aim which The Review has kept constantly before it.

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IF YOU DON'T KNOW ASK THE REVIEW The Review would have its readers feel that any information it can give with reference to buying or selling may be had for the asking. Where to buy is a question which frequently perplexes the merchant. Information at hand may be insufficient, or he may wish to know something further. The Review is at the service of the merchant. It is in a position to be of assistance to him in just such cases as this. Not a few enquiries have recently been received, not only from retailers, but wholesalers, and in practically every case they have been placed in immediate possession of the knowledge it required. In the majority of instances it has paid to be inquisitive. The Review is at all times willing to meet the question mark, whether is relates to the market or merchandising plans. A card, a letter, or wire will do it.

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HOW ADS. HELP BUYERS TO KEEP POSTED A Montreal wholesaler showed The Review last month a letter from a subscriber stating that as a result of reading the wholesaler's advertising in The Review, they had decided to try their make of gloves. The point about this is that readers of The Review have a medium which keeps them in touch with the market and its possibilities. The present instance shows that this statement does not apply solely to the editorial department of the paper. The buyers must be posted, and the advertising of to-day contains so much that is instructive to him that he cannot afford to overlook it. An advertisement may not only introduce a desirable line, but it very often conveys information which is positively helpful to the retail selling end.

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TELLS THEM ABOUT THE OTHER FELLOW. "We consider that one of the very interesting and helpful features of The Review is that which tells us what the other fellows are doing. Reference was thus made by a merchant to that part of The Review devoted to drygoodsmen and their methods. This is not the first time that this department has been the subject of appreciative comment or interested inquiry. A recent instance might be cited. A few weeks ago The Review described the work of a merchant in developing a store publicity medium—from gelatine pad to printing press. A few days later a couple of inquiries came from merchants similarly situated in the west—there was neither paper nor printing press in their town, yet they realized the necessity of advertising, and the Ontario merchant was in a position to give them information on the matter. It is this exchange of ideas which The Review endeavors to facilitate and it has every reason to believe that it has rendered good service.



26,000 Stores in the United States

handle paper dress patterns of some kind, according to the recently published estimate of another pattern house.

10,000 Stores in the United States

handle the celebrated McCALL PATTERNS.

Think what this means! Nearly one-half of all the stores in the United States which handle paper patterns have McCALL PATTERNS. And the other half are divided among all the other makes of patterns in existence.

Do not these figures—furnished by a competitor, remember—conclusively prove our claim that there are many more McCall Patterns sold in the United States than of any other make?

The well established McCall Canadian Office and Factory in Toronto, the largest and best equipped Pattern Plant in the Dominion, make it possible to offer Canadian Merchants the Celebrated McCall Patterns and Fashion Publications, with ALL the advantages of TERMS, PRICES, DELIVERIES, etc., United States Merchants enjoy.

Think all this over, Mr. Merchant, and then, without you incurring the slightest obligation, let us give you more facts—all tending to convince you that it will be greatly to your advantage to be associated with

The Leading Paper Pattern House of America

THE McCALL COMPANY

236 to 246 West 37th Street, New York

CHICAGO SAN FRANCISCO TORONTO, CANADA

NOT IN THE TRUST **NO CONNECTION WITH ANY OTHER HOUSE**

The W. R. Brock Company (Limited)
TORONTO

Spring, 1910

STAPLES

Burgundys
Cardinals
Regattas
Covers
Blue Greys
Steel Greys
Lilacs
Indigos
Black and Whites



NOVELTIES

Sand Browns
Harmonique Stripes
Linden Greens
Saxe Blues
Rose du Bois
Cinnamon Brown
Bi-color Spots
Bi-color Stripes

Samples are now on the road of this famous brand of print, to retail at 12½c.

DON'T FAIL TO SEE THEM

ANDERSON'S GINGHAMS

Standard of value, style and excellence the world over.

500 designs to retail at from 10c. to 25c., in plains, checks and stripes. The most beautiful range of patterns and colors ever produced.

RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

DRY GOODS REVIEW

Issued Monthly Office of Publication, 10 Front Street East, Toronto November, 1909

SUBSCRIPTION PRICE:

Canada, Great Britain, United States, Australia, South Africa and the West Indies - - - $2 a year
Other Countries - - - - - - - - $3 a year
Single Copies - - - - - - - - - - 25 cents
Invariably in advance.

DIRECTORS:

J. B. MACLEAN, Montreal - - - - PRESIDENT
W. L. EDMONDS, Toronto - - VICE-PRESIDENT
A. B. CASWELL, Montreal - - MANAGING DIRECTOR

Cable Address:
Macpubco, Toronto. Atabek, London, Eng.

CHIEF OFFICES:

CANADA—
MONTREAL - Rooms 701-702, Eastern Townships Bank Building
TORONTO - - - - - - - - - - 10 Front Street East, Telephone Main 7324
WINNIPEG - - - - F. R. Munro, 511 Union Bank Building, Telephone 3726
VANCOUVER, - - - - - - - - R. Bruce Bennett, 1737 Haro Street

GREAT BRITAIN—
LONDON, ENG. J M. McKim, European Manager, 88 Fleet St,, E.C Telephone Central 1296
MANCHESTER, - - - - H. S. Ashburner, 92 Market Street

UNITED STATES—
NEW YORK - R. B. Huestis, 1109-1111 Lawyers' Title, Insurance and Trust Co. Building, 160 Broadway, N.Y. Telephone 1111 Cortlandt

SWITZERLAND—
ZURICH - - - - - - - Louis Wolf, Orell Fussli & Co.

ADVERTISING RATES—12 MONTHS

One page	$300
" half page	180
" quarter page	100
" eighth page	60
" inch	30

Year of Steady Growth.

STATEMENTS that this year's business is better by 100 per cent. than that of 1908 frequently come to the surface of comment upon placing, sorting and general outlook heard in the wholesale houses this month. Now that the year-end is in sight, averages and comparisons are available which remove all element of doubt from these assertions. Apart from the unmistakable signs of a good year, however, students of the dry goods market will find much else to concern them.

The advance in raw wool and cotton is, naturally, the prominent fact. When one considers that the price of the former has increased 20 per cent., and that of the latter almost 50 per cent. in the past year, he will appreciate that foresightedness which has postponed until this late date, by reason of careful "covering," advances on manufactured goods. In a rising market, following a backward year, it was not surprising that buying and manufacturing was curtailed to a certain extent, and that recovery, at first, was slow. All signs at the present time are promising, and it would be unfair to expect any one section to have all of the confidence or do all of the "covering." The fact that cancellations are seldom heard of nowadays is one of the best indications that this fact is now being fully recognized from one end of the trade to the other. Depleted stocks are being replenished and Spring orders are very encouraging. High price tendencies have given some impetus to business generally, and though sorting has brought some of these advances to light, the demand, so far as traveling men read it, has its true foundation in the improved ability of the consumer. A full measure of optimism is therefore warranted.

It could hardly be expected that there would be no shortages or that deliveries would adhere closely to dates. The call is exceeding the pre-estimated supply in not a few lines in which the wholesale stocks are light and manufacturers have had to turn deaf ears to urgent appeals. Spring business has to be attended to and steps taken against repetition of this condition. The situation has probably emphasized, as nothing else could, the interdependent character of trade, the co-relation which manifests itself unconsciously and which calls for recognition if there is to be a sympathetic balance to things.

As to the general prosperity, trade returns continue to show marked gains over last year. Taking the first four months of the present fiscal year, comparison with a similar period of the past two years is interesting, since it serves to demonstrate the truth of the statement that the depression of 1908 was largely due to panic, which disappeared as suddenly as it developed. It will be noted how rapidly trade moved toward the normal point in the beginning of the present year. For the four months ending July, of the present year, the total trade amounted to $191,919,304, while for the same period last year it was $163,551,024, and for 1907. $214,156,955. Imports of wool and manufactures of wool for this period, 1909, were $6,351,081; 1908, $4,447,274; 1907, $7,588,954. For

July, 1909, the importations of wool and manufactures of wool were $2,170,713, as against $1,379,150 in the same month, 1908. Importations of cotton and manufactures of cotton for the four months ending July, 1909, were $6,568,199; 1908, $4,801,148; 1907, $6,751,322; while for July, 1909 and 1908, the respective figures are $1,516,365 and $904,716.

Personal Contact with the Country.

RETURNING recently from a trip through the Canadian West and having previously visited the East an Ontario manufacturer stated that the greatest thing that impressed him was the question mark. Are Canadian merchants and manufacturers, he asked, familiarizing themselves as they should with the actual requirements and the possibilities of this country?

His question should not be overlooked. The development of the country is such that no man can measure accurately or judge wisely at a distance. It is no time for taking things for granted. This man visited the West. The voice that impressed him most was, "So long as your industry keeps in touch with our requirements, we are with you."

Canadian business men are fully aware of the fact that here a nation is building and that they are to have some part in it. They will go over the ground, inform themselves as to the material which is going into the structure, the conditions which give speed to its development, or retard progress, wherein it is naturally strong, and how best to strengthen it where it is weak. It is this personal contact which gives a broader outlook, inspires a greater confidence, develops a larger unity, and impresses upon a man his responsibility.

What of the East? It is impossible to consider one part without reflecting upon the whole. A Canadian navy is a large question at the present time. Whatever opinion men may entertain upon the matter, it emphasizes the fact that the term "in its infancy" can only be properly applied to Canada in comparison of present with future possibility, but not to the stride or the equipment.

The time has arrived when the question of the entrance of Newfoundland into Confederation should now be considered in the light of its full national significance. The Island lies at the entrance to the Dominion's eastern arteries of commerce. To those associated with the Canadian dry goods trade or, in fact, with any trade, it should be a larger question that one bounded by the fact that imports of textile goods to Newfoundland total over a million dollars a year, or that the amount of trade in other lines is so much. To those who have visited the Island, it appears a safe proposition that so long as it remains a separate colony, it cannot assume that position which is essential to its progressive development, nor can Canada assure herself as to the immunity of her trade portals.

One possible result of union would be, with the development in Canadian shipping now predicted, an all-water route from the Island via Hudson's Bay and thus easier access to the Northwest. This and improved communication with the maritime centres would give impetus to every department of industry in the Island, and to full development of its resources.

The fact that Boards of Trade and listening, but none-the-less influential, bodies, such as the Canadian Club, are discussing it more seriously than ever before shows that the entrance of Newfoundland is assuming its proper position in the catalogue of great national questions.

The Advance Plan is Best.

IT IS not too early to consider plans for the holiday season. A few more weeks and the year-end spirit will begin to manifest itself. It seems to be one of the things embodied in the arrival of frosty weather. Thanksgiving, the last corner this side of Christmas, gives great impetus to the season's development. Window trimmers and decorators in the large cities already have well-defined plans and designs in their heads—looking towards greater effort and grander effects than heretofore. Buyers have been wrestling with gift-season problems, and displays will shortly indicate the wisdom of their work. The systematic merchant or department head resorts to the notebook in which he has entered those suggestions which last year's holiday season brought to his notice—where the staff, or some part of it, fell down, where this or that defect could be remedied, where new ideas can be applied, and what can be done in a general way to please the public and promote business.

These matters cannot engage attention at too early a date. There is the training of the enlarged staff to consider, the temporary re-arrangement of the store where necessary, the brightening up of departments, the working out of suggestions which will add the gift flavor—problems of the buying and the selling end, and which must be solved and placed on a smooth-running basis. The wise merchant will have his holiday season well in hand long before it arrives. It sounds like an old story, but there are merchants who find themselves face to face with the holiday rush before they are half prepared for it. The advance plan is best.

The merchant who consults with his clerks as to plans for the holiday season is pursuing a wise course. In larger stores, different branches of work are assigned to different men, but even under such an arrangement a crystallization of the store's thought or suggestion would undoubtedly be appreciated by those who have to deliver the goods. A call for ideas from his staff has very often given the merchant the seed of a very profitable policy or merchandizing plan, and what is quite as important, he enlists the interest and enthusiasm of the members of his staff. Where he has secured sympathetic organization and co-operation, the merchant has guarded against a hundred and one trifling problems which would otherwise add to his worry.

American Fashions For American Women

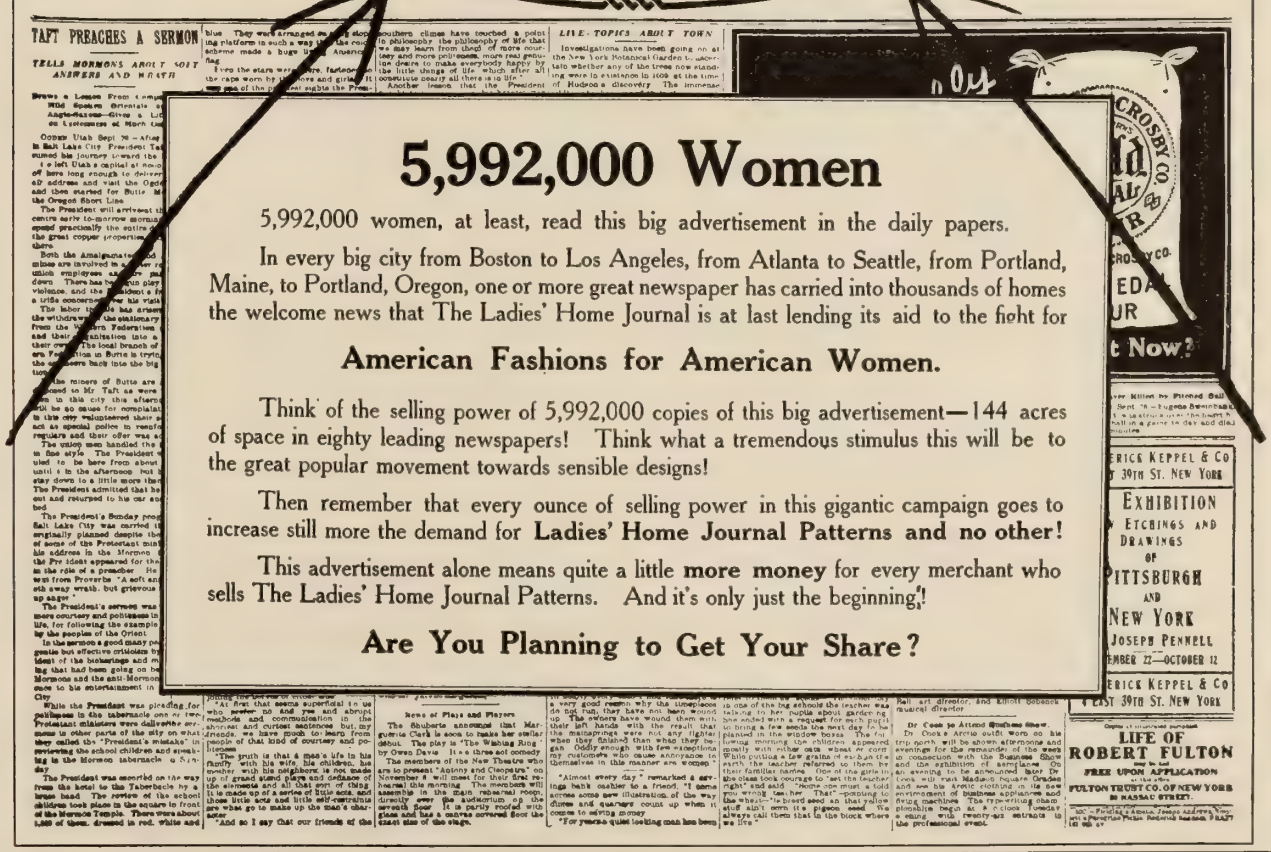
The First American Fashion Department

Answering in 50 pictures, the question: Can America originate its own fashions?

THE OCTOBER LADIES' HOME JOURNAL

15 cents everywhere

THE CURTIS PUBLISHING COMPANY, Philadelphia



5,992,000 Women

5,992,000 women, at least, read this big advertisement in the daily papers.

In every big city from Boston to Los Angeles, from Atlanta to Seattle, from Portland, Maine, to Portland, Oregon, one or more great newspaper has carried into thousands of homes the welcome news that The Ladies' Home Journal is at last lending its aid to the fight for

American Fashions for American Women.

Think of the selling power of 5,992,000 copies of this big advertisement—144 acres of space in eighty leading newspapers! Think what a tremendous stimulus this will be to the great popular movement towards sensible designs!

Then remember that every ounce of selling power in this gigantic campaign goes to increase still more the demand for **Ladies' Home Journal Patterns and no other!**

This advertisement alone means quite a little **more money** for every merchant who sells The Ladies' Home Journal Patterns. And it's only just the beginning!

Are You Planning to Get Your Share?

A NEWSPAPER PAGE THAT COVERED THE ENTIRE COUNTRY!

Just to give you an idea of the tremendous force there is behind the movement for American Fashions for American Women! Find the live growing store in any city of the United States and in nine cases out of ten you'll find it selling the patterns women want — The Ladies' Home Journal Patterns.

(OVER)

You sell patterns to make money!

"The man who writes except for money is a fool," said the famous Dr. Johnson. What more he would say of the merchants who sell patterns except for money we can easily guess.

You sell patterns to make money—to get customers into your store—to get more customers—to get new customers—to get the "other fellow's" customers.

To get the most customers—to make the most money, you need three things:

First, you should, of course, have the BEST pattern—the best-selling pattern.

Now, every pattern manufacturer very naturally claims his pattern is the best. They are all good enough—in fact, they're all so much alike that without the labels not one man in a hundred could tell them apart.

Even The Ladies' Home Journal Patterns—**which are scientifically "drafted" for every size, and not "graded" according to the more primitive methods of the older companies**—can hardly be appreciated until they have been compared in actual use.

But of all the patterns claiming to be the "best" The Ladies' Home Journal Pattern is the only one that has actually PROVED itself.

When the first Ladies' Home Journal Pattern was cut in 1904 no woman had ever even heard of it, not one single merchant had agreed to take an agency! The new pattern had to fight its way against several older patterns, which, you must remember, were even stronger then than now.

You know the answer!

In five short years several million women have come to use The Ladies' Home Journal Patterns exclusively, and several thousand merchants now sell them in preference to any other. And a great majority of these—both women and merchants—were formerly enthusiastic supporters of some older pattern.

Doesn't this prove that:—

The Ladies' Home Journal Patterns are the patterns the women want?

The Ladies' Home Journal Patterns are the patterns that pay?

Second, to make money in patterns you must have a Trademark that every woman knows and trusts.

The Ladies' Home Journal is without question the greatest women's publication in the world. Its Minerva head means more to the average woman, perhaps, than any other Trademark you can think of. Scores of prominent department stores that sell The Ladies' Home Journal Patterns print this famous emblem in every single newspaper advertisement they put out. **The very Trademark itself seems to bring them business!**

The 1,200,000 copies a month of The Ladies' Home Journal—which is nearly twice as great a circulation as any publication of its class—are not however, the only power behind The Ladies' Home Journal Patterns. There is also The Monthly Style Book, the successor to the old fashioned pink sheet; 2,000,000 copies of which go out each month. And besides these there are a good many more than a million copies of the Quarterly Style Book—made famous by its imitators—The Embroidery Book and the Dry Goods Journal.

Taking all these together, you can see what perfectly tremendous promotion force there is behind The Ladies' Home Journal Patterns—certainly the greatest line of persistent, continual, constant advertising you could get behind any line of goods.

Doesn't this look as if:—

The Ladies' Home Journal Patterns will always be the ones the women want?

The Ladies' Home Journal Patterns are the patterns that will always pay?

Third, to mske money selling patterns you must deal with a live, aggressive, wide-awake company.

That the methods of making and marketing patterns have improved more in the last five years than in the whole quarter century before, you yourself know.

Think for yourself of the changes that have come about since the Home Pattern Company entered the field.

Price of patterns has been reduced twice.
Art work and good printing has replaced crude wood cuts.
Envelopes instead of pins are used to hold patterns.
The "Quarterly" introduced (and imitated).
Backdoor pattern selling to newspapers is discountenanced.
* Loss on discard patterns has been eliminated—honest 100% exchange.
* Mail order advertising rooted out.
* Credit is given on return envelopes (saving freight and delay on discard patterns).
* Antique "pink" sheet discarded.
* Stereotyped catalogues are replaced by modern "Counter Books."
* The Sales-Record-Flap makes pattern handling 100% easier.
* The Patent Guide-Chart (pronounced the "greatest improvement in fifty years") has almost doubled the value of patterns to women.

Those marked with an asterisk (*) are features still to be found only in the Ladies' Home Journal modern pattern service. And we are doing our best to make the list longer.

Meanwhile, The Home Pattern Company is not worrying about a glorious historical past; it hasn't an office to support in Hong Kong or Rotterdam; it has never undertaken the admirable but rather difficult task of setting the styles for both the Esquimau and the Hottentot.

We make American Patterns for American Merchants to sell to American Women.

This, we think, is about all any one company can do well.

Just now we are very much interested in watching the great reaction against the grotesque and impractical fashions Paris and those designers who know nothing but Paris have been trying to foist upon American women.

We hold that the common sense and good taste of American women are more to be relied on than the judgment of any number of European artists.

Whether this patriotic theory be true or not, American women are certainly the ones that **buy** the patterns and we propose giving them the pattern they want.

"American Fashions for American Women," as mirrored in The Ladies' Home Journal Patterns, means, therefore, less frippery, fewer discards, more sales than **you** now have!

If you sell patterns to make money—we want you for an agent.

If you sell patterns to get customers into your store—to get more customers—to get new customers—to get the "other fellow's" customers—you want our modern American pattern service for American women!

Let's get together!

(OVER)

Where You Come In!

It doesn't take very long for a master merchant to see which way the wind is blowing.

J. Logan Jones, of the Jones Dry Goods Company of Kansas City, one of the greatest stores in the whole West, lost no time writing us:—

"We have moved our pattern department. It now occupies the busiest and best section of the store—space we could easily lease for $5,000 a year. We are fired with ambition to make the Jones Dry Goods Company's pattern department the most successful promoter and distributer of American Fashions for American Women in this country,"

Mr. Jones is quick to recognize the breadth and vigor of a great movement. Not only as an opportunity, but as a duty, does he regard the leadership in his community of such an appeal to the spirit of independence and patriotism of American women.

No merchant, however, is expected to support the movement for "American Fashions for American Women" simply out of patriotic motives.

Do you recognize a "selling" idea—a great selling idea—when you see it?

Advertising, to pay, must, as you know, carry an idea; must have force, must—like a great editorial—anticipate the thoughts and minds of the people.

That's where "American Fashions for American Women" comes in.

The time is ripe for just such a campaign. If there hadn't been already a long-standing and tremendous demand for common-sense American designs for home dressmakers, it would almost have paid some enterprising pattern company to invent such a demand and exploit it.

It remained, however, for a great all-around woman's publication to come to the aid of its readers; and incidentally open up a rich field that even the most experienced pattern manufacturers had been too shortsighted to cultivate. With The Ladies' Home Journal behind a movement already so fully developed, the success of "American Fashions for American Women" promises to be as great as it will be welcome.

And this means hundreds of thousands more Ladies' Home Journal Patterns!
It means less frippery, fewer discards, more sales than you now have!!
It means more money in patterns!!!

That's Where You Come In.

Let us tell you more about it—no obligations whatever—write to-day to our Canadian branch—
23 Lombard Street, Toronto,

THE HOME PATTERN COMPANY

Makers and Distributers of The Ladies' Home Journal Patterns

TORONTO	NEW YORK	SAN FRANCISCO	CHICAGO
23 LOMBARD STREET	615 WEST 43d STREET	617 MISSION STREET	36 SOUTH CLINTON STREET

This Cash Business Outgrew Hole in the Wall

How A. L. Nicholls, Bowmanville, Paid for his First $500 Stock of Fancy Goods and Smallwares—Now has Large Store—Formerly made Organ Actions in Local Factory at $3.00 a Day.

HERE is a merchandizing proposition. From a $500 stock of smallwares—to be paid for in two years—develop in twelve years a cash business requiring an $8,000 stock and occupying and owning a three-storey brick building with 25 feet frontage, valued at $6,000, on the main street of a town of 4,000 people.

In figuring out this problem several stiff knots may, at first glance, present themselves. Aware of conditions in a country town, there are those who might say that it would be a difficult matter to associate one's self so closely with cash. Again, in handling stationery, fancy goods, and a limited range of accessories, dry goods and men's furnishings, china, tinware and hardware, competition with exclusive stores might be a poser. Long and practical experience would, of course, be considered an essential.

A. L. Nicholls, of Bowmanville, on whose experiences the above proposition is based, walked home one night from a hard day's work as a maker of organ actions at a local factory, some twelve years ago, and seriously thought the matter over.

Of course, from where he sat, he could not see the far-end of the proposition. He was making upwards of $3 a day at that time. Certain signs told him that the factory was approaching a slack period and he might soon have to find work elsewhere. He had often considered the possibilities of such a store, and in taking Bowmanville's measure was governed largely by the history of McIntosh Bros.' fancy goods establishment in Belleville. He had also acted upon opportunities to look through a jobbing house handling the class of goods he wanted.

Gaining Experience.

Sizing up the unpromising industrial prospect, he decided that he would make the venture. Experience was a first essential. Several months with McIntosh Bros., in Belleville, equipped him in this particular. Then he made arrangements with a wholesale house, and with a $500 stock opened "The Fair," a small frame building which he then considered suitable for the purpose. Today, with two storeys above him and a good basement underneath—a $6,000 building on King Street—he refers to his original place of business as a "hole in the wall."

The front of the store and the windows were his first advertising mediums. Specimens from the stock adorned the greater part of the front elevation of the store and the windows. Then locals in the town papers were used. Mr. Nicholls considers that, for his business, the small two or three-liners, scattered throughout the paper, give best results.

Allowed Himself $1 a Day.

From the outset, he kept his eye glued to the fact that he had to wipe out that $500—not that the wholesaler required it of him, but that he was determined to do it. He was on duty in the store from the time he entered it in the morning until he had all of his advertisements taken in from the pegs outside, and it was time to quit, at night. He had no assistants, so, instead of closing up for the noon hour, he took his lunch with him and ate it on the premises. In those first two years he allowed himself only $1 a day for living expenses.

The sign in front of "The Fair," "Bargains in Everything," evidently looked good to Bowmanville shoppers, for it was not long before the author of it found himself confronting the necessity for more stock. He had studied the demand. When a man asked for an article that was not stocked, he made a note of it. Each succeeding lot of goods which arrived at the store, represented a more comprehensive conception of the people's requirements. This gave "The Fair" some reputation with those who knew what they wanted, while to those who did not know, it was rich in suggestion. Salesmanship was well adapted to both classes. They were invited to visit the store and to inspect things with a free



A. L. Nicholls' first store. He now calls it "a hole in the wall." Here, in two years, he paid for his first stock of fancy goods, domestic hardware and stationery.

mind, not with the feeling that they would have to buy something in order to escape. This has always been the policy of the store since its origin, and Mr. Nicholls declares he has never regretted it.

Special sales have been a regular feature. In addition to the newspaper announcements, list dodgers are circulated and a good many people, checking off the articles they require, take the lists with them as a guide to buying when they go to shop.

Bought and Sold for Cash.

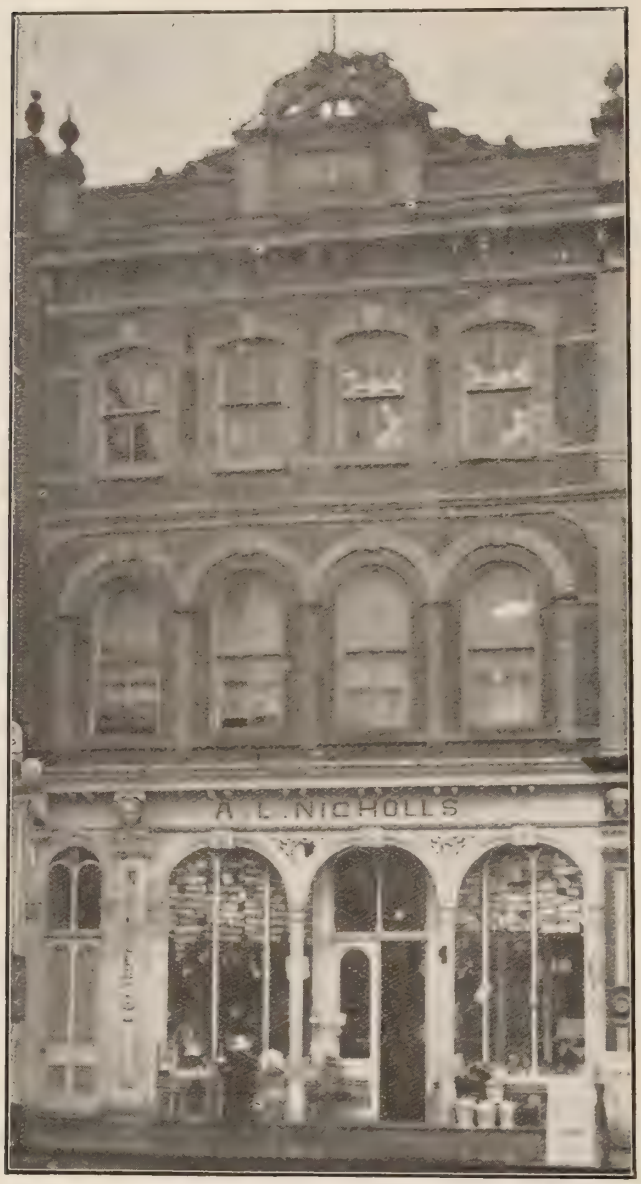
Before the first two years had elapsed "The Fair" not only had a wider range of stock than when it started, but the $500 against the original stock had been wiped out. New deliveries were paid for in cash. The fact that business was conducted on the cash principle made this possible. Where it has been noticed that, after a fair trial, a certain line was not doing well, it was immediately cleaned out. At the present time, for example, a small stock of candies is in a state of transition, and the display case which they occupy will be used for hair goods and ornaments.

In stores such as this, the arrangement of stock is

sometimes bewildering. It is a difficult matter for the merchant to prevent disorder. The best that can be done is to avoid glaring incongruity.

Selling Methods.

In the Nicholls store, picture post cards have a somewhat promiscuous location, but this is not without purpose. Post card customers are thus distributed throughout the store, and they see other things besides. A well-assorted stock of cards has a certain influence in promoting the inspection idea. Underwear and hosiery, hair



The Beaver Block, a $6,000 Building, King St., Bowmanville, now owned by A. L. Nicholls.

goods and ornaments, small toys, china and stationery occupy the front half of the store, with kitchen hardware, tin and enamelware and more toys in the rear.

In connection with the china section, Mr. Nicholls has adopted the plan of selling sets piece-by-piece. He buys in large quantities and by arrangement with wholesalers is able to ensure complete continuity of designs and pieces. People may thus adapt their means to the price—something that is not always possible under a strictly cash system. Another method whereby a clearing line of goods is made more attractive is one which limits the number of articles purchasable by one person at a certain price.

Simplicity in Bookkeeping.

In keeping stock, a want book is employed. When it is found that a certain line is getting low, an entry to that effect is made, and after an inspection of reserve stock, re-orders are so regulated that no good selling line may become extinct. The most important constituent of Mr. Nicholls' accounting system he carries in his pocket. It consists of a small, oblong book, divided into three sections, one for invoices, expenses and payments, and one for daily sales. The cash system has enabled him to adopt this simple system of bookkeeping. At the year's end, he has the twelvemonth's record in neat and convenient form.

To the cash principle and to close attention to every detail of business, Mr. Nicholls now attributes the greater share of his success.

The Man Who Has Something to Sell.

The man who has something to sell must find a market for it. That he has found one in the past does not insure a continued outlet in the future, for competition grows each year. The market grows each year, as well, and unless there is a determined effort on the part of the seller to obtain his share of this new trade by a liberal use of printer's ink the other fellows, who do use the voice of the press, are certainly going to obtain the cream of the new trade. They are doing it now.

In these days, the intelligent buyer of all brands of merchandise desires to know what every firm who handles the line of goods in which he is interested has to offer him. It is clearly an impossibility for a purchaser in any trade to entirely cover the market and find out where he can obtain one line to the best advantage, and very naturally looks for the message in his trade paper.

In up-to-date trade magazines practically the entire selling end of the trade speaks to him; speaks to him in each issue, forcefully, ingeniously, truthfully. He knows that these firms have a reputation to uphold; that in order to derive the needed fruits from continued advertising he knows that the firms must deliver the goods and back up every statement made in the ads., otherwise the money would be wasted.

The buyer knows that each firm who advertises its goods firmly believes in their merits, and that publicity will increase their sales. He knows that the firms who advertise believe in their various lines enough to realize that they should be known and purchased by a larger clientele, and that their intrinsic merits, backed up by strong, honest advertising copy, will certainly find for them the new custom which is desired.—Fabrics, Fancy Goods and Notions.

J. N. Clemens, with R. A. Brisco, Galt, for eight years, has opened a dry goods store in that town.

The Colonial Weaving Co.'s new factory, at Peterborough, means that this concern is increasing its output considerably. The new machinery has double the capacity of the old plant. The building has been equipped particularly for the manufacture of woven labels.

The trade newspaper has advanced with the times. It has pulled up to fill the place where it was needed. They fill it. The manufacturer who doesn't use it to-day who wants to reach retailers is just as much behind the times as the one who doesn't use a telephone because his great grandfather didn't.

SUPPLEMENT
DRY GOODS REVIEW

DRESS ACCESSORIES AND NECKWEAR

NOVEMBER, 1909

IN this issue The Review presents to the Canadian dry goods trade, with the co-operation of the leading manufacturers, practical information relating to the newest ideas in Dress Accessories.

This supplement is designed to be of service to merchants looking for stylish and quick-selling novelties in neckwear, belts, trimmings, etc.

It will pay every reader to go over these pages carefully. They represent the best designing skill in this branch of the Canadian dry goods trade. The ideas suggested in the illustrations may mean bigger sales and more profits for your Dress Accessories Department.


$2-25 Doz
48
HAVE YOU AN AMBITION
to make your Christmas Neckwear and Frillings business this year exceed that of a year ago? Present indications are that neckwear will have a very strong vogue. You should prepare for this demand---and prepare now. We show here some of the newest ideas in stylish dress accessories made specially by us for Christmas Selling. They represent weeks of careful planning by our designers. We *know* they are right, and that they *will sell* if your customers see them. Order these popular goods *now* from our travelers, or direct from the house.
Sanderson's Ltd.
66-68 Wellington St. West, TORONTO, ONT.
129–$7-50 Doz
128 – $7-50 Doz
126
$2-00 Doz
75
$10-50 Doz
64
$6-00 Doz
58
$4-50 Doz

Advance in Leather Affecting Glove Prices

Material that was Once 30 Francs is now 40 Francs—Assorting Stocks Small — Moires and Velvets in Ribbons — Good Season Looked for in all Lines of Accessories From Now Until After Holiday Season.

THE gift season means much to the accessories department. It contains so many suitable articles for Christmas favors that no merchant can afford to overlook the importance of a select stock. Gloves, neckwear, ribbons, veilings, belts and handkerchiefs. It is folly to ignore the department in any way in plans which have to do with preparations for Christmas. It will be one of the great objective points, and the success of its different sections will depend upon the forsightedness of the buyers. This, of course, applies as well to the advance season as to the holiday prospects.

Looks Like Advance in Glove Prices.

The increased cost of leather, together with higher wages paid to employes in glove factories, has brought the manufacturer face to face with a serious problem. He must advance his price or reduce quality. The latter seems to be most probable as the average woman wants to buy either a $1, $1.25, or $1.50 glove and would object to different prices.

As the advance order season progresses, importers are becoming more firmly convinced that values in gloves will be hard to procure when the actual season is on. Leather which sold at 30 francs a dozen skins, is now 40 francs, and standard qualities of gloves are impossible to maintain. However, the majority of firms are showing lines to retail at regular prices, though the quality may not be so good. Reliable Grenoble factories find it practically impossible to manufacture good gloves to retail in Canada at a dollar. As a result many of the so-called French kid gloves are manufactured in Italy and Germany. Of these lower lines there will not be any scarcity. It will be the innings of the small manufacturer who buys the culled skins from the larger houses.

The entire trouble is the result of high leather prices, and a strong demand for gloves.

During October wholesale importers received large shipments of kid gloves and retailers who had placed advance orders received the majority of their goods. Those who had not the foresight to place advance orders are in a serious position. The stock available for assorting is small.

Cape gloves are much wanted for immediate trade, both the pique and the prix seam. The demand for kid gloves is very large, and colors are often requested. Trade in ringwoods, except in country districts, shows a steady falling off, in favor of kid gloves.



Novelty Parasol Handles — From the Christmas line of Bailey, Dixon & Co., Toronto.

Spring orders on kid gloves are splendid, as retailers do not wish to get caught again. The demand for colors is the chief style feature. An interesting outgrowth of the Spring advance season is the sale of chamois gloves, which are all the rage in London, and are selling somewhat this Fall. The new lines introduced into Canada are better than those first brought out. They are dustless and washable and show style. Lines to retail at a dollar are the chief sellers.

Spring orders on fabric gloves are good but they do not run up to the same amount of money, as lines from $1.75 to $4.50 are the chief sellers. When the long gloves were in demand, lines up to $10.00 a dozen sold.



Scarfs as head wraps for evening wear are being well taken up for holiday trade. Some are trimmed with fur, while others are stenciled, embroidered, beaded, printed or fringed.

Neckwear, Scarfs and Belts

Novelties for the Holiday Trade — Stocks and Jabots—Head Wraps for Evening Wear — Many Fancy Effects in Belts.

Neckwear novelties making their appearance now are taking on a holiday appearance, but the line is as diversified as ever. Not only are handsome stocks and jabots showing, but there is a large line of popular-priced novelties that are specially designed for holiday selling. Jabots of all sizes are much in evidence, but the novelties are the one-sided effects designed for wear with coats with the long revers. Jabots of this kind are of net or chiffon and valenciennes and Venise lace decorated in some instances with jet bugles and studs or pearl or jeweled cabochons.

Stocks are fairly high, but are shaped in front, ensuring comfortable fit. A new idea shows a tiny V in front with turned-back revers on each side of the opening. Points are entirely gone, but

1.—Scarf of French grey crystalline trimmed with black marabout bands. Shown by A. E. Rea & Co., Toronto.

2.—Stock collar imitation Irish lace. Shown by Ladies' Wear, Limited, Toronto.

3.—Novelty stock with jabot and frill, the collar of Paris net trimmed with band of antique gold braid and black velvet with bow of the same; neck ruche of net, the whole studded with jet; frill and jabot of net lace. Shown by A. E. Rea & Co., Toronto.

4.—Stock of point d'esprit folds and maltese lace studded with jet, band of pastel pink satin overlaid with a Venise beading; bow of the satin with shirred drops; the neck finished with pastel pink cord. Shown by R. D. Fairbairn Co., Toronto.

5.—Stock collar with revers of silk net and Irish point, the upper edge trimmed with a double fold of peach satin, and the lower with two folds of black and white striped satin, bow of the net pleated and lace edged and also of the striped satin folds; row of silk crochet buttons on the peach-colored folds, and French knots on the striped ones. Shown by A. E. Rea. & Co.

6.—Stock collar of white chiffon trimmed with point de Venise edge, pearl beads and gold bugles. Fold of gold tissue and bow of the same under the left ear. Shown by A. E. Rea & Co.

7.—Collar of Irish crochet and Venise lace. Shown by Sandersons, Limited.

8.—Stock collar of white and baby blue chiffon trimmed with jet and gilt beads, and Irish crochet lace. The neck edged with a heavy white silk cord. Shown by Sanderson's Limited, Toronto.

9.—Round collar, shaped so as to leave a V effect in front, of baby Irish lace. Shown by Ladies' Wear, Limited.

10.—Transparent stock collar of fine tucked net and lace in Paris shade; fine ruche of pleated lace at neck; jabot of the lace and of rose pink satin, hand-made motif and drops of the satin. Shown by Henry Morgan & Co., Montreal

some of the newer stocks are very high at the back, forming a kind of square effect. The straight stock, just shaped a little in front to make it fit comfortably, is the most seen shape.

Christmas is a good belt selling period, belts of a fancy class, though not necessarily high-priced being big sellers. Now that metallic effects are so strong in trimmings, millinery, etc., gold and silver elastics printed in soft colorings make handsome belts for gift selling. The buckles attached to these belts are handsome effects in tinted and enameled metal, showing the popular leaf and insect motifs set with mock jewels, now

1.—Stock of black folded chiffon, the folds held by large jet studs. Narrow line of jet sequins and double ruche of chiffon edging neck. Jabot of folded chiffon, jets and heavy lace and satin ornaments. Shown by R. D. Fairbairn Co., Limited, Toronto.

2.—Stock collar of helio net and silk-trimmed Louis XV embroidery in soft natural colors and studded with jet and dull copper sequins. Neck edged with black silk cord. Shown by Ladies' Wear, Limited, Toronto.

3. Scarf of black silk crepe with fringed ends. Shown by Sandersons, Limited, Toronto.

4.—White elastic jetted belt, black enameled buckle. Shown by Ladies' Wear, Limited.

5.—Novelty belt of tinseled and colored elastic in new art effect. Tinted enameled buckle to match. Ladies' Wear, Limited.

6.—Black elastic sequined belt, enameled buckle. Shown by Ladies' Wear, Limited.

7.—Belt of washable gilt kid with gilt buckle. Shown by Henry Morgan & Co., Montreal.

8.—Folded stock collar of blue satin and antique gold tissue. Large bow of the satin with loops drawn through rings covered with gold thread, gold cord edging the neck; gold bugles holding the folds in place on the lower edge of the collar. Shown by A. E. Rea & Co., Toronto.

9.—Stiff collar of pique edged with embroidery Shown by Sandersons, Limited.

10 and 11.—Novelty shapes in embroidered linen collars. Shown by Ladies' Wear, Limited.

12.—Collar and cuff set of black moire piped with white. Shown by Henry Morgan & Co., Montreal.

so much the vogue in hat pins and jewelry. Jetted belts have, as a rule, jet or black enameled buckles.

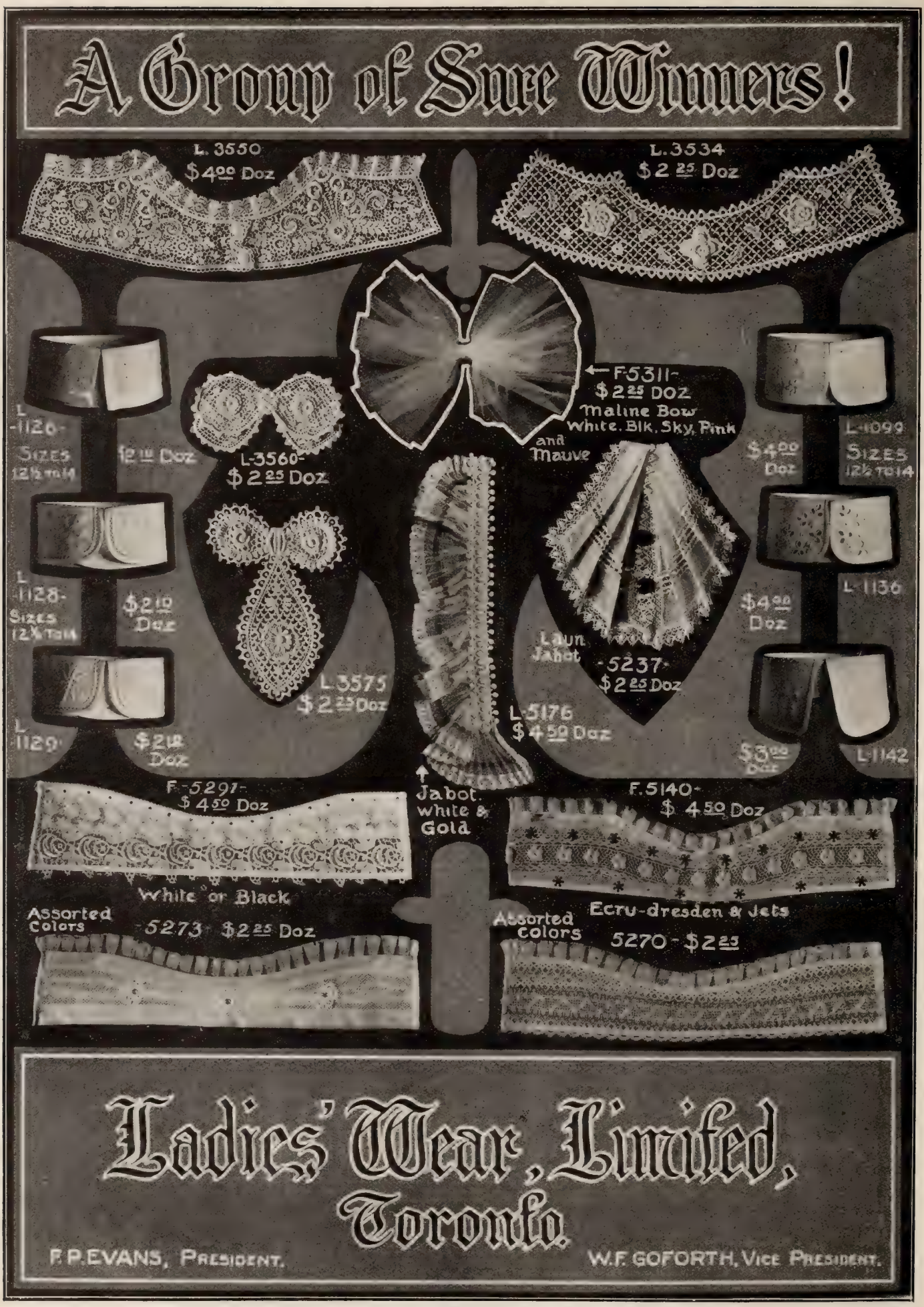
One of the newest belts in high-class goods is of plain gilt kid which is washable. The best design is narrow, slightly wider at the back, with a neat buckle.

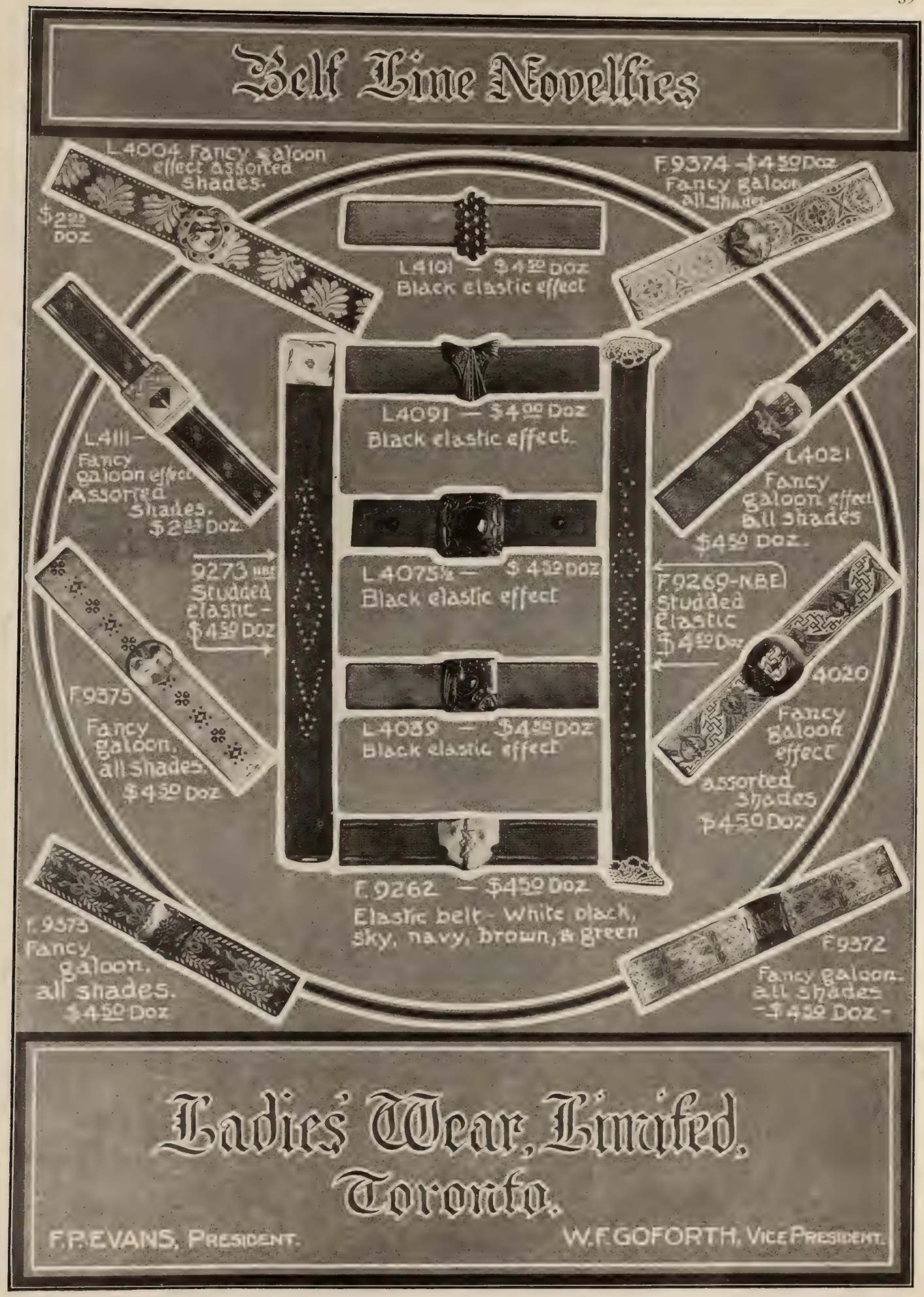
Combinations of leather and elastic are favored, and a great deal of use is made of jet for trimming purposes.

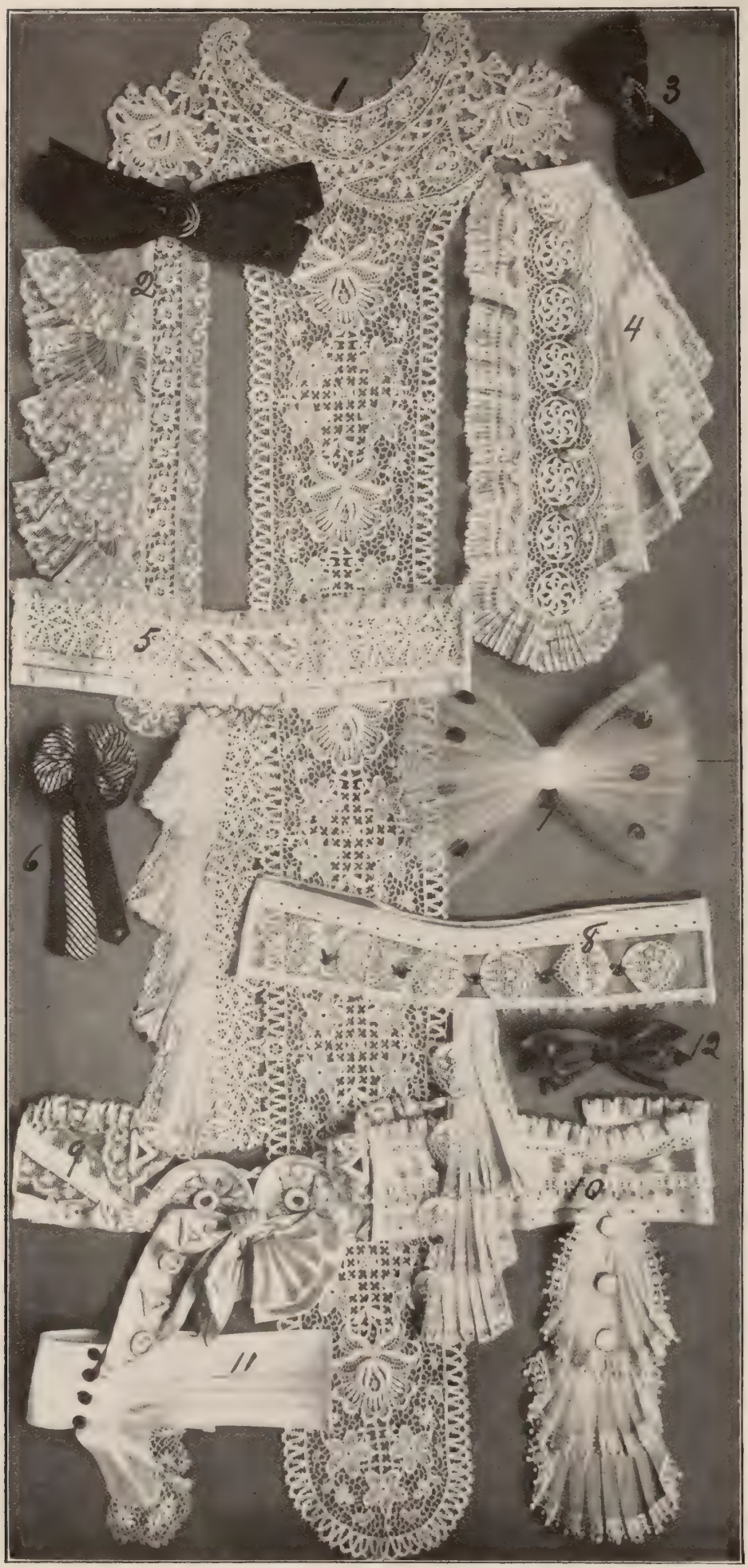
Scarfs are extensively shown in all the large stores and should be well pushed by merchants for the holiday trade. They are all the rage in Paris and New York, and have been well taken up in the large Canadian cities.



Belts of gold and silver elastic, combinations of leather and elastic, also with trimmings of jet, are among the leaders shown for the approaching gift season.


A Group of Sure Winners!
L. 3550
$4.00 Doz
L. 3534
$2.25 Doz
F-5311-
$2.25 Doz
Maline Bow
White, Blk, Sky, Pink
and
Mauve
L-3560-
$2.25 Doz
L-1126-
Sizes
12½ to 14
$2.10 Doz
L-1128-
Sizes
12½ to 14
$2.10 Doz
L-1129-
$2.10 Doz
L-3573
$2.25 Doz
L-1099
Sizes
12½ to 14
$4.00 Doz
L-1136
$4.00 Doz
Laun
Jabot
-5237-
$2.25 Doz
L-5176
$4.50 Doz
L-1142
$3.00 Doz
F-5291-
$4.50 Doz
Jabot
white &
Gold
F-5140-
$4.50 Doz
White or Black
Assorted
Colors
-5273- $2.25 Doz
Ecru-dresden & Jets
Assorted
colors
5270 - $2.25
Ladies' Wear, Limited,
Toronto.
F. P. EVANS, President.
W. F. GOFORTH, Vice President.


Belt Line Novelties
L4004 Fancy Saloon effect assorted shades.
$2.25 Doz
F.9374 — $4.50 Doz
Fancy Saloon all shades
L4101 — $4.50 Doz
Black elastic effect
L4091 — $4.00 Doz
Black elastic effect.
L4111 — Fancy saloon effect Assorted Shades. $2.25 Doz
L4021 Fancy saloon effect All shades $4.50 Doz.
9273 NBE Studded elastic — $4.50 Doz
L4075½ — $4.50 Doz
Black elastic effect
F9269-NBE Studded Elastic $4.50 Doz
F.9375 Fancy saloon, all shades. $4.50 Doz
L4089 — $4.50 Doz
Black elastic effect
4020 Fancy saloon effect assorted shades $4.50 Doz
F.9262 — $4.50 Doz
Elastic belt - White black, sky, navy, brown, & green
F.9373 Fancy saloon, all shades. $4.50 Doz
F.9372 Fancy saloon. all shades — $4.50 Doz —
Ladies' Wear, Limited, Toronto.
F.P. EVANS, PRESIDENT. W.F. GOFORTH, VICE PRESIDENT.



Some scarfs are trimmed with bands of fur. The majority, however, are of mouseline, crystaline crepe or chiffon and are stenciled, embroidered, beaded, printed, striped and fringed. Scarfs ornamented with jet or metal, and having bead fringes, are very fashionable.

Fine nets of silk and cotton, chiffon, crepe, soft satins, etc., in white Paris, and in pastel blue, pink, helio, peach, primrose and gold, are the leading colors and great use is made of folds, bows, etc., of gold and silver tissue. Beads, bugles, pearl, crystal beads and jets are freely used on the new collars.

1.—Point de Venise stole. Shown by Ladies' Wear, Ltd., Toronto.

2.—One-sided jabot of pleated chiffon, Valenciennes and Venise lace, velvet bow and gold buckle. Shown by R. D. Fairbairn Co., Ltd., Toronto.

3.—Bow of crinkled silk and satin ribbon, centered with steel buckle. Shown by Sandersons, Limited, Toronto.

4.—One-sided jabot of Valenciennes, net and Venise with colored cabochon and beads. Shown by Henry Morgan & Co., Montreal.

5.—Stock of chiffon, fine French Valenciennes Venise lace, decorated with pearl, silver and crystal beads; long one-sided jabot. Shown by Sandersons, Limited.

6.—Bow of black taffeta and shepherd's check. Shown by Archer Manufacturing Co., Toronto

7.—Jetted tulle bow. Shown by R. D. Fairbairn Co.

8.—Stock of chiffon lace motifs and gold and amber beads, one-sided jabot, fold of amber satin at the neck. Shown by Sandersons, Ltd.

9.—Stock collar, showing the new high back. This dainty collar is of chiffon satin cashmere, fine Valenciennes with hand-made motifs and pearl and antique beads. Shown by A. E. Rea & Co., Toronto.

10.—Stock collar, slightly shaped band of net-trimmed Guipure insertion and edge, folds of pale rose satin and gilt beads. The neck finished with a fine pleated ruche of net. Net jabot pleated and trimmed with Guipure lace and rose satin buttons. Shown by R. D. Fairbairn Co.

11.—Washing stock of plated lawn trimmed with cluny lace and jet studs. Shown by the Archer Manufacturing Co., Toronto.

12.—Taffeta bow. Shown by Archer Manufacturing Co.

Narrow ruches and, newer still, silk cords, edge the neck.

With the tailored waist, turnover collars, both in stiff and soft finish are worn and, for the finish, bows, flat-pleated, jabots, etc., are shown in varied styles, both washable and of silk and satin.

There is a growing demand for Plauen lace stocks and collars in Venise, guipure and baby Irish.

An examination of the neckwear plates in this issue of The Review will show the class of neckwear in vogue for Christmas selling.



High-Class Novelty Neckwear and Belts

The goods shown here are excellent value. They will be big sellers in your store. Send your orders now and get the cream of the early Christmas business.

A. E. Rea & Co. - Spadina Avenue, Toronto



Please mention The Review to Advertisers and Their Travelers.



Please mention The Review to Advertisers and Their Travelers.



Handkerchiefs and Embroideries

Madeira Embroidered Motifs---Edging of Narrow Armenian Laces---In Embroideries, Good Demand for Flouncings --- All-Over Effects in Corset Covers.

Neat effects predominate in new handkerchief lines. Madeira embroidered motifs are the big feature. This class of embroidery is so popular that factories producing it are over-run with orders, and are not able to cope with the demand. This means that repeats will be practically impossible to secure.

Orders for embroidery for Spring delivery are remarkably good, all kinds being in demand.

There is a demand for flouncings for dresses, also for corset cover embroideries. There are some particularly attractive designs in the latter. Striped dimity, both in single and triple stripes are selling well, apparently meeting with greater favor than the crossbarred and overcheck dimity.

A new feature is the tucked edge, in combination with neat small patterns. The all-over corset cover embroidery is likely to prove popular in better class goods. A good feature is the showing of bands to match these embroideries.

While the small neat designs are narrow, there seems to be a good demand for designs of rather a bold type.

Wholesalers have received good orders for blouse frontings. These are shown in a wide range of quality. They are showing them in the elaborate wide fronts, also in the narrow widths which retail at a very low figure.

The Madeira effect is shown in the new edgings and insertions. In better class goods matched sets are a big feature.

Buyers, as a rule, are very particular about the patterns chosen and take more quickly to designs that are novel and new.

1, 7 and 8.—Madeira embroidered handkerchiefs, edged with Assyrian lace. Shown by The Gault Brothers Co., Ltd., Montreal.

2 and 3.—Corded dimity corset embroideries with bandings to match. Shown by The Gault Brothers Co., Ltd.

4.—Novelty corset cover embroidery. Shown by The Gault Brothers Co., Ltd.

5.—Handkerchief booklet for holiday trade. Shown by the W. R. Brock Co., Montreal.

6. Banding. Irish crochet effect. Shown by Wm. C. Mortimer Co., Toronto.

9.—Flouncing, soutache effect, from matched set. Shown by Wm. C. Mortimer Co.

10.—All over corset cover embroidery. Shown by The Gault Brothers Co., Ltd., Toronto.



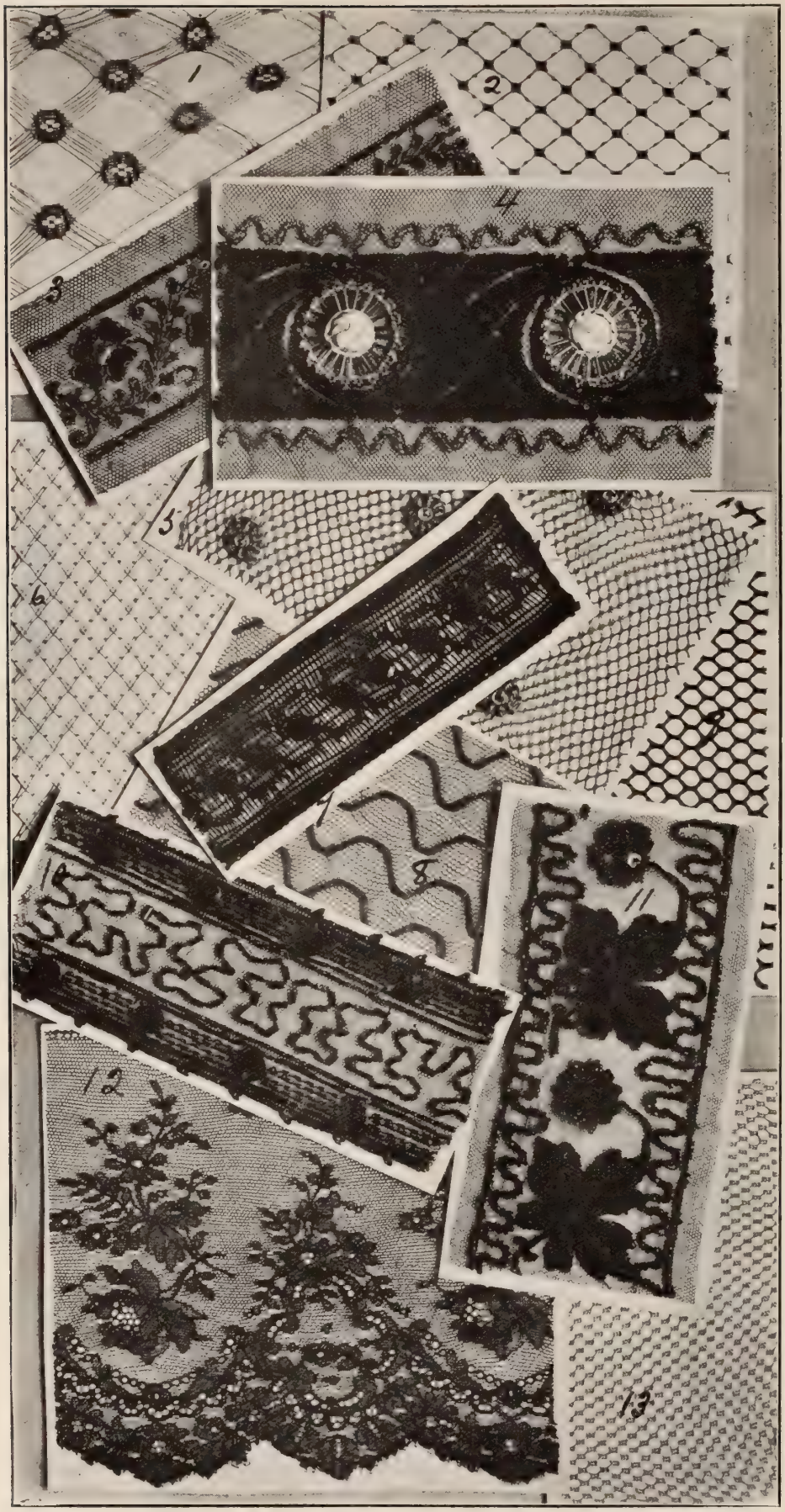
Write us when you are ready to assort your stock of Dress Accessories.

Just now we are showing some novelty handkerchiefs and a line of handsome elastic belts ornamented with jet.

May we send you samples? We think they will interest you.

Mail orders are our "hobby" and we "put ourselves in your place" to fill them. Let's hear from you.

The W. R. BROCK COMPANY (Limited)
MONTREAL



Selections from latest novelty lines illustrating prevailing vogue in nets, veilings, metallic braids, cords and tissues. Beaded, bugled and embroidered bands much used as trimmings. All-over dress nets are spotted, figured, tucked or jeweled.

Laces, Nets and Trimmings

Chantilly and Spanish Laces — Gold and Silver Laces, with Spangles and Bugles — Metallic Braids, Cords and Tissues in Good Demand.

Now that the millinery end of the trade has taken up Chantilly and Spanish laces, they are coming to the front for other uses, and by Spring, it is said, there will be a larger use made of light laces of this class. Valenciennes, torchons and Clunys, in narrow widths always sell for fancy work, etc.

The big business done now is in the metallic effects, and these gold and silver laces are beginning to be shown worked up with spangles and bugles. Indeed it is somewhat difficult to draw the line between laces and trimmings. In trimmings beaded bands of small beads and bugles, and embroidered bands in wide silk enriched with bugles, spangles and metal threads are the popular sellers. Metallic braids and metal cords in both heavy and narrow sizes are in good request. Rat-tail and tubular braids in both black and colors are good, but metal effects are the leading trimmings. Metal nets, metallic tissues, etc., are having a great sale.

Dress nets are in good demand and their use is becoming greater than ever. New all-overs are good in colors as well as the staple shades, and they come in spotted, figured, tucked and jeweled effects in ivory and butter ecru as well as black and colors. Soutache effects are among the novelties.

1.—New veiling weave. Shown by The Gault Brothers Co., Limited, Montreal.

2.—Fancy veiling. Shown by Wm. C. Mortimer Co., Toronto.

3.—Trimming band, embroidered with wood silk and gilt. Shown by Debenham's (Canada), Ltd., Montreal.

4.—Trimming band, embroidered with wood silk, and gilt beads and bugles. Shown by Konig & Stuffman, Montreal.

5.—Jewelled dress net. Shown by Debenham's (Canada), Ltd., Montreal.

6.—Fancy veiling. Shown by Wm. C. Mortimer Co., Toronto.

7.—Jet embroidered trimming band. Shown by the Gault Brothers Co., Limited, Montreal.

8.—Allover net, soutache effect. Shown by Debenham's (Canada), Ltd., Montreal.

9.—Hexagon dress net. Shown by McIntyre, Son & Co., Ltd., Montreal.

10.—Jet trimming band. Shown by Debenham's (Canada), Ltd., Montreal.

11.—Wood silk and sequin trimming band. Shown by Konig & Stuffman, Montreal.

12.—Chantilly lace. Shown by Debenham's (Canada), Ltd., Montreal.

13.—Allover dress net. Shown by McIntyre, Son & Co., Ltd., Montreal.

TELEPHONES BELL MAIN 4017 MERCHANTS 759

Walter H. Barry & Co.

CABLE ADDRESS "WALBARRY" MONTREAL

THE RIBBON HOUSE OF CANADA.

AGENTS
THE CROMPTON CORSET CO.
(LIMITED)

Montreal November 4, 1909

Use Our Ribbon Stocks for Sorting

Keep your stocks well assorted

Ribbons for Holiday Trade

BABY RIBBONS

3 Leading Lines of Taffeta
Patt. 608, widths 5, 9. 16
Patt. 647, } widths 3 to 30
Patt. 649, }

ALL GOOD COLORS

A Leader in Duchess Ribbon
Patt. 124, widths 1½ to 30
Our Patts. 620, 645 Taffeta Baby Ribbons are popular and well known lines.

Immediate Deliveries of any of these Lines.

Complete stock of wide widths Taffeta and Duchess.

Order our specials to retail at 15, 20 and 25c.

Call when in the Market this month.

W. A. Reid *Telephone 2008 Main* S. E. Porter

REID & PORTER

Manufacturers' Agents

230 McGill Street :: MONTREAL

BEING commissioned by Messrs. Carless, Whitaker and Bignold, of London, Eng., leading manufacturers of *Sunshades*, to show their goods for *Spring Season*, 1910, in Ontario and Eastern Canada, would be glad to receive enquiries that may lead to dates being arranged for showing this excellent range of *Children's, Misses' and Women's Parasols* at Ottawa, Toronto, Hamilton, London, etc., and at their warerooms in Wilson Chambers, at 230 McGill Street, Montreal, Canada.

¶ This should prove an excellent opportunity for those interested in these lines to buy from the manufacturer.

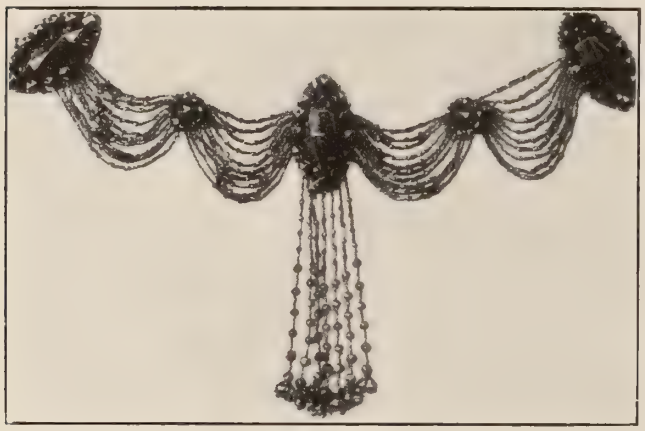
Ribbons.

Considerable interest is being taken in moire ribbons, while the demand for velvet ribbons is also good. There is a fair demand for fancies, and manufacturers are showing very attractive designs in fancy goods. Metal effects are prominent, and satins are in fair demand.

The great demand is for black, but the new shades, which are fashionable in dress goods, millinery, etc., are doing well. New shades are constantly being introduced, and this helps to promote ribbon selling

From now on, and up to the end of the Christmas season, is a particularly good time for ribbon selling, as ribbons in both staple and in novelty lines are wanted for so many uses. In the retail stores extra efforts are made to put the ribbon department prominently before customers, and to suggest fresh uses for the stock carried. Cushions, fancy bags and many other fancy articles can be made from ribbons, and it is good policy to make a showing of the same.

Expensive warp prints sell well for these purposes. There is also a big call for baby ribbon and holly printed



Jet Bodice Garniture — Shown by Konig & Stuffmann, Montreal.

ribbons for tying boxes and parcels, as well as for using in making up fancy articles.

If these narrow ribbons are cut off and tied in bunches, and placed in baskets on the counter, so many yards for 10c, 15c or 20c, and placed where customers can pick out the colors they require, it will save much time in a busy season.

Veilings.

New veilings show a great variety of designs and weaves. many of the new veilings are really freakish and when worn are startling.

Importers are showing lines in which are spots at least an inch square. These are held together by very fine threads, making the openings about an inch square also. Naturally this extreme type is not expected to sell in Canada, but the modified types of this class of veiling are doing well, and are shown in big variety.

The octagon mesh is suited to the taste of women who like neat veilings, without any striking effects, and is proving a ready seller.

One striking novelty veiling has a ground of irregularly woven mesh, with rather large designs, such as butterflies, fleur-de-lis, etc., formed by the mesh being woven more closely to form the pattern.

Chantilly lace veilings are meeting with some demand. Among the novelties, metal effects are shown.

Black is the big seller, but there is a good demand for colors to match hats. Magpie is strongly favored.

Buttons of Ivory and Pearl.

Now that fewer buttons are used on a garment, the demand is for handsomer effects, and covered buttons are giving way to those of ivory and pearl. Ivory buttons are shown for Spring selling, specially designed for use on the new linen and cotton suitings and other wash fabrics in all the new Spring shades, and in both satin and bright finishes or in attractive combination patterns in satin and bright finish. For wear with the mixed cloths indicated for Spring are ivory buttons in mottled effect in greys, coverts, resedas, and olives, and in all the fancy blues, ashes of roses, wistaria, and novelty shades as well as the staple navys, browns, etc., and many of these show the rim effect, that is, there is a rim or bright finish enclosing a center of the satin finish. One of the latest button novelties show a hollowed centre and outer rim of satin finish with a ring around the hollow in bright finish. Pearl buttons are coming in strongly and pearls and ivory promise for the coming season to take the place of jet. Carved pearls, those with inlaid centre and rim effect, and, in expensive goods, jeweled pearls are shown. From present selling there promises to be a demand for the larger sized buttons. Pearl buttons if bought with discretion, and if freakish designs and patterns are eliminated, are the most staple of button stock. Other classes of buttons cut to a certain extent into their vogue, but there is at all times a certain sale for pearl buttons.

The garment manufacturers are making free use of pearl buttons on the suits, coats, etc., designed for Spring selling, and on better class garments the up-to-date manufacturer is using a good ocean shell button and is paying prices for them that ensure the genuine article. Manufacturers here, as on the other side of the line, are finding that it does not pay to use fresh-water pearl buttons on any but the lines designed for the cheap trade, as these buttons are made from clam shells, and do not retain either their lustre or finish. In a very short period of time they become a dull chalky white that is objectionable. There are manufacturers that are wise as to this point and some of them are paying $1.25 and $1.50 and even higher prices for handsome real ocean pearl buttons.

The tailored-shirt waist is of sufficient importance for manufacturers to design special buttons for its adronment. These are much in the nature of vest buttons and are of inlaid and jeweled pearl, pearl painted in miniature effect, and are also of colored glass. In keeping with the jeweled trimmings coming into vogue for use on high-class fabrics there is a demand for crystal buttons in white and colors.

The Cover Illustration.

One of the most fashionable novelties of the season is the scarf, and all the leading stores are showing a big selection for holiday selling. Not only are scarfs made of silk gauze, crepe, crystaline and fabrics of this class, but they are seen in soft satins, moires, etc., and their trimmings are as varied as the materials they are made from. The scarf on the cover this month is of white silk muslin, the ends showing a wide band of crinkled chiffon moire, printed in pine pattern in pastel shades of reseda, pink and tan. This scarf is from the line of Sandersons, Limited, Toronto, and was made for reproduction on this month's cover in connection with picture of Miss Mabel Roebuck in pose for the Dry Goods Review.

"I AM A BUTTON MAN"

—Frank Goudy

THERE wouldn't be much doubt as to that if you could see the immense display in my showrooms. Novelty ivory buttons, pearl buttons and colored ivory buttons in all styles and sizes to match the newest shades of dress fabrics are here in profusion. Here, too, you'll be able to get exactly what you want—what your trade requires. Over thirty-five years' experience as a button manufacturer enables me to accurately estimate the needs of the trade. This experience has proven valuable in that I know values and can offer you the best that's going, at prices as close as are consistent with sound quality. Look over these two lines:

Fine Ivory Buttons

For Men's and Ladies' Wear

made by Rochester Button Co. Factory: Rochester, N.Y.

OUR patterns and colors are not equalled by any makers in the world. Our Ladies' Wear line of Self Shanks are made in both Plain Satin Finish and Novelty Patterns. Our Plain Colors and Mottled are the finest that can be produced. Compare these lines with any and all others before placing your orders. Samples sent upon application. Prompt deliveries of all orders, and repeats are guaranteed.

Pearl Buttons and Novelties

of Every Description

made by New York Pearl Works. Factories: New York, Newark and Providence

WE make a specialty of Pearl Buttons for the Cloak and Suit manufacturers, and the Dry Goods, Notion and Smallware Trade. Our line comprises over 1,200 patterns in all sizes from 20 to 60 line in White, Shaded, Snail, Black and Colors. 2 and 4-hole metal shanks, self shanks and inlaid, and jewel effects and high art novelties. Don't fail to see our line when in Toronto. Prompt deliveries of all orders, and repeats are guaranteed.

Sold through Jobbers. *Get Others' Prices, Then See Us.* *Ask the Salesman.*

FRANK GOUDY American Novelties, and Up-to-Date Specialties, **64** Wellington St. West **Toronto**

Pewny's Kid Gloves

MONTREAL, NOV. 4, 1909.

Dear Sir,

Last Spring, when we were soliciting orders for the present season, we said that there would be a considerable scarcity of medium and low grade leather Gloves, with a likelihood of an advance in prices. Since then an advance in price has taken place in almost all lines.

However, we offer at present all lines of Kid Gloves at old prices for Spring, 1910. We cannot guarantee to maintain this position, as the fashion for short sleeves and long gloves seems to be coming back in Europe.

Under the circumstances, we would strongly advise you to place your order now for Spring, as there certainly will be no drop in prices, and we feel sure that there will be a considerable advance.

Yours truly,

GREENSHIELDS LIMITED

Christmas Novelties



Hand-painted Tie or Ribbon Rack, No. 36. $2.25 doz.

WE have them here in abundance. All kinds of artistic and pleasing little novelties specially adapted to practical uses. They would make most acceptable Christmas gifts. Reasonable in price, and certain to appeal to the largest proportion of your customers; besides attracting others equally desirable to your store

¶ Do you know that a twenty-five dollar selection of our novelties would be worth a hundred dollars to you right now in brightening up your store and increasing the selling possibilities of your other lines? Yes, sir, it's a fact! And if you fail to connect with us for your Christmas supply of novelties you'll be the biggest loser. We would just like to show you a few of our samples if for nothing else than to afford you the opportunity of making comparisons.

See our salesmen—call if you can—
or send direct for a sample selection.

Hambly, Oakley & Wilson

77 Wellington St. West, TORONTO

Cushion Tops, Berlin Wools, Stamped Linens, etc.

Novelties in the New York Market.

(Staff Correspondence.)

New York, Oct. 30.—The new Fall styles comprise high stocks and long, full jabots with the frills to one side. The high stock worn with it daintily replaces the stiff collar for general wear.

Jabots are made of fine lawns, linen, laces, embroideries and combinations of linen and lace ; lawn and lace ; laces and embroideries, and many of them have hand embroideries in colors to match the colors of the costumes.

Jabots in the newest styles show a marked tendency to very long lengths, many of them reaching to the waistline. They are arranged in many styles, such as one-sided effects ; double sides trimmed with jet buttons or jet bugles, gilt or silk buttons also.

Small jabots in flat effect are also to be in style to be worn with the linen collars or stocks. They are made up of embroidery and lace, or combinations of lace and lawn and embroidery.

It is to be a big season for jet neckwear. That is, lace studded with jet. These neckpieces are in stock styles, with high collars and trimmed with jabots of every description.

There are some very attractive stocks shown in straight-round styles, ruched. They are of lace, lace and embroidery, chiffon or any other fabric suitable for neckwear. The high straight around collar is the decided novelty of the season.

Black neckwear is noted in the many showings for this season. They are made of net, mousseline, satin, soft silks, etc., and jet trimmings are the principal ornaments seen. Buttons also play an important part in the trimming arrangement of neckwear, both black and white.

All kinds of scarfs are being worn this Autumn. In fact, the scarf has never been so fashionable as it is this season. It is seen in a varied assortment of styles and fabrics. There are scarfs in black and natural marabout and there are shoulder scarfs, either draped or with arm-holes, as well as luxurious scarfs of yellow, rose and blue satin, clouded with brown chiffon, or gray over gray, white over white, etc., all striped and edged with marabout or fur.

There are many fabrics offered in scarfs this season, but it is the draped style that takes precedence over all other ones. Such scarfs are draped and caught up at the back or over the one shoulder and the gatherings held in place by some kind of fancy jetted or jewelled ornament. Crepe scarfs of all silk and those of Japanese silks printed in beautiful Oriental colorings and designs are among the picturesque scarfs seen.

The spangled scarfs are decidedly good style, are very expensive and worn by the wealthier set. These scarfs are made in usually two-yard lengths and are perfectly plain, fringed at the edges by the self fabric or just hemmed.

Crochetted scarfs are being taken for wear under fur coats. They come in different lengths and patterns. Wood-fibre scarfs are very handsome, and are made up in many colorings.

Neck-ruches, frills and attractive hand-made lace neck-pieces are classed among the latest importations now in the Fall displays. Irish crochet is more popular than ever. Side effects in long neck-pieces take precedence over all other styles. The Dutch collar still reigns supreme in the list of neckwear.

The 1910 Coiffure Will Be The

"TURBAN STYLE"

Needless to say, Burnet & Temple are quite ready to fill your orders. All goods made in England under Hygienic conditions. No Sweated Labour or Filthy Foreign Workers.

LOOK FOR THE GOOD OLD BRAND Copyright **THIS MARK MEANS GOOD GOODS**

NON-COLLAPSO-BRAND

No.	438	Extra Large	Waved	Hair	19/6	Doz.		1 Gross	TUBE	2 Gross TURRET
	439	" "	Straight	Hair	19/6	Doz.		"	TUCK	" TURNER
	440	Large	Waved	Hair	18/-	Doz.	CABLE	"	TULIP	" TUTOR
	441	"	Straight	Hair	18/-	Doz.	CODE	"	TUMOUR	" TURTLE
	442	Medium	Waved	Hair	15/-	Doz.		"	TURF	" TUSK
	443	"	Straight	Hair	15/-	Doz.		"	TURNIP	" TUMULT

Half dozen in box, Assorted Shades. Cable Address, "HAIRNETS" London.



BURNET & TEMPLE

SOLE MANUFACTURERS—WHOLESALE ONLY SUPPLIED.
3 and 4 Fitchetts Court, LONDON, ENGLAND

Xmas Umbrellas

Our new Catalogue of Ladies' and Men's Umbrellas and Walking Sticks is now ready.

If your name is not already on our mailing list, a post card will bring you one.

The Irving Umbrella Co. Ltd.
MANUFACTURERS
79-83 Wellington Street West
TORONTO



The Reflection Cast

upon your store and its contents will be all that you yourself cou d wish for if you handle

CODE'S BELTS, SIDECOMBS, BARRETTES AND FANCY LACE COLLARS.

They will be found unique in design and unapproachable in quality. Write for samples.

A full range of Smallwares and Notions always on hand.

E. H. Code
223-225 Queen Street, - - OTTAWA

ALEXANDRE

Ladies' and Men's
KID AND SUEDE

GLOVES

The Standard by Which Others are Judged

WANTED LINES
ARE
NOW IN STOCK

Gloves to Retail 75c., $1.00, $1.25, $1.50
All Sizes and Colors

WRITE OR WIRE YOUR NEEDS

Complete Stock of Cashmere and Ringwood Gloves

Dominion Glove Co.
232 Lemoine St. MONTREAL

It is a

Fownes

That is all you require to know about a glove.

Our stock of Gloves for Fall sorting is complete.

Enquiries receive prompt attention.

Fownes Bros. & Co.
Coristine Building,
MONTREAL

LINEN NOVELTIES

SPECIALLY PREPARED FOR QUICK HOLIDAY SELLING



Linen Set

One Pure Linen Damask Cloth, 71x90
Half-dozen 23½x23½ Napkins
Handsome Matched Designs Fancy Boxes

$3.50 Each

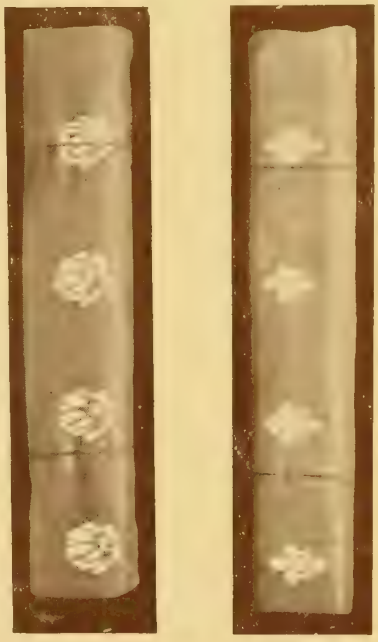
Four Designs

Figured Hucks

Three qualities in stock

22	Inch	Union	- 22c. Yard
22	"	Linen	- 30c. Yard
25	"	"	- 35c. Yard

In the best grade we are showing striped effects in choice designs.



NISBET & AULD, Limited

TORONTO

SPECIAL BED SET



One Lace Trimmed Bed Spread, 80x90
One Dresser Scarf to match
Two Shams to match

PER SET, BOXED
$7.20

Open orders for assortments of Fancy Linens, Damask Table Sets, Fine Hemstitched Towels, etc., will have our best attention.

NISBET & AULD, Limited
TORONTO

Please mention The Review to Advertisers and Their Travelers



Rough Effects, Mannish Suitings, Panamas and Taffetas

Indications that these will be Favorites—Strong Business in Bedford Cords, Ottomans, Poplins, Voiles and Henriettas—Diagonals Leading Weaves—Advancing Prices in Wash Goods.

SPRING selling shows that buyers are taking a wide range of fabrics. Serges, grey mannish suitings, striped worsted suitings, panamas and taffetas are so far the leading favorites, but fancy Bedford cords, Ottomans, poplins, armures, voiles and henriettas are also selling.

Diagonals are very prominent and promise to be one of the leading weaves for Spring, but stripes are strong, and almost all buyers are taking sheppard's checks, chiefly in the smaller sizes.

Homespuns and cheviot serges are being shown to the high-class trade for Spring, and it would look as though cloths of this class that are rough in finish and light in weight will be shown. In these goods grey is very strong and silver grey is in a leading position. Basket weaves are shown in coatings.

Where new contracts have to be placed, buyers are up against the advances that have taken place recently, due to the enhanced values of the raw staple. There has been an extraordinary rise in the price of raw wool recently and every indication points to higher prices.

Old Country houses and those importing firms who place large contracts ahead have elected to give their customers the full benefit of this course and therefore the full force of the rise in price will not be felt by the retail trade during the early part of the coming Spring season.

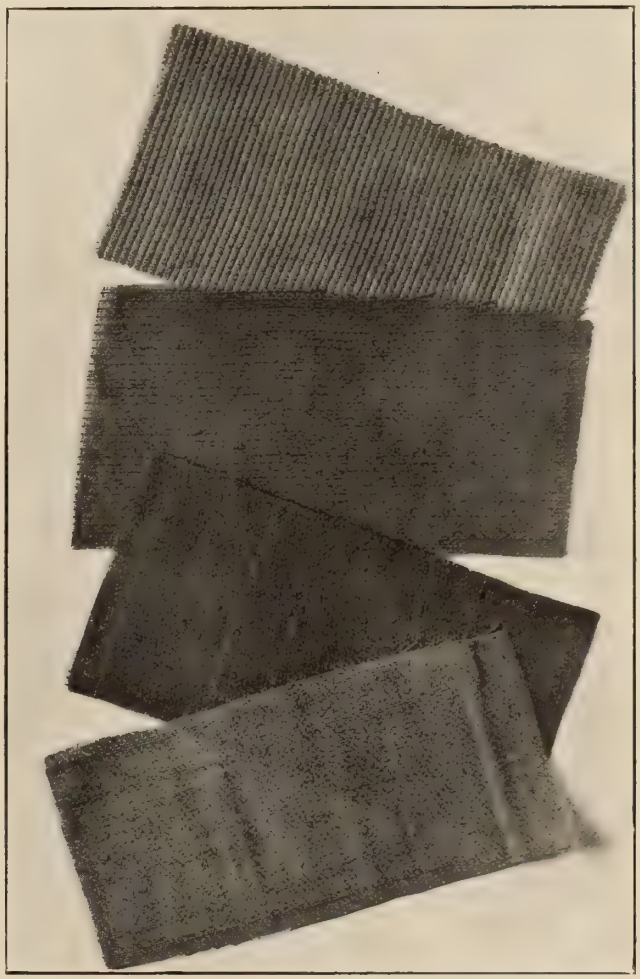
Silks—Cashmere weaves and finishes coming into favor. Shantungs, pongees and foulards the leading Summer silks

Cashmere Weaves in Silks.

Silk prices are now on a higher level and are firmly held. For midwinter selling and for Spring, 1910, cashmere weaves and cashmere finishes are making a bid for first position, though satins are still in the field and are selling for both evening and street wear. Soft satin-finished weaves are selling for foundations, and satins in pastel shades are taken for evening wear. These goods, however, have come now into the popular-priced lines.

There is a big vogue for moires at the present time, both for millinery purposes, for trimmings, and for cloaks, coats and costumes, but it is doubtful as to whether moire will carry over into the coming Spring.

Chiffons, silk voiles, ninons, marquisettes and crepons are selling for evening wear, and light makes such as crepons and crepes are much in evidence. There is some showing of shot and changeable silks, and these goods are favored by some of the leading houses.



Reading from top: Samples of Priestley's English Tussah Bedford Cord, English Tussah Ottoman Royal, English Tussah Hair-lined Stripe and English Tussah Faille Ideale in Worsteds and Mohairs.

Rough Effects in Dress Goods.

A growing interest is being taken in all rough effects, and there seems to be a strong feeling for the coarse cheviot serges particularly. Finer serges are also in ex-



Gowa of Priestley's English Tussah Bedford Cord.

cellent request, and the fine satin finished goods are less popular. Evidence of the activity of serges may be had in the fact that it is extremely difficult to secure them in desired quantities.

In the smooth goods which are selling fine qualities of broadcloths are prominent. Poplins are also good sellers.

Crepe weaves are selling, but the demand is not particularly great. It is thought that Spring, 1910, will bring crepe weaves into greater prominence.

Wash Goods.

Wash fabrics are selling freely and travelers now out with Spring lines are sending in large orders. Prices, due to the position of raw cotton, are steadily on the up-grade. As yet some lines do not show any material advance, but as the season progresses higher prices will become general on all cotton fabrics.

Buyers are largely interested in plain goods and the prediction is made that a very large proportion of the Spring business will be done on plain fabrics, and the manufacturers and importers have prepared for this condition by showing a very large range of plain fabrics in linen, union and in cotton goods.

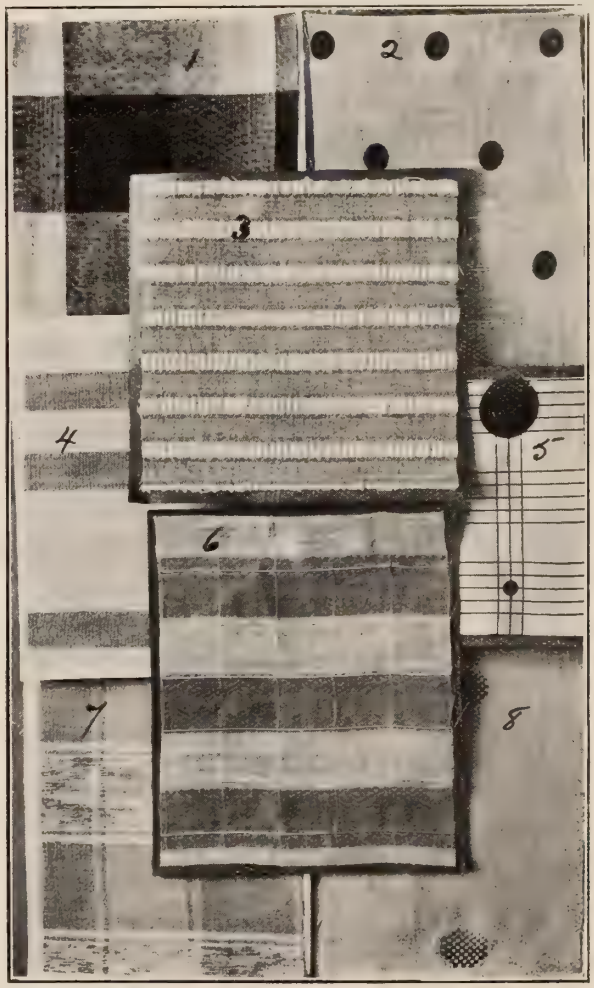
Diagonals, and canvas weaves in cottons, linens, union, and in silk and cotton fabrics, being allied to the rough effects now coming into vogue in wool goods are the high novelty, but the best business is being done so far upon self colors in mercerized fabrics.

Imitation silk fabrics stand high in favor, and cotton Shantungs, in repp, diagonal and, newer still, in crepe weaves, as well as in poplins and in Ottoman cords promise to be big sellers.

Linens have a place in summer selling that is almost staple and very large orders have been already placed for dress linens in both white and a big range of colors.

Zephyr ginghams had a great run last summer and in this market at least will have another big season in 1910. This fabric is eminently suited for children's wear and is taken now in many sections for this purpose all the year round.

In printed cottons the imitation foulards are in high favor, and as foulards are indicated to take a high place in silks, foulard cottons are expected to have a big run as the patterns are identical.



Materials for children's wear from the Spring line of Home & Watts: 1, Checked Scotch gingham; 2, Silk finished cord-striped spotted mull; 3, Striped crimp; 4, Fancy-striped zephyr gingham, pasted shades of blue, pink tan and mo s; 5, Cross-bar checked and spotted print; 6, Two-tone stripe-cord over-check mercerized mull; 7, Chene-striped two-tone checked Scotch gingham; 8, Zephyr gingham, two toned spot.

It is very evident that crepe effects, crimps, etc., are to be pushed strongly in the coming Spring, and therefore no collection will be complete unless fabrics of this description are included.

THE

Wm. Anderson Zephyr

has the largest sale of any imported cotton fabric on the Continent of North America; it is in demand all the year round.

TO BE SURE OF YOUR SUPPLY YOU SHOULD

Place Your Advance and Import Orders When

THE WORLD'S BEST FOR VALUE AT THE PRICE

THE WORLD'S BEST FOR STYLE AND WEAR

the leading Canadian Wholesale Dry Goods houses show you the goods in November—the finest range ever offered.

For your "Ready to Wear" departments, buy only garments made of

Wm. Anderson Zephyr

if you would establish these departments on a solid basis.

Wm. Anderson & Co., Ltd.

PACIFIC MILLS

GLASGOW, - SCOTLAND

Popuar Shades in Mixed Effects Shown in New York

Beiges, Batistes, Serges and Cords — Plain Serges in One Color and Hard Finish — Fancies in Unobtrusive Color Groupings — Shantungs, Foulards and Crepe Silks — Fine and Medium Coarse Weaves in Wash Goods.

Staff Correspondence.

Office of The Dry Goods Review,
160 Broadway, New York, Oct. 30.

MIXED yarn fabrics, such as beiges, batistes, serges and cords will form the most notable change in dress goods weaving produced for Spring 1910. Grays will predominate, but browns, blues, greens and all the popular shades are brought out in the same mixed effects. Scotch mixtures and mannish effects will also be good, worked out in pin checks and subdued stripes, and hair line stripes in light weight materials.

Fine French serges will continue in good favor and will occupy quite as strong a position as they are filling at the present time.

There will be a staple place reserved for voiles and fabrics of a similar construction, many of which were introduced as voile competitors. Voiles of silk and wool and materials on the order of marquisettes have already had a good sale at retail this Fall and give every promise of continuing strong for Spring. Silk and wool crepes have also been brought out with preference given to pronounced weaves.

Plain serges in one color and in a hard finish will likely hold first place. Serge weaves are now greatly favored in every material, from wool to silk, and naturally this effect will have its effect on popular-priced fabrics. Panamas in solid colors are classed as second in favor.

Fancy woven serges in one color and in unobtrusive stripes will be very much in demand for Spring, especially with the popular trade. Also panamas in fancy woven designs and unobtrusive effects simulating Bedford cords will have strong representation.

Fancies in unobtrusive color groupings, mixtures and somewhat dark tones, assembled in narrow stripes will lead in popular-priced patterns, although black and white checks will have good sales.

Concerning the shades for Spring, those possessing the green cast will be extremely popular, principally those shades known as aspic, bronzine, aeroplane, delft and copper, chicory, parmina, a sort of prune color, and the staple shades.

Business in Plain and Fancy Weaves.

Most of the business on dress goods, so far has been done on plain and fancy weaves in piece-dyes. The fancies, for the most part are in the form of stripes and of diagonal weaves from fine to very wide wales. Serges and diagonals of all kinds, from the smooth and fine French serges to the wide wale effects, have made a greater gain in favor than any other material.

Perhaps the most important change in the style note in fabrics is to be found in the tendency towards the goods of rougher weave and finish, like unfinished worsteds, color melanges, novelty Scotch effects and zibelines, etc. The use of these goods is by no means confined to the ultra fashionable dressers, but is to be found in many popular-priced fabrics.

There are some new makes of serges heavy in the rib and woven very lightly between, that only the exclusive trade is using, chiefly in navy blues. Other serges, both the fine and coarse varieties, are provided in almost every shade of fashionable colors.

Some of the smartest suits noted at the Fall openings were of cote-de-cheval. The old reliable broadcloths are as much in evidence as ever, but the tendency in materials is generally towards the rough and the less lustrous finishes.

Good Outlook for Silks.

A big season for all kinds of silk materials, particularly the Chinese Shantung, foulards, and crepe silks of all kinds is looked for. Foulards will come in for their share, and the designs and colorings in this material are more varied than ever before. Another point in their favor is the fact that they are now made rain-proof.

A new fabric on the market is called cashmere de chine. It is very much like peau de cygne, with the exception that the former is stronger and is made from a better quality of raw silk. A complete line of colorings, popular in other silks are to be had.

Moire silks are coming prominently to the fore, but, like all the dress materials this season, they are very soft and drape well. In black and every dark color, these silks are employed in the building up of smart outdoor dresses, but generally in combination with another material. They also make up lovely wraps.

Some of the fancy satins and silks have moire effects, generally combined with narrow stripings.

For evening wear there are moires in two colors or shades, and moires interwoven with silver threads. These number among the most exclusive materials, as do brocaded moires, brocades with gold grounds, satin damasks, soft corded silks with raised designs in velvet pile in pompadour colorings, metallic gauzes striped with velvet, metallic nets, nets studded close with small silver or steel beads, Louis XV. silks with gorgeous beflowered patterns.

Velvets as Trimmings.

Velvets are leaping to the front in the better qualities and will be largely used as trimmings and in combination with other fabrics. Velveteens are indicated for wide use both in plain and corded effects.

Season for Linens.

It is anticipated Spring 1910 is to be a big season for linens in both plain and some fancy weaves, the plain predominating. The fine and medium coarse weaves, not the loose ramies and crashes, are said to be the ones that are going to take. A good trade in shadow stripes and similar effects is expected.

Zephyrs of Scotch make are having a tremendous sale. The smartness of their colorings and designs for 1910 are very noticeable. They are confined to the usual limitations, stripes, checks and plaids.

Marquisettes, Shantungs and grenadines, as well as exquisite cotton voiles are coming into heavy demand for dresses and waists. Striped effects are lovely in texture, patterns and colorings.

Serpentine Crêpe





THE New Fall and Winter Patterns of this superb crinkly Cotton Fabric are commanding the attention of the best retailers everywhere.

Ask your jobber to show you the full line.

If you do not find satisfactory assortment of patterns or shades, write us.

PACIFIC MILLS, 70 Kilby St., BOSTON

SUESINE SILK

READY TO SERVE YOU

GREENSHIELDS LIMITED
VICTORIA SQUARE MONTREAL

SUESINE DISTRIBUTORS FOR THE DOMINION OF CANADA

Write to-day for samples and full information. Be ready to meet the big demand for Suesine Silk---the widest advertised, best known and most popular silk of its kind. It is a strong seller and is in great favor. It MAKES good because it IS good.

GREENSHIELDS LTD., VICTORIA SQ., MONTREAL

Uses and Abuses of Due Bills for Handling Produce

Bowmanville Grocers Charge Other Merchants 10 per cent. for Taking Care of Country Produce—Abuses Creeping in make Regulation Necessary—Checks are Being Used Where Never Intended -

OWING to abuses which have crept into the due bill or check system adopted by Bowmanville merchants in handling farmers' produce, steps are being considered by the Board of Trade of that town to restrict their use. In many ordinary mercantile transactions it appears that the checks or due bills were practically taking the place of currency. As the result of an arrangement with the grocers, exclusive stores which could not conveniently handle produce were the clearing houses for these checks on a ten per cent. discount basis.

In country towns, where there is no open market, the farmer disposes of much of his produce in exchange for goods and the grocery or general store is usually his chief market. In many places, when the farmer's produce is of greater value than the amount he wishes to trade, the merchant gives him a due bill, instead of cash, for the balance. It is an optional matter with the farmer, but the due bill frequently represents a small percentage premium.



Form of due bill or check given in exchange for produce in Bowmanville. They are issued by the grocer or other merchant handling produce, are accepted in payment for goods in stores not wishing to take produce, and are later redeemed by the issuers on a 10 per cent. discount basis.

The due bills are generally in the form of a small aluminum check, which states its value on one side and, on the other, the name of the firm issuing it.

Grocer Charged 10 Per Cent.

In a large town such as Bowmanville, there are many exclusive merchants who have no facilities for handling produce. The boot and shoe man, the dry goods merchant, the clothier, jeweler and druggist do not want to be bothered with it. An arrangement was made between Bowmanville grocers and the majority of other merchants, whereby the latter agreed to trade out the farmer's due bills at par and, at the end of the month cash them with the respective grocers who charged 10 per cent. discount for the accommodation afforded in taking all of the produce.

Here is how it worked out. A farmer taking butter to the grocer could either receive goods in exchange, cash or due bills representing 10 per cent. advance on regular price. When the cash price of butter is 20 cents, for example, the farmer would receive due bill for 22. Each grocer issues his own due bills, and on the first of each month redeems those that belong to him, deducting in each case the amount of the grocery bill due by the dry goods man or other merchant receiving his checks. If, for example, the other merchant had any one grocer's due bills amounting to $100, and against this was a grocery bill amounting to $20, this would be deducted and the grocer would give cash for balance, less 10 per cent. discount.

Held the Country Trade.

The majority of farmers prefer due bills, and it meant something to Bowmanville. In one of the neighboring towns there is a better market for produce and hence, cash prices more attractive to the farmer. The due bills, therefore, have had some influence in holding the country trade for Bowmanville. There were those who claimed that the expense in connection with it, however, was not equally divided. When the farmer went to a clothing store, for instance, where prices were all marked in plain figures, he would plank down, say $20 in due bills for a suit of clothes. At current prices of produce, he was paying $18 for the suit and that amount in cash the merchant received when the grocer reclaimed his checks at the end of the month. One dry goods merchant states that he cashed upwards of $200 in due bills at the end of each month—equivalent to $240 a year in discounts.

An Abused System.

After a fair trial some dissatisfaction was found with the system. Abuses began to make their appearance. The original intention was to use the checks solely as a method of dealing with the produce problem, confining them to the merchants who issued them, and in no way to recognize it as a general substitute for currency. Inquiry along King St., Bowmanville, shows that here and there merchants have been using them in trade with each other, and that they have got into the hands of people who were never entitled to the priviliges which they represented. It is even stated that the checks found their way into the receipts at the dime theatre and that one of the town physicians was tendered due bills for professional services. As the farmer is a close bargainer, a merchant now and then would find himself granting a slight discount and then accept due checks, representing a further reduction. One merchant stated that one or two of his town customers had complained that, while they had to pay cash, the farmer got a discount. He received little sympathy when he explained that while it was one of the problems of business for which he had to pay, the town stood to gain more than it lost.

Grocers Say they Lose.

The grocers have their own opinions in the matter. They state that in some cases, they lose more than 10 per cent. in handling the produce and that, all things being equal, the dry goods merchant and others have the better part of the bargain. Butter represents a considerable item, but they state that it would be decidedly invidious to discriminate on quality. The grocers admit that abuses have crept in, but that proper regulation is necessary. Some of them question the advisability of giv-

ing checks. There are farmers, they state, who buy their groceries in the country and trade out the checks in the other store of the town.

Check Better Than Accounts.

A dry goods merchant pointed to one advantage in the system. The checks he said were much more quickly converted into cash than an account. Experience had taught him, he said, that when some farmers had any amount of cash on hand they hoarded it, banked it, and ran an account with the merchant. The check was preferred to cash on account of the premium and sometimes caused the farmer to buy where otherwise he would wait or do without. This dry goods man said he had no objection to the system provided that it was subject to strict regulations.

At the meeting of the Board of Trade, the majority stood out in favor of restrictions which would confine the due bills entirely to the merchants who issued them. This is said to be the plan adopted in Oshawa.

Lessening Demand in Oshawa.

A grocer of that town writes The Review as follows: "Our experience during the past year or two with due bills is that they are gradually being used less than formerly in Oshawa. This is caused, we think, by the demand being greater than the supply and by farmers preferring the cash. In our case, we pay them a cash price if they desire it, or an advance price if they exchange their produce for goods in our own store."

Have Decorations Fire-proofed.

With so much light and inflammable merchandise around, there are few merchants who can be perfectly free from the fear of a fire and its results when the Christmas rush is on. Fire, at this time, would be more serious in its consequences than at any other part of the year, as not only would there be the losses to stock, stoppage of business, etc., but from the crowded condition of most stores at this time serious accidents and possibly loss of life might probably result.

Every merchant knows the effect upon his business of having the store look as attractive as possible, and therefore decorations are used in many stores. These decorations are as a rule of paper, glue, etc., and are of such a nature as to easily catch fire, and to blaze freely when once alight.

For a very slight increase over the cost of the unprotected decorations all the decorative materials used can be fire-proofed. When this is not done there is the additional danger that the city or the insurance authorities may order them taken down, thus making the money spent on decorations a total loss. Most makers of artificial floral and other decorative features will proof their goods at a small extra cost and it is good policy for the merchant to pay this added cost at any time, but particularly so when the holiday business is on the way, and not only has he to safeguard his stock but also the safety of his customers.

The Stronglite Box Co., Toronto, incorporated with $35,000 capital, will manufacture boxes and packing cases. The provisional directors are J. M. Ferguson, W. C. Ferguson and E. A. Ferguson.



Are made in all Human Hair Shades to tone with the hair of the wearer, the Net being quite invisible whilst keeping the Coiffure in place without flattening.

5 Sizes R 20 Medium · R 22 Large · R 23 Extra Large · R 24 Allover · R 26 Superfine

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are now being shown by our travellers in Ontario, Quebec and Maritime Provinces.

Values and assortments invite your close attention.

Some of the lines we show

Ladies' Waists, Skirts and Underskirts. Men's, Ladies' and Children's Underwear, Hosiery, Handkerchiefs, etc., etc.

Special lines for sorting, including many clearing lots.

Let Us Have Your Enquiries.

L. Hirshson & Co.

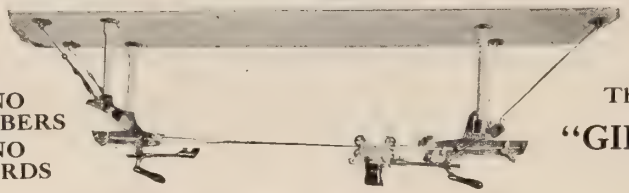
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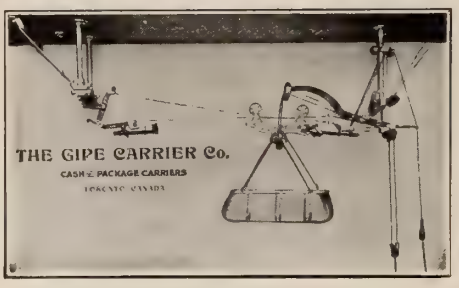
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NO CORDS



The "GIPE"

Our New "Closed Wire" Cash Carrier.

STRONGEST and EASIEST propulsion ever produced.
Levers always CLOSED and the two wires together except in the act of sending the Car.
Guides near hinge in levers compel ERECT PROPULSION, thus doing away with the usual wabbling of car, it will travel twice the distance with the same impetus.
"Hood" on car catch makes it absolutely positive; HOLDS THE CAR EVERY TIME, and noise is reduced to a minimum.



Our "GIPE" PACKAGE CARRIERS will centralize your business, and will pay for themselves the first year.

Our Guarantee

We will install a System of our Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.

Many progressive merchants in Canada have already adopted "Gipe" Carriers, and such well-known houses in London, Eng., as Harrod's Stores, D. H. Evans & Co., John Barker & Co., Gamages', J. R. Roberts Stores Co., and many others are now using them.

We build LEVEL and GRADE PACKAGE CARRIERS, LEVEL, GRADE, CURVE and PERPENDICULAR CASH and MESSAGE CARRIERS.

CATALOGUE for the asking, or better still, call at our office and let us demonstrate the merits of the "Gipe."

Our Machines are built in Canada, which means a saving to you.

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An article well displayed is half sold!



And the way in which Skirts and Petticoats can be displayed to the best advantage in your store is by installing the

BUCKINGHAM
Sunflower Skirt Rack

the only practical method of hanging and displaying Skirts and Petticoats. This rack will keep your Skirts in excellent condition, and as it retains the folds, it saves pressing expenses. Price $16.50 f.o.b. Guelph.

Send for one; we will take it back and give you credit in full if you are not satisfied.

BUCKINGHAM-RAE CO.

177-179 Adams Street - - CHICAGO, Ill.



Plain background with stenciled paneled border. The center panel, which is wider, is divided from the narrower side paneling by pillars smoothly covered with the same fabric as the background and decorated with tinsel garlands. A pedestal at the base of the pillars supports bronze figures, wreathed around with holly; holly sprays and wreaths are intermixed with the goods on display. Two bay trees are effectively placed in each corner of the window — By H. Robinson, for R. McKay & Co., Hamilton.

Christmas Decoration of Interiors and Windows

Plan for Displaying and Selling Handkerchiefs—Busy Season for the Window Trimmer — Attracting the Children — Suggestion for Background and Arrangement of Toy Window—Handling Holiday Lines.

Winners in Review Window Competition.

September.—1. H. Robinson, for R. McKay Co., Hamilton. 2. E. McIlroy, for A. L. Garland, St. Thomas.

October.—1. Jas. McNicholl, for Richard Hall & Son, Peterborough. 2. A .W. Andrews, for the Anderson Co., St. Thomas.

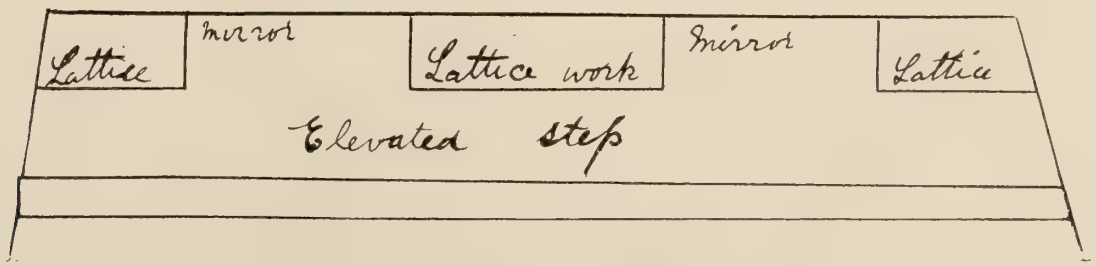
THE Fall of the year ushers in a particularly busy season for the window trimmer, and one in which, if he is to get through creditably, he must have his plans laid and perfected well ahead. The opening trims mean a lot of work for both brain and hand, and, after the season is begun, careful trimming is necessary to properly show and sell the goods. Then comes Thanksgiving, and close on the heels of Thanksgiving comes the selling harvest of the dry goods year—Christmas. Early buying, that is the aim of all merchants, large and small—how to induce customers to do their holiday shopping well in advance of the holiday rush.

The advertising department will help, but, as a fact, the window trimmer is the man to be reckoned with to start effectively the selling of Christmas lines—therefore it is important that he be forehanded with his plans.

The city stores do not wait for November to come in, but the first days of the month are sure to see the store begin to take on a holiday selling aspect. Holiday lines begin to make their appearance and, early in the month, the trimmer has to plan for a big window display of toys. This is to get the thoughts of the children fixed upon Christmas gifts. When this is achieved, they will soon remind their elders of the advent of that season. Saturday is usually the day chosen for inaugurating this window, as Saturday, being a holiday, all the children will want to see the window, that is, if the advertising section has properly made the announcement.

Many merchants give some souvenir to every child accompanied by parents or other guardians visiting the store on that day.

A toy window, because of the many items that must be shown, takes a long time to dress, therefore, as much work as possible must be done in the trimmer's room, and to expedite matters, a plan of the window should be made showing the position of the chief features of the window.



Ground Plan for Toy Window.

A very good arrangement—and one that is fairly new, would be to obtain hoops of various sizes—a large one in the centre, and smaller ones at each side, the intervening space filled in with various smaller-sized hoops. There might be a smaller hoop suspended inside the ropes, etc., that held the large central hoop—the smaller one to be

a foot or so above the larger one. Scarlet cord or gilded rope might be used for holding up the hoops, twined with running garlands of holly and berries. These hoops should be covered with red cloth, and have dolls and various other toys fastened to them.

Dolls in various attitudes, playing games, mechanical toys, etc., occupy the floor. An advantage of a window trimmed in this manner would be that so much work could be done inside. For instance, all the hoops could be made ready for hanging up, and all the dolls and toys used to trim them could be fastened to them outside of the window. This would leave the floor space only to trim in the window. And if a plan had been made previously with the position of each important toy marked on it, it



The new hipless shell form showing shoulder and back view of an evening costume—By H. C. Macdonald for the W. A. Murray Co., Toronto.

should not take an undue length of time to put in this part of the display.

In the drawing given, showing a suggestion for the background for a toy window, mirrors are used, in front of which pillars of lattice-work, made of strips of wood and painted green are placed. To connect the pillars and give an arborial effect, bent laths are arched over from corner to corner, and both the lattice-work and arches are twined with holly, foliage and tinsel. The central arch is half as wide again as the side arches, and each arch is decorated with bells, either those of red paper, or, better still, of holly, and a rope of club moss or other evergreen, twined with tinsel, is laid as a finish on all the edges of both arches of the pillars. In front of each arch, and partly beneath it, is placed a fully-trimmed Christmas tree, lighted, if possible, with electric lights in various colored bulbs.

Toys can be secured to the lattice-work, plush monkeys, Teddy bears, Billy possum and other animals can be shown climbing up the corners of the pillars, and all kinds of toys can be shown suspended from the lattice, and also on the Christmas trees, which should be well frosted.

About half the window floor at the back should be raised so as to make a step, about six or eight inches higher than the front of the floor of the window, and the floor can be covered with either white or green felt. In either case, a quantity of glass frosting should be scattered over it.

This window has also the merit of allowing much of the trim to be done before it goes into the place in the window.

A leading Canadian trimmer used most effectively last year white holly foliage and red berries. Trails of the holly and berries were fastened as a draped curtain onto the glass. The permanent dark oak background was used edged and trimmed profusely with the white holly and with gilt grapes and foliage. The whole of the series of windows in front of the store was trimmed in this fashion and in each window was placed three panels framed in gilt and in foliage, each centre one showing a different picture of Santa Claus, while the side panels showed softly-tinted pictures of chilly cupids in many attitudes. Each panel was different. This setting was used to show all Christmas lines, and also did duty for the January sales. The effect was particularly good when January whitewear was shown against this background.

Two Effective Drapes.

The two graceful drapes here illustrated are by H. C. Macdonald, trimmer for the W. A. Murray Co., Toronto. For the figure effect the new hipless shell form was used. This shows the shoulder and back view of an evening costume. A smoke violet sateen was used on this drape, the trimming being heavy black sequin insertion, and black jet buttons to match. This form is particularly well adapted to the rich, drapery materials so much in use at the present time. The piece completing the V at the back is detachable.

For the other drape, a stand, such as illustrated, was used. As made by Mr. Macdonald, the top or draping platform consists of a piece of heavy cardboard laid over two shaped pieces of wood, nailed to a solid base, the surface being about 15 inches square. Silks, serges, meltons, or broadcloths may be shown to advantage on this stand. The main purpose is to obtain the sweep on three sides. The material is first draped over the front and down to the floor, slightly to one side, then turned under two inches and returned over one side of the form to the front again, thence up over the side and sweeping off in the same manner as previously described. Black braid, buttons, a fur ruff and a parasol were used for relief. The drape may be made without pins or fasteners of any kind.



No. 1644 Our New Holly Set Piece for Window Backgrounds, made in pieces, therefore very easily placed. These are not made of flimsy materials like most concerns make. Wording or scenery can be placed in wreath, making it very attractive. Can be had in White, Green, or any combination color, frosted. Stock sizes are:
3 x 6 ft., $5.00 each 4 x 8 ft., $7.50 each 5 x 12 ft., $12.00 each



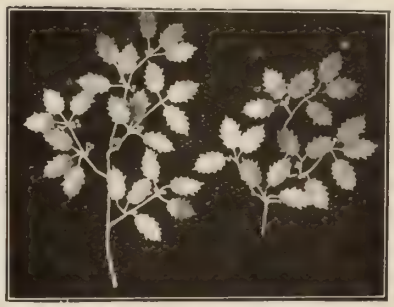
No. 284 Our New Holly Electric Light Shades, very good for Xmas Decorations. Extra Large, with Asbestos Collar. Price 75c. per dozen, $9.00 gross.

No. 455 Same as No. 284 in solid or combination colors, as red and green, or any other color to order. Price 65c. per doz. $6.50 gross.



No. 821—White Frosted Double Pointsettia, very beautiful and showy for Xmas Decorations. Flower is 14 inches in diameter, and stem is 24 inches. Price $1.50 per dozen, $16.50 per gross.

No. 822 The same as No. 821 made in Vines of 3 flowers and 12 leaves. Vines 40 inches long. Price $3.00 per doz.



No. 852 Holly Spray with 24 leaves, and berries, in White, Green, Frosted, $1.40 doz., $16.50 gross
No. 850 with 12 leaves, and berries, 75c. dozen, $8.50 gross.

No. 2011 Large Size Chrysanthemums. Can be used for any occasion, very true to nature. Made with 14 inch stem and 2 wired leaves to stem. Any color. Price 35c per dozen $3.00 per gross.
Same as No. 2011, in Short Stem, at 25c. per dozen. $2.50 per gross.

We can furnish you with any of these goods in fireproof. Write us for anything you want in the decorative line and we will be glad to submit you samples and prices.

Write for our Large Main Catalogue of Artifical Flowers and Decorative Supplies, and if interested in Papier Mache Goods, write for our Catalogue No. 3.

J. F. GASTHOFF & CO.

Leading Manufacturers of

Artifical Flowers and High Art Decorative Supplies

12-14-16 S. Vermilion St., Danville, Illinois, U.S.A.

Poor Daylight is the Thief of Profits!



Lack of good daylight eats into mercantile profits in these two ways :—

1. DIRECTLY—
   By causing you to use an undue quantity of expensive artificial light.
2. INDIRECTLY—
   Through loss of business occasioned by a cheerless, gloomy-looking store interior.

There is just one remedy—

LUXFER PRISMS

Luxfer Prism Fanlights, Transom Lights and Sidewalk Lights, properly placed, will result in an immediate and permanent reduction of artificial lighting expenses; and will instantaneously transform the darkest buildings into places of light and attraction.

Ask any Architect. Examine the installations of Luxfer Prisms in your own locality.

Luxfer Prism Company, Limited, Toronto and Montreal

A Handkerchief Display.

A very attractive interior display, and at the same time a very ingenious method of selling handkerchiefs, was noted in the dry goods store of Dougall Bros, Colborne. The idea was to create an attractive display, and incidentally to keep the handkerchiefs off the counter and prevent the "mauling" of these goods when shown in the regular way.

Down the centre of the store was hung a row of hoops from the ceiling. They were placed at just the height that would keep them conveniently above the heads of clerks and customers and yet not so high as to be hard to reach. Each hoop was about three feet in diameter, and was covered with red cotton, the handkerchiefs being hung from bent pins stuck into the covering of the hoops. Every few inches ribbon, red white and blue, alternating, ran from the hoops up to the ceiling, giving a Christmas-like effect to the store, and forming a bright and attractive interior decoration at little cost. The handkerchiefs were hooked onto the pins by the centre, permitting the pattern to be plainly seen, and, when a sale was made, the saleswoman just took hold of the corners and a little jerk brought it down.



For this drape a curved-surface form was used. No pins or fasteners are required – By H. C. Macdonald, for the W. A. Murray Co., Toronto.

Price tickets, of course, were attached to each hoop, and all the handkerchiefs on one hoop were the one price. For selling handkerchiefs, and for economizing space, always a vital point at this time of the year, this method of handling these goods would be hard to improve upon.

There is no reason why numerous other articles should not be sold at this season in this manner.

Though it would not be possible to sell toys from hoops in this manner, they might be most effectively shown in the department, and hoops of various sizes might be used in planning the window trim.

Foliage and Floral Effects.

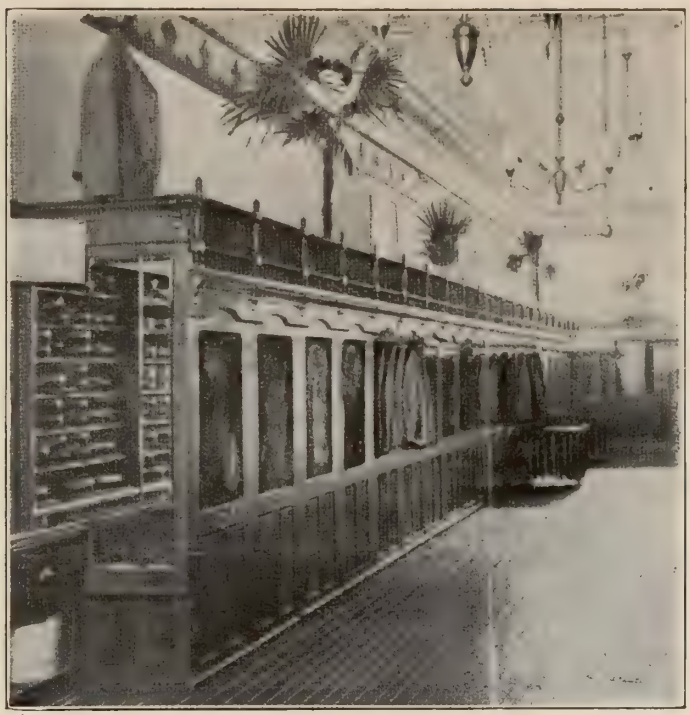
Flowers and foliage are in perpetual use for decorative purposes and no trim, however simple or elaborate seems ever complete if some floral effect is not a part of it. The makers of decorative supplies clearly recognize this and each season sees old successes in floral lines in greater perfection and also a host of new effects, until one feels that the limit is just about reached. A great deal of painstaking work is put into the making of artificial flowers for trimmers' use. Designers make a close study of natural flowers, fruit and foliage and reproduce them with great accuracy, giving them, if trimmers so choose, the real growing colors one sees in the woods and fields. Improved machinery and better methods have kept down the price, and considering the perfection to which the making of artificial flowers has been brought, prices are very moderate and well within what even small stores can afford to pay out for attractive trims.

If the trimmer has a proper room and the space he ought to have for storing his properties, the life of his floral effects can be greatly prolonged. All the best trimmers are very particular about this matter and save their stores thousands of dollars by the careful keeping and handling of floral and other trimmings. Handled thus floral effects do not run into any great expense as they are always ready to combine and use with the novelty goods that have been bought to give tone to the whole. If the trimmer has a retentive memory and follows the work of any high-class decorator for any length of time, he cannot fail to note how he makes use again and again of old properties. This, of course, no trimmer can do if he has no proper room or proper storage place for his tools, fixtures and trimmings. Many trimmers are relegated to any odd corner, however inconvenient it may be, but this is a mistake, and the merchant who will see that his trimmer has a fair-sized room, well-lighted, will find his reward in more effective windows and store trims. The work will also be done in less time and valuable window space will be dark for shorter periods.

Christmas decorations are next on the list and many trimmers are now hard at work collecting hints and ideas to give shape and originality to the Christmas decorations. Of late years, trimmers have used a good deal of white foliage—such as white holley with red berries, white oak, grape fern and other foliage. Tinsel is also much used both in gold and silver. White sprays, garlands, etc., can be had with tinted edges either in green or red and the effect produced by either is very pretty. Colored lights, or white lights with colored shades add greatly to the beauty of a Christmas display.

Floral shades for electric lights are shown by some firms. These shades are made up of flower petals so shaped as to possess the graceful contour of the petals of the flower. Particularly appropriate for covering both window and interior lights for Christmas are natural leaf designs, the leaves being of crepe paper printed in holly sprays in natural colors or stripped red, white and blue. The same design can be had in plain crepe paper shaded from dark to light. Quite unique for covering electric light globes are the rose globes. This striking decoration is of crepe paper, rose petals in globe form shading from light to dark. Ribbons with small roses tied in at intervals can be had to suspend from these globes. Another electric light shade suitable for use in the coming season is the poinsette shade, also chrysanthemum globes. These have the incurved petals of the chrysanthemum flower and can be had in any color required and in sizes 6 in. up to 19 in. All these shades have an asbestos collar.

For interior work, besides crepe paper, vines of grape, oak, maple, smilax, etc., tissue leaves can be had either in solid color or with tinted edges. These can be pasted on tarleton and can be used for backgrounds, around balconys, booths and for making arches. This is a comparatively inexpensive and yet most effective form of decoration.



SECTION OF MODERN STORE
EQUIPPED WITH OUR SYSTEM

We Have Purchased

THE ENTIRE ASSETS OF

Weir Wardrobe Co. of Canada

LIMITED

and are selling off at REDUCED PRICES their stock of store wardrobes

Sectional Wardrobes—each complete in itself.

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style and size.

Capacity—

High Boys—with 30-in. frontage—50 suits.

Low Boys—25 Suits and 25 pairs odd Trousers.

Hardwood Slides.

Centre Section	-	-	**$30.00**
End Section	-	-	**$33.75**

Prices of Fitting Rooms, Dummy Fronts and Stairways REDUCED IN PROPORTION.

CUT PRICES being offered on SHOWCASES and SILENT SALESMEN.

Write for illustrated circular

Shaw Woodworkers

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Profitable Display Demands Practical Fixtures



No. 2—Practical Ribbon Cabinet

Practical Ribbon Cabinets Made in Eight Sizes



No. 3 -Practical Ribbon Cabinet

Holding From 50 to 700 Bolts of Ribbon

PRACTICAL RIBBON CABINETS

PRICE LIST

Cabin No.		Capacity Bolts	
0	27¼x 6½x26½	50	$ 6 00
1	28¼x14 x26	100	10 00
2	28¼x14 x38	150	13 50
3	28¼x18¼x38	250	18 50
4	28¼x23¼x38	325	23 00
5	28¼x27¼x38	400	26 00
6	28¼x32½x38	475	30 00
8	28¾x42¾x43½	700	42 00

MADE OF OAK



PRACTICAL HOSIERY RACKS. Two sizes, holding 72 and 100 pairs Hose.

Practical Hosiery Racks

Made of steel, nickel plated. ¶ Slip the stocking in the spring pair by pair. Place the spring in the frame at the top of the rack. ¶ A quick jerk disengages the pair desired without interfering with the others. When handled and inspected they hang tight and fast, keeping their position and shape. There can be no disorder in the stock when this rack is used.

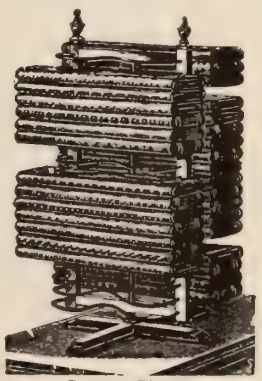
No. 1—34 inches high, 16 inches wide. Has four springs. Capacity 72 pairs hose, $5.75.

No. 2—34 inches high, 17 inches wide. Has eight springs. Capacity 120 pairs hose, $6.75.

Practical Piece Goods Fixtures

The proper display of ginghams, prints, and piece goods in general requires a Practical Counter or Floor Fixture. Either holds forty pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in., 20 in. counter space. Price, $6 50.
Practical Floor Fixture, height 5 feet. Price, $7.50.

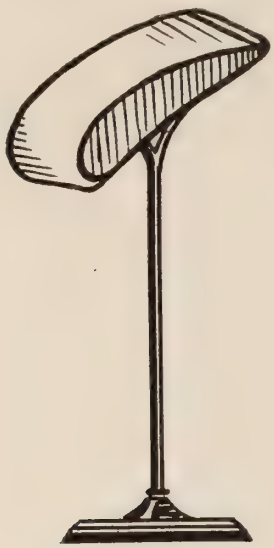


Counter Fixture

FOR SALE BY THE WHOLESALE DRY GOODS AND NOTION HOUSES. SEND FOR CATALOGUE.

A. N. RUSSELL & SONS CO., Manufacturers, ILION, N.Y.

Holly effects are numberless. There are wreaths in set and in spray effects, holly vines, wreaths framing a lithograph of Santa Claus, holly sprays, and holly gar-



Stand used by H. C. Macdonald, of W. A. Murray Co., for draping dress materials.

lands. Holly wreaths can be had with diamond dust to imitate frost.

Fall Opening Display

The John Murphy Co., Montreal, had a special window display for their formal Winter opening of costumes and millinery. This store is noted for its artistic window displays, depending upon artistic arrangement of goods and colors, and avoiding any suspicion of over-crowding.

The large corner window showed merely two costumes, grey and one of the new shades of blue, on display figures with hats to match the costumes. Two or three hats were shown besides, also millinery trimmings, etc. A mirror background was used, and the only decorations consisted of a few autumn vines and baskets of flowers. Several of the side windows were given to costumes, with millinery, mantles, and dress accessories to match, a single color being used in each window.

In view of the Thanksgiving trade, several windows were given up to table linen. A splendid showing of Cluny lace hand-embroidered, and drawn-work linen was made in these windows.

Displaying Dolls.

One of the earliest lines of strictly Christmas goods which should be shown is dolls. This is because of the fact that the majority of dolls are undressed, and have to be provided with a wardrobe before being presented to their future owners. Diminutive though these wardrobes are, their preparation requires time, and for this reason early displays should be made to suggest early buying to the public. Attention should be called, both in the window, and in advertising, to the advantages accruing from early purchases.

While a display of dolls at any time will attract the attention of children, the display can be made more alluring by arranging the window to suggest fairyland, or Santa Claus land to the active imaginations of the little people. In dressing the window every effort should be made to have the dolls appear as lifelike as possible, as this will help attract attention.

As the idea in showing dolls early is to push the undressed dolls. The greater number shown in the window should be of this class, with enough of dressed dolls to give the trimmer an opportunity to make an attractive window.

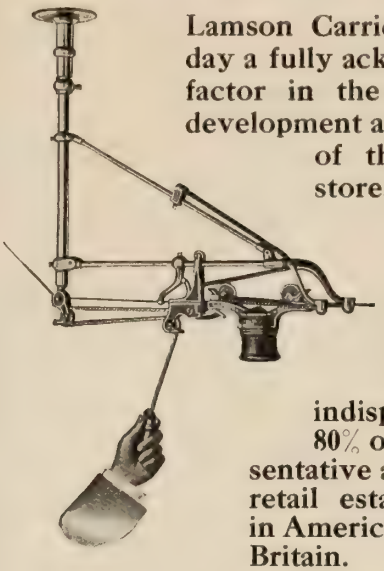
As a help in doing this other toys might be utilized, to aid in carrying out any scheme decided upon, but not enough to detract from the idea that the window is essentially for the display of dolls.



A Christmas Toy and Novelty Window by Warren Andrews for the Anderson Co., St. Thomas.

An addition 32 feet x 50 feet has been made to the Jas. Sealey store, Kentville, N.S. Fifty feet of silent salesmen have been added to the equipment. All of the departments, save millinery, are on one floor.

LAMSON



Lamson Carriers are today a fully acknowledged factor in the successful development and conduct of the modern store, and in one or another of their many forms are found absolutely indispensable in 80% of the representative and leading retail establishments in America and Great Britain.

Systems Leased or Sold
Send for Bulletin M.

LAMSON CONSOLIDATED STORE SERVICE COMPANY
126 Wellington St. W., Toronto, Ont.

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SERVICE



Fur Stand
No 740

☞ BEFORE you buy anything in the display fixture line, let us show you what is most practical for this season. WE KNOW. We've been at it long enough to build up the greatest fixture business in Canada. We have everything you will possibly need in the store fixture line.

It will not cost you anything to learn how we can assist you in selecting the right kind of display fixtures.

Delfosse & Co.

7 HERMINE STREET, Near Craig Street
Montreal

There is Always "One Best Way" to do Everything. The Displaying of Merchandise well goes a long way in assisting in the selling of it.

In Displaying Ready-to-Wear Apparel the most Practical Feature now in use is the Guthridge Display Chair. Garments are not only shown to much better advantage but you also save Seventy-five per cent. of your Showing space. (They take up only one-quarter of the space that display tables occupy). Having used these Chairs once you wonder how you ever got along without them.

Think of it—Over Seven Hundred and Fifty Chairs now in use in Chicago alone. Place your order now so as to have them for early use. Made of Birch, Mahogany finish and Quarter-Sawed Oak, Golden Oak finish; both finishes are of a medium shade that will harmonize nicely with any furnishings. These chairs are already in use in the Suit and Cloak Departments of some of the leading stores of Toronto and Montreal. Write for descriptive circular.

F. M. GUTHRIDGE

1435 Wabash Avenue - CHICAGO, Ill., U.S.A.

Display Fixtures
for
Gloves and Ladies' Neckwear

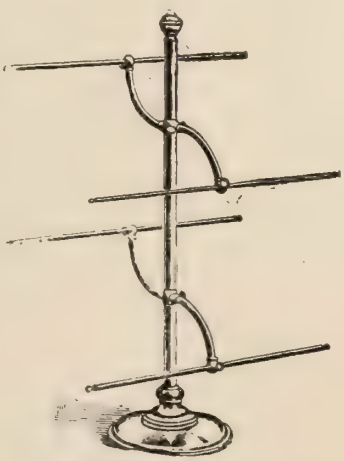
It is important to let the public SEE representative items of your stock. Proper display is a great aid in selling Gloves and Ladies' Neckwear; and our Display Fixtures are great aids to the effective display of these goods.

Toronto Brass Manufacturing Company

17-21 Temperance St.
TORONTO.

Write for Our Complete Catalog.

No. 114 Glove Stand Price $5.35



No. 116—Glove or Lace Stand



London, Eng., Office, Dry Goods Review, 88 Fleet St., E.C.

The Month's Review of Trade Activities in British Markets

Staff Correspondent

Office of The Dry Goods Review,
88 Fleet St., London, E.C., Oct. 25.

BUSINESS is not as forward as might be expected and the absence of repeat orders indicates that as yet both in the city and the provinces the Autumn season is not fully under way. The very general anticipation of a general election and the fear of the disturbance of trade that an election always occasions, is one factor that is creating a cautious buying spirit in the drapery trade at present.

Four Months' Success.

Selfridges have issued a circular to their preference stock-holders that contains some interesting information as to the success of the first four months trading of this firm. In spite of the heavy opening expenses, the great cost of their advertising campaign, etc., the directors state that the returns are most encouraging, and that the figures warrant the payment of both debenture interest, and interim preference dividend. A point made in the circular is that the claim made that the coming of Selfridge's has been a benefit rather than a let down to the already established west-end drapery houses. This statement is corroborated by these firm's trading returns. It will be remembered that Mr. Selfridge predicted that such would be the case when the store was first opened.

The coming of the Selfridges' gave rise to the comment that now London firms would see the attractiveness of the large departmental store as the Americans call it—that is the big store of several stories. Many London stores take in whole business blocks, and when a business expands it spreads outwards instead of upwards. In evidence of the justness of this idea may be cited the visit of a member of the management of the firm of Wm. Whiteley's to the United States and Canada during the Summer months. He was much impressed by the American departmental stores, particularly so with that of Marshall Fields in Chicago. For some time, Whiteley's have been negotiating with the Paddington Borough council for the site of the Paddington Baths. This site has been valued at £60,000 and this figure Whiteley's were prepared to pay, but the valuator of the Local Government Board places a price of £82,000 on the property. This advance Whiteley's decline to pay, so that all negotiations are now at a standstill, and Whiteley's are intimating that they have other plans.

Trade Exhibitions.

The drapery trade here has evidently taken up in earnest the holding of "trade weeks," "trade exhibitions," etc. Many of the larger cities and towns have had special show weeks, and, at the present time, Leeds is about to hold a "Special Show Week." The scheme was first proposed by a member of a leading business house. The object to be attained is to boom Leeds as the natural shopping centre of the North of England and to this end a very artistic poster has been issued..

Blackburn, in Lancashire, is planning a "show week" to come off at the end of the month of November. The tradesmen have subscribed £126 and this sum could have easily doubled. The idea of the promoters is to make Blackburn the big shopping centre for north-east Lancashire, and undoubtedly the forthcoming show week will help the high reputation Blackburn has already gained.

Birmingham has as a trade attraction an exhibition organized by the International Trades Exhibitions. The show, which is located in Bingley Hall, was opened by Lord Morpeth. Not only are all kinds of house furnishings, furniture, etc., etc., exhibited, but there is a very extensive costume show made as well, and local firms are showing costumes and millinery on living models.

Larger Silk Crop.

Reports from Yokohama state that according to the official estimate, the silk crop in Japan will be 20 p.c. better than that of last year, due to the fact that sericulture is being conducted on a larger scale. The London silk market is more active and prices are a shade firmer.

Bradford.

There is no question about the fact that the users of wool and the distributary trade do not relish the increasing values. At the present time, very good values, according to present wool prices, are to be obtained, but as users have to go into the market for fresh supplies, prices even up. Both the manufacturer and the distributing trade are offering strenuous opposition to the advancing prices, but in the face of dearer wool, higher values are bound to come—unless the much-talked-of substitution of other fabrics that can be more cheaply made, takes place.

Bradford has always been noted for fancy black dress fabrics, and the indications now so pronounced that black fancies are once more to be fashionable is good news for this centre. Some very handsome jacquard effects are on the market particularly in mohair and worsted effects.

The big demand for coating serges is leading to the free use of braids. As braids are made from mohair

SHOW-CARD WRITING



We teach you how to do work like this.



¶ Business may have been a *procession once*, but it is a *race now*, and it's the *trained man* who *wins*.

¶ Our business is to train young men for better things. We want to train *you*. That is why you find our ad. in The Dry Goods Review.

¶ Get out of the procession into the race. Learn SHOW-CARD WRITING—IT LEADS.

¶ Every dry goods store needs a card-writer. Every employer realizes the selling value of well-displayed cards.

¶ Every employer or department manager would be glad to have a clerk who could write the cards for the firm.

¶ How about your firm?

$ 10 $

This coupon has a cash value of $10 when applied to enrollment for our course in

SHOW-CARD WRITING

Fill in your name and address below, detach this ad. and mail to us to-day. We will place it on file, and when you enroll you will be entitled to the privilege of deducting $10 from the list price of our course.

¶ Do you know that expert card-writers earn from $3 to $20 per day?

¶ Do you know that any clerk who can write cards can double his salary?

¶ Do you know that Show-Card Writing is the most profitable profession of the day?

¶ We teach this popular work right at your home.

¶ Our course is supervised and directed by Canada's original and foremost card-writer and teacher.

¶ He has a National reputation and has no superior in America.

¶ Ours is the only practical course on the market.

¶ Our students earn big money in a few weeks.

¶ We teach the most modern methods.

¶ Our course is guaranteed.

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Underline the course in which you are interested, fill in your name and address below, detach this advertisement and mail to us to-day for particulars.

Name _____ *Address* _____

THE SHAW CORRESPONDENCE SCHOOL

391 to 397 YONGE STREET TORONTO, CANADA

Please mention The Review to Advertisers and Their Travelers

yarns, or from mohair and artificial silk, this peculiarly Bradford article is a free seller.

Manchester.

The returns for the past half year from many of the spinning mills is now to hand, and indicate clearly the state of trade, as many concerns are unable to declare any dividend. Very few firms are able to show a balance at the right side of the books, and where a dividend is paid it is as a rule taken from the reserve funds. Such being the case, there can be no surprise expressed when it is learned that an extended short-time movement is in progress.

Coarse counts are the weak spot in the yarn markets. American medium counts are fairly well sold, but the producers of fine Bolton yarns have by far the largest order lists.

Manufacturers are in a better position as to orders than a few weeks ago and, therefore, are holding more firmly to their price lists. Shippers are not operating freely, business being mostly confined to sorting-up orders. In the distributing trade the feature of the week has been the issuing of a revised price list by Horrockses, Crewdson & Co., the advance on some lines being fully ¼c per yard, and all along the line advances are being paid.

The short cotton crop in the States, and the consequent high prices of American cotton is again forcing the cause of cotton growing within the Empire into prominence. The cause has been brought into further notice by the offer of £25,000 by Sir Alfred Jones, on condition that £150,000 is raised from other sources in Lancashire. While American cotton was fairly low in price interest in cotton growing within the Empire lapsed, scarcity and correspondingly high prices is causing a revival. That cotton can be raised within the Empire on a commercial basis has been proved by the Association. Up to the present time about £150,000 has been expended and 114,000 bales cotton valued at over £2,000,000 have been produced under the Association's auspices.

News from Scotland.

The Dunfermline linen industry is experiencing a spell of very brisk trade, and though all looms possible are in operation, there are firms that cannot overtake foreign orders because of the lack of sufficient female labor. To attract girls from the country districts, some firms are considering as to whether it would be advisable to shorten the working hours.

Howick tweed factories are busy, the orders placed for Spring and Summer goods being sufficient to keep them running for some months.

The great bulk of the new goods ordered are in Scotch woolens and this is most satisfactory as it gives increased employment in the carding and spinning departments. Owing to woolens, and not worsteds, being ordered overtime is being worked in some of the mills.

There is a steady improvement in the linoleum and floorcloth trade, and manufacturers continue busy. The Kirkcaldy linen manufacturers are well booked ahead, and some firms are finding help scarce.

Ireland.

There is little change to report from the Belfast linen market. Spinners and manufacturers are engaged for some months ahead, and are indifferent to any new business that now offers, as they are finding it difficult to make deliveries.

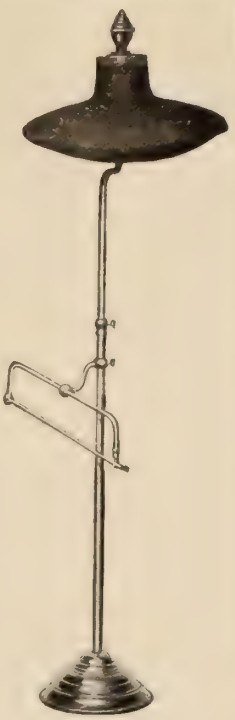
Some spinners are reported to be advancing prices to prevent further buying.

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Latest Models in Collarette and Muff Stands

Write for our Fur Specialty Circular.



No. 87E No. 87G

J. R. PALMENBERG'S SONS
Established 1852

Factory, 89-91 W. 3rd St. 710 Broadway, New York

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TEXTILE DOMINION CO·LTD

In your own interests place early and good orders with your wholesaler for Spring lines of Prints .:. .:. .:.

TEXTILE DOMINION CO·LTD

Advance in Cotton Causing Activity in Staple Lines

Wholesalers and Retailers Operating Freely—No Likelihood of Decline in Cotton—New Price Lists Show Rise of From 3 to 10 Per Cent.—Good Demand for Ginghams, Zephyrs and Cotton Suitings.

Advances in Cotton.

CANADIAN cotton mills have again advanced prices. The advances affect practically every line of goods, except listed prints and ginghams and a few specialties. Even with these advances, mills would not make a profit if forced to buy cotton at present quotations. Middling cotton is well over fourteen cents, and quotations laid down in Canada are as high as fifteen cents. For many lines it is necessary to buy a much better grade than middling cotton. It is clearly evident that the price of raw cotton must fall about 30 per cent. before it is on a par with the present quotations of manufactured goods. Canadian mills, without exception, are very busy, but it is certain that profits will not be on a par with increased sales. Qutations on English goods entering this market have not been materially altered, and this has something to do with the attitude of Canadian mills, as the amount of protection is comparatively little.

Throughout every branch of the trade, the feeling exists that cotton prices will not go lower. This has caused wholesalers to buy freely, and retailers are operating in the same way. It is not expected that the dating terms will cause much friction in cotton business. Spring dating will not be given by wholesalers until November 25th, but many retailers must have the goods before that date.

Another serious condition regarding sorting business is the light stocks held by wholesalers. This situation is aggravated by the fact that Canadian mills have now turned their attention solely to Spring goods. There are absolutely no jobs available in flannelettes or wrapperettes, as mills manufacturing these lines are working upon ginghams and prints.

New price lists issued to wholesalers and manufacturers show advances, ranging from three to ten per cent. The marked advances are on the coarser lines where cotton plays an important part. Everything shares in these advances, and wholesalers will soon have to pass them on to their customers. Fine lawns, cambrics, nainsooks, madapolams, etc., do not show such a marked increase, and some Canadian lines are unchanged in figures from last month. Denims, tickings, cottonades, sheetings, grey cottons, shirtings, etc., all feel the advance.

✠

Ginghams.

Orders for ginghams for Spring, 1910, are being freely placed, and to all appearances ginghams and zephyrs will be in exceptionally good demand. Early orders are for large quantities. There seems to be a renewed demand for fancy patterns. Plain and striped effects are also good sellers. The marked improvement of Canadian lines is having a good effect upon the trade.

✠

Prints.

Canadian print samples for Spring, 1910, were late in being delivered to the wholesale trade. This delay was chiefly due to difficulty in securing the necessary help in preparing the samples.

There is a strong tendency in prints towards the plain ground, with neat, small patterns. Spots and stripes are favored. White ground, with black or dark colors, is a prominent feature in the new lines.

The volume of the print trade for the present season

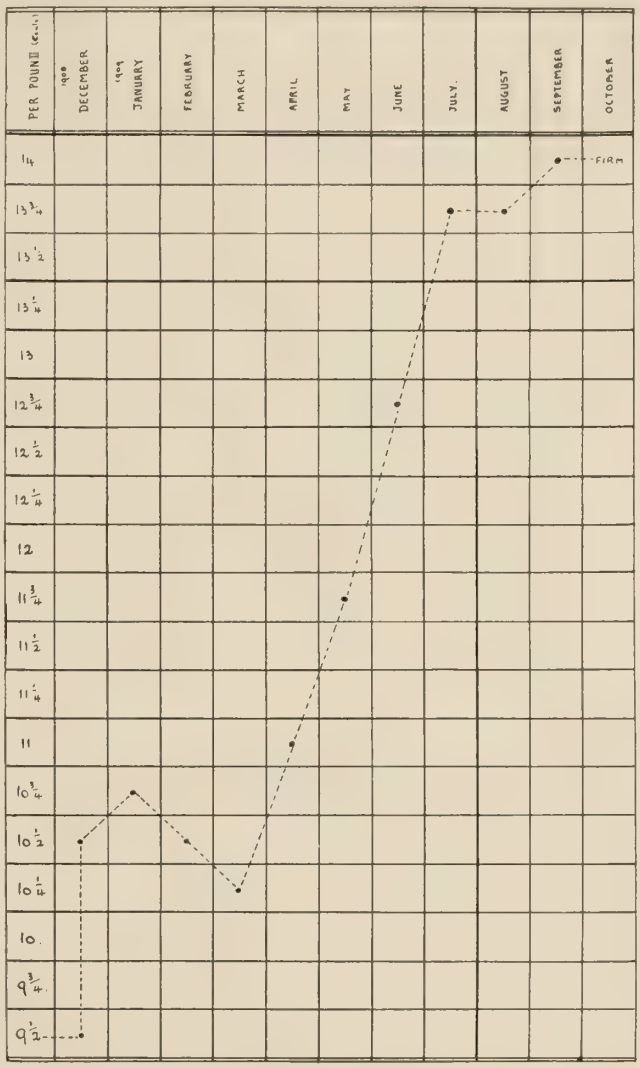


Chart showing advance in raw cotton within the past year. It is necessary to explain that this chart was prepared early in October when prices fluttered about 14 cents. On the last reading day of the month there was a sensational advance. Middling on the New York market went to 14.80. Last year the price was 9.35, the increase being more than 50 per cent.

has been far in advance of a year ago, and Canadian mills report that it has been, so far, a record season.

✠

Suitings.

The outlook for cotton suitings for the Spring season of 1910 is remarkably good. Last Spring and Summer there was a heavy demand for this class of goods, and all branches of the trade are anticipating even heavier business for next season.

No one will deny that the best linen in the world comes from Ireland, and we claim that

"Old Bleach" Linens

are the BEST IRISH LINEN

The reason of the superiority of "OLD BLEACH" LINENS is not far to seek!

The most particular care is given to the growing and selection of the flax used in their manufacture, and only the highest skilled labour is used in the "OLD BLEACH" Mills.

These lines are all **sun bleached,** a process of bleaching which makes them a pure, unchanging white without injuring the fabric.

The best class of customers will have good linens, and you will be handling exactly what they want if you stock "OLD BLEACH" LINEN.

R. H. Cosbie

IRISH LINEN AGENCY

Toronto - - Ontario

There is a strong tendency toward the plain goods, and the Spring samples include some splendid lines.

The shades which seem likely to meet with good demand are tans, blues, wistaria, and the rose shades. Helio will also do well, without a doubt.

Denims.

The advance in cotton prices has had a marked effect on this class of goods, from the fact that the cost of the raw cotton enters so largely into the cost of the finished goods. Fall trade has been exceptionally good, particularly in the west, owing to the extension of railroad construction and the necessity of this class of goods for laborers' wear.

Grey and White Cottons.

There has been a heavy demand for both grey and white cottons. Apparently both wholesalers and retailers had small stocks judging by the way orders have been given. There is a general demand from all parts of the trade for fine underwear clothes and nainsooks, due evidently to the big demand for this class of goods during the past Summer, both for the cutting-up trade and counter trade. As there is every likelihood that this demand will continue, wholesalers and retailers have been preparing for it, and mills are considerably oversold.

White linen imitations are a big feature of the trade.

Sheetings and pillow cottons are selling actively, and there is a constantly increasing demand for the ready-made sheets and pillow-slips.

Grey cotton, of fine Bengal construction, is by far the most favored line.

There is a revival in the demand for cotton blankets, and present prices are the best values that have ever been offered to the trade.

Tickings.

Printed tickings have come to be a strong line with Canadian mills, where a few years ago it was an unimportant feature. Manufacturers of pillows, mattresses, etc., are using large quantities, while counter trade is active. Besides the purposes for which it was originally intended, it is largely used for upholstering purposes, and for covering boxes, etc. Specially attractive values and patterns are included in the new range.

Raw Material Advanced.

The chart shown on the foregoing page serves to illustrate the difficulty cotton mills have to contend with in way of securing their raw material. Since December, 1908, raw cotton has advanced over fifty per cent. This is a happy condition for the Southern Planters' League, a strong organization for securing higher prices for raw cotton, but is a serious condition for cotton mills. They have not been able to secure a corresponding advance in the price of finished goods.

It is not to be unexpected that cotton mills will be forced to use plenty of filling, though The Review knows of mills who are keeping up their pure standard. There is a wide diversity of opinion regarding the future of the cotton market, yet practically every one feels that pres-

STILL LEADING



TRADE MARK
REGISTERED.

The Wabasso Cotton Company, Limited

Address all correspondence to the Mills

Three Rivers, Quebec

ent prices will be maintained for some time. Furthermore it is evident that finished goods will not recede in price until cotton has dropped considerably. It is felt that the cotton market is not a speculative one, but a legitimate case of supply and demand. Even at the advanced prices, consumption is heavy.

✝

An Unusual Situation.

Cotton mills the world over are worried over the abnormal price of raw cotton, the highest at this time of year since the Civil War in the United States. This is the time of year that cotton mills make purchases, and now they are forced to buy from hand to mouth. Canadian mills are planning to follow the plan of many foreign ones. Mills dare not make goods at the present high price of raw cotton as they would be caught with finished goods at high prices when the slump came.

The bulling of cotton prices at this time of year is unusual, as the corners are usually rigged at the end of a crop not in the middle of the crop being marketed.

While the present visible supply of cotton exceeds that of a year ago it is clearly evident that the crop as a whole will be much less.

On the last of October listed lines of staples in Canadian dress ginghams were advanced from 7¾ to 8 cents, and 9½ to 10 cents.

At the end of October, the Dominion Textile Co., Ltd., withdrew prices of whites and greys and the Candian Colored Cotton Mills Ltd., and the Montreal Cotton Co. sent out still another price list showing additional advances. These conditions are simply the result of the exceptional price of raw cotton, and the inability of mills to accept orders on former quotations.

✝

Linens.

Canada continues a big buyer of linens from the north of Ireland, and good orders are coming both from the west and the older sections of the Dominion. The linen manufacturers have contracts on hand that will keep them busy until well on into the coming year. They do not wish further orders at present, even though better prices might be obtained. There is no particular wish to push prices higher, as by so doing a period might be put to further extension of business; values however, are very firm. Damasks and dress linens are in particular demand.

The present period and up to Christmas is a particularly good one for the sale of fine household linens. Many stores box these goods for present-giving, showing either table-cloth and napkins to match or the table-cloth alone, tied up with colored ribbons and enclosed in a fancy box. Not only does high-grade table linen sell freely at this time of the year, but art-linens are in big demand, and all kinds of doileys, centre pieces, etc., that are in use for table decoration are in big request.

These goods should be attractively shown where they are accessible. An effective way to show these goods is to have a cover made to fit over the counter. This should be covered plainly and as smoothly as possible with velvet —either black, olive green or deep purple, as these colors set off to perfection the rich embroideries, lace or drawn work and the snowy whiteness of the linen. The mats, doileys, etc., can be securely pinned to the velvet cover and the larger pieces shown on stands. Don't forget to have a plainly marked price ticket on each article, as this makes many sales. It is surprising the number of women who will not ask prices of the salespeople, and who will not buy until they know the price of an article.

The fashionable tendency is toward the use of table napery, decorated in some manner, and there is a demand for both hemstitched and embroidered cloths, as well as for napkins to match. Machines have been recently perfected that very closely imitate hand-work, and embroidered napkins, etc., can now be had in handsome effects at a fairly moderate price. In art linens the pieces trimmed with imitation Venise, are great sellers. This is not to be wondered at, as the patterns are very handsome, and the price is moderate. Strictly mediaeval patterns, showing griffins, birds, beasts and even knights on horseback, are the latest development.

✝

To Specialize in Hosiery Yarns.

The Shawinigan Cotton Co. is a new Canadian cotton concern, which will manufacture hosiery yarns particularly. The plant, of large size, will be located at Shawinigan Falls, Quebec, where numerous advantages will be obtained. The bond issue will be $2,500,000, stock, $1,000,000. The board of directors has not yet been formed, but the following are actively interested: J. E. Aldred, president, of the Shawinigan Water & Power Co., C. R. Whitehead, of the Wabasso Cotton Cotton Co., Ltd., Alex. Pringle and J. N. Greenshields, advocate, Montreal; and other Canadians besides an English representation.

Nearly all of these men are interested in the Wabasso Cotton Co., Ltd., and J. N. Greenshields stated to The Review that the Shawinigan mill is the first of several new ones to be built by this syndicate.

Making and Marketing Silk.

A notable example of hereditary industry, as it is sometimes called, is that presented by silk manufacturing in Messina, Italy. There the same individuals continue to work for years in the same factory, their children and grandchildren following in their steps

The waste silk (husks or knubs) is exported to Switzerland, North Italy, and the Rhine provinces for the manufacture of the poorer classes of silk goods, the lowest grades of waste being worked up into inferior goods, principally in North Italy. One reeling factory, the largest in Messina province, had 150 basins and an annual production of 37,500 pounds of silk; it was in the hands of a large British firm of lacemakers, and its entire output was exported to the firm's mills in the South of England.

Of the product of the other factories in Messina and Reggio about one-third is shipped to the United States, one-fourth goes to Lyons, and the remainder (about 40 per cent.) is divided between Switzerland, Austria-Hungary, and Russia.

A sharp advance in cotton occurred on October 25, when all options in New York crossed the 14-cent level. The movement was caused by a crop estimate by Buston, the English statistician, placing the yield at 11,500,000 bales, and a ginning report showing that up to October 18 only 5,525,591 bales had been ginned, as against 6,283,780 last year

Mount Royal

Prints and Bleached Cottons

will be shown by wholesalers

This Month.

Our 30-31" Print at 7¾c.

will please you.

Mount Royal Grey Cottons

are the standard by which

Others are Judged.

It pays to bring them to the attention of your customers.

Assort your lines when in the market

This Month.

Mount Royal Spinning Co. Limited

Sales Department

Eastern Townships Bank Building, MONTREAL

Individuality in Show Cards for Special Events

W. A. Murray Co. Adopted Distinctive Design for Their Fall Opening — Uniform Effect n Small and Large Sizes — System in the Card-Writing Department The Effective Use of Magazine Illustrations.

INSTEAD of requiring variety of design in their show cards, not a few merchants favor an individuality in lettering throughout the store, more particularly in connection with special occasions. The Fall opening of the W. A. Murray Co., Toronto, supplied an example. Their card writer, Arthur Hardy, confines his work almost entirely to Roman freehand letters, such as shown in the accompanying cut. These are made with the sornnecken pen, a brush being used for numerals and shading. The circular card was designed for the glove department, and being the same on each side was hung between brackets. A pebbled cardboard was used. The large window card, "Fall opening" was 22x8 inches, the letters "F" and "O" each being about 2½ inches long. The bottom card "Fashionable Man-Tailored Suits," was 9x12 inches and the other long, narrow card was 7x15 inches. Each card was bevel-edged and gilded. Brown ink and gold shading was used in the lettering.



Cards by Arthur Hardy for the W. A. Murray Co., Toronto. Uniformity of lettering and design was a feature of the display cards for autumn opening.

In the course of a year, a card writer produces a large number of cards, and some of these are worth saving for future use. The writer may also be foresighted enough to have a stock of staple cards on hand. How to preserve them properly and regulate the card service is sometimes a problem. Mr. Hardy gets over it in this way. He has a large cabinet with one drawer or more for each department, and one or more for price tickets. A notice tacked to this cabinet states that heads of departments must not throw used cards into any of these drawers, but must leave them on the writer's table where they may be cleaned and properly assorted so as to be available for future use. He must be notified with reference to every card taken from the cabinet. By this system he keeps his department well in hand, and demands upon it never overtake him.

The other cards shown here are by Warren Andrews, of the Anderson Co., St. Thomas. They illustrate the effective use of magazine pictures mounted and touched-up with black and gold.

Novel Display Scheme.

L. E. Chamberlain, boot and shoe dealer, Sherbrooke, Que., recently introduced a unique but practical display idea to show throughout the entire stock the different varieties of shoes carried. This is done by pulling out from the shelving, two of the cartons, one above the other, and the lower one further out. Then a shoe from one of the cartons is balanced between the two, the heel resting on the lid of the upper box, and the sole upon the lower one. It is comparatively easy to adjust the shoe in the manner described, and when this is done on about every other shelf, the appearance of the stock is certainly improved. Above all the idea behind the scheme is based on the principle that goods well displayed are half sold. This idea is applicable to shoes as well as dry goods and Mr. Chamberlain has proved it to his satisfaction.



Cards by Warren Andrews of the Anderson Co., St. Thomas, illustrating use of magazine illustrations.

Fitzpatrick & O'Connell, clothiers, Victoria, B.C., have added a fur department to their present enterprise. Mr. O'Connell, of the firm, is himself a practical fur man. With him is John Bentley, a furrier of long experience in the Old Country.

American Women Revolted At the Paris Fashions of 1908-9

Maybe, yes! And, maybe also, at the improper interpretation of those fashions by some American adapters.

But Not At

Butterick Fashions

The retail sales of which by merchants all over this country showed an average of over

25% INCREASE

Why? Because, with the experience of years, we know how to grasp all fashion ideas, no matter what their sources, and modify them, if necessary, to suit the American Women's taste.

Not dazzled by the style stars of Paris; not blinded by the fashion lights of Berlin, London and Vienna, we know how to use them all to develop the fashions the women of good sense and good style wish. And that is, and always has been, the spirit of Butterick Fashions, and those styles are Butterick Fashions.

And American women and American merchants realize this—realize it as they never have before. Because they have tried other makes of patterns and they have learned that Butterick Fashions and Butterick Patterns are the ones absolutely dependable.

To-day The Delineator stands admittedly the Fashion Authority of the World. And Butterick Patterns stand to-day admittedly, among the women and the merchants of this country,—THE BEST.

The Butterick Publishing Company

33 Richmond St. W., Toronto, Ont., Canada

THE SUPERB GRANDE DAME BAG



A NEW AND OPULENT TYPE

¶ **THERE'S NOTHING SMALL** about our new GRANDE DAME BAG. It is expressed by the word "opulent." Frames are 9½ and 11 inches. Openings are unusually large and inviting. In short, it is "*extreme.*" There is a vogue of largeness. It is manifested in jewelry, millinery, etc. This is the *very latest* in fashionable bags. It is more than fashionable—it is superb. The sales began to climb the moment it was introduced.

¶ Made in the finest Walrus or Natural Grain Seal. Rich and dainty linings. Fittings include Puff, Mirror, Bon Bon, etc. Inside and out it is "generous." It is the Grande Dame among modern bags. One can hardly compare it because there is nothing quite like it. Other bags beside it look like plums beside a peach.

P. W. LAMBERT & CO., MANUFACTURERS OF **Fine Leather Novelties**

64-66 LISPENARD ST., NEW YORK



Hair Ornaments

BIG HOLIDAY SELLERS

Get a Selection from Headquarters

Jet Bandeaux **Novel Barrettes**
Fancy Bandeaux **Fancy Back Combs**

Send for a $10, $25, $50 or $100 Assortment.
Our Selections will Satisfy You.

Everything in **Hair Goods**



Latest Styles in

Puffs **Pompadours** **Chignons**
Curls **Switches** **Hair Pads**

LEADERS IN HAIR NETS

If you want anything in Hair Goods write

THE SPECIALTY HAIR GOODS HOUSE

J. PALMER & SON, Limited - **5 and 7 DeBresoles St. MONTREAL**

Please mention The Review to Advertisers and Their Travelers.

Fancy Goods, Notions and Trimmings

Importance of Having Customers do Their Christmas Shopping Early — Suggestions as to Arrangement of Stock — Novelty Articles that are Both Dainty and Useful — Making the Lines Easy of Access.

RE-ORDERS and the filling-in for Christmas selling now constitute the main business in fancy goods lines. Merchants are beginning to get busy in the departments devoted to fancy lines as the approach to Christmas is setting nimble fingers to work preparing gifts of needlework, etc., for that season.

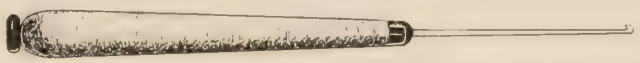
Every merchant knows the importance of inducing customers to get their Christmas buying done as early as possible, and to further this end the near approach of the Christmas season must be impressed as forcibly as possible upon the public. There is no better way of doing so than by making a good show of fancy articles.

✠

Use of Tables.

During the next few weeks there are many lines of goods that will only be in limited demand, and it will not hinder their sale if these goods are crowded into small space and the extra room made devoted to the showing of Christmas goods. Most stores have aisle tables and these tables should be devoted to this class of goods as their presence here will give just that Christmas look that will promote trade.

The fancy goods houses show a long list of novelty articles that are both dainty and useful and that cost but a trifle, and yet make a most acceptabfe present. These lines include a long list of needlework and hand-painted novelties, some all ready to give away, and others only requiring a limited amount of work to be done upon them to finish them up. There are hand-painted hat-pin holders, match scratchers, match-holders, memo-pads, blotting-pads, whisk-holders, pipe-holders, etc., all hand-painted with different flowers, and bearing catchy mottos that indicate their use. As these articles are pretty as well as useful they sell freely. In needlework novelties there are embroidered tie-racks, key-racks, shavers, small racks for holding baby's tiny wardrobe, darning-bags, string-bags and a host of other dainty and useful articles that can be retailed at a popular price.



The "Anniversary" Bag — Made and Shown by P. W. Lambert & Co, New York.

Crochet Hook with cork handle—Shown by Hambly, Oakley & Wilson, Toronto.

Embroidery Hoops.

Many who work among flosses and fine linens will welcome the oblong or oval embroidery hoop. There are often portions of a design that will take the elongated hoop far better than the perfect circle. It is never well to grow so dependent upon devices in one's work that they submerge the worker or render her helpless when without them. Nevertheless, each embroiderer has her own peculiar difficulties, and perhaps it is as well for her to know all about the helps toward the ready accomplishment of her task. Some one fault is nearly always present with the worker who is otherwise successful. The oval hoop may be the one device that will obviate her difficulty and help her to the better accomplishment of certain portions of the embroidery. Then there is the hoop that is cushioned with felt. All the workers have not yet met with this really necessary device for holding the work more firmly, and preventing its slipping.

Now, there is, too, a hoop with a spring, a very little metal attachment on the larger or outside hoop. It is intended to be used for the embroidering of heavy materials. The space to be embroidered is placed over the smaller hoop and the large hoop is spread by a pressure of the thumb on the little metal spring, so that it will be possible to get it over the heavy goods. The spring is them released and the outer hoop clasps tightly over the smaller hoop and the material.

This embroidery hoop fills a want, and merchants should stock them, and explain their merits to customers, as expert needleworkers are quick to see the advantages gained by their use. It is by watching these points that a good art needlework department is built up.

✠

Many stores put in a stock of art needlework and fall down because they do not employ the proper help. No girl is put in charge and the hosiery salesgirl, or the girl from the notion counter, takes a turn at selling needlework when a customer happens along.

In every town or village there is some person to be obtained who can run this department admirably.

✠

One of the latest novelties in leather goods is the "anniversary" bag. It is made in a variety of leathers, and the anniversary feature is introduced by an ornamentation attached to the bag, of a birth-stone, handsomely mounted. This bag is reported as selling splendidly in New York for birthday gifts.

A Genuine Satisfaction

lies in handling goods of proved merit like

LIDDELL'S LINENS

¶ Lines like these will attract the high-class trade to your store—the customers with plenty of spending power, who are satisfied with nothing but the very best.

¶ Wm. Liddell & Co. have been awarded seven Gold Medals at International Exhibitions for their Irish-embroidered Bed Spreads, Pillow Cases, Tea Cloths, Damask Cloths and Napkins

R. H. COSBIE

30 Wellington St. West, : : TORONTO

LININGS

Our

Cilkee Lining

is a favorite.

NOTE—In the October Review this appeared as SILKEE, not CILKEE.

The Gault Brothers Co., Limited

MONTREAL



Every Dry Goods Store

should have a

Defiance Button Machine

Large Profits Covering Buttons

with your customers' own material.

PRICE, including any three of the following sizes, 16, 20, 24, 30, 36 or 18.

$7.50

SEND FOR CATALOGUE

DEFIANCE BUTTON MACHINE CO.

53 EAST 8th St., NEW YORK

The Enclosure House

For Canadian Merchants

WHO BUY IN NEW YORK

Did you ever figure how much your express and freight bills amounted to in a year—just look it up—you will be surprised to find it is quite a sum.

We can cut that amount one-quarter or, if you do a great deal of buying, one-half, on your shipments from New York. There's no secret about how we do it, either—simply this: our packing and shipping service gives you the privilege of having all your parcels sent to our store room—here they are packed carefully into one large bundle and promptly forwarded to you as you may order—if you order them sent by express the advantage to you is the difference in rate you get between one large shipment and half a dozen small ones—our charge for the service being 10c. per parcel.

If you order them sent by freight, we pack the parcels in a good *substantial* case and make an additional charge of $1.00 to cover the cost of the case and cartage expenses.

We have a fire-proof building, carry ample insurance *and are responsible* for all your goods while they are in our possession.

Several hundred merchants consider it worth 10c. per parcel to get this service and have demonstrated their appreciation by continuing to give us entire charge of their shipments. Others are being convinced of its value,

Isn't *that* enough to give you the assurance that it will pay you to know us.

LET US HEAR FROM YOU.

The

New York Packing Co.

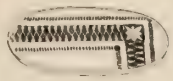
14-16 Lispenard Street, - NEW YORK

Embroidery Hoops

The Most Popular and Widely Advertised Hoops on the Market. Sold in Over 18,000 Stores.



"DUCHESS"
Seven Sizes,
4, 5, 6, 7, 8, 10, 12 inches.



"DUCHESS-OVAL"
Two Sizes,
4½ x 9 and 6 x 12 inches.



"PRINCESS-OVAL"
Two Sizes,
4½ x 9 and 6 x 12 inches.



Seven Sizes,
4, 5, 6, 7, 8, 10, 12 inches.

It Pays to always carry a full assortment of sizes in both the round and oval shapes, to meet the calls of your customers.

LOOK UP YOUR STOCK Order To-day

Your jobber can supply you.

THE GIBBS MFG. CO., Canton, Ohio, U.S.A.



Facsimile of our Envelope.
Price List Post Free on Application.

M. CRISCUOLO & CO.

MANUFACTURERS OF

"THE PERFECTION" Human Hair Net

The Best on the Market *Always Reliable*

Special quotations to shippers and large buyers.
Prompt attention given to Colonial Orders.
Acknowledged the cheapest House for Value.

PLEASE NOTE. WE ARE MANUFACTURERS NOT MIDDLEMEN

19 Cross St., Hatton Garden, E.C., London, England



Toilet Cases

Fancy Leather Goods

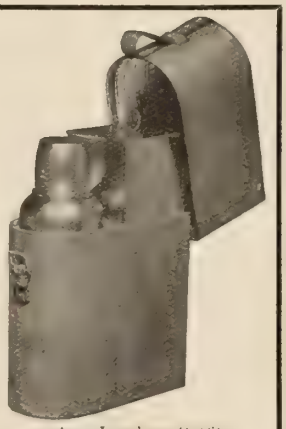
We make an extensive line suitable for dealers in Fancy Goods, Stationery, Haberdashery, etc.

Send for Illustrated Catalogue

TRADE R MARK **C. F. Rumpp & Sons** *Established 1850*

PHILADELPHIA, PA., U.S.A.

New York Salesrooms : : : : : 683-685 Broadway



Auto Luncheon Outfit

HUMAN HAIR and SILK FRINGE and BACK NETS

ALSO GREY, WHITE AND DOUBLE HAIR NETS.

Direct from the Actual Makers.

Each net in separate envelope if required.

PROMPT DELIVERIES. PERFECT GOODS. LOWEST PRICES.

Also all kinds of Hair Goods, Puffs, Tails, Pads, etc., etc.

J. H. NAGELE & CO., Boston, Lincolnshire, Eng'and, and Jglau, Austria.

If your business can stand improvement, you and your clerks need to read the Dry Goods Review each month. Price $2 per year. Send your order now. Dry Goods Review Subscription Department, 10 Front Street East, Toronto.





Sorting Orders

It is now evident that a *boom* is inevitable in all lines of business; and the line of knitted goods is no exception. This ad. is designed mainly to assure our customers that we are fully able to take care of all sorting orders in

Knitted Gloves, Mittens, Toques, Caps and Hosiery





Let us have *your* sorting orders *now* so that there will be no chance of your finding yourself out of stock later on in the season.

R. M. Ballantyne

Limited

Stratford :: Ontario







KNIT GOODS NEWS

Difficulty in Meeting Demand for Sweater Coats

Manufacturers said to be Overtaxed with Orders—Behind in Deliveries—Some New Colors and Effects in Spring Lines—Approach of Winter and Christmas Season Causes Good Business in the Knitted Goods department.

THESE are busy days in the knitted goods market. In fact, there are manufacturers who state that it is a little too busy — with emphasis on sweaters. The demand for these lines is simply out of all proportions with that which was anticipated. Specific delivery appears to be out of the question, as the situation which has developed is taxing almost every factor that has to do with the production of the finished garments.

The approach of the Christmas season has had something to do with the apprehensive tone in the market. Goods of the sweater coat class have been slated for a great business during the holiday season. What more suitable gift than a stylish knitted jacket, neatly boxed? Some of the large retailers state that they have had this question in view, and lucky indeed is he who has anything like a sufficiency in stock.

Commenting upon the condition of the market, a manufacturer of knitted coats has this to say :—

"Because of the greatly oversold condition of the market, we have for some time tabooed the subject of sweaters. The subject is more or less of a nightmare and a great aggravation to buyers who cannot get the goods they need.

"Numbers of inquiries are arriving daily requesting to be put in touch with someone who can supply any or all of the different kinds and qualities of coats for men, women and children. These inquiries are not welcomed by manufacturers or wholesalers.

"This is an unusual state of affairs and no hope can be held out for any improvement during the rest of the season.

"Present indications are that the business for next Spring will be equally as great as that of this Fall. The lesson taught by present experience is for buyers to make up their minds quickly in regard to spring lines that will be presented to them within the next month or six weeks."

The Sympathetic Attitude.

It is useless now to talk of the reluctancy in Fall placing. The greatly improved condition of the country and the clearer outlook will undoubtedly create that confidence which causes trade to swing back to normal channels. The retailer cannot be unappreciative of the fact that the wholesaler and manufacturer are expected to anticipate to a greater extent than ever before. Such situations as that which now exist will emphasize the desirability of a really sympathetic attitude and action from one end of the trade to the other.

Still, there is a great assortment of knitted outer garments seen in many of the stores, and, so far as Spring is concerned, some of the largest buyers state that they have every reason to look forward to the greatest season in this class of goods on record. It is apparent from some of the Spring lines showing that there is to be a greater range of colors than has been. Manufacturers are evidently taking the word from the dress goods men. For example, one coat in an English line was of old rose with trimmings of white—that is, the collar, the bands at the ends of the sleeves and on the pocket welts were of white, bordered with the body color. It was a rather striking garment in jacket length, made to retail at $4 and $5. The thirty-six inch coat is said to be one of the greatest favorites in present day demand and a continued run is promised for the Spring and Summer.

The Style Preference.

Remarking upon preference in styles, as indicated by business from day to day, the head of a department stated that while genuine style quality was a great factor in the selling, there was very good business in staple shapes, such as the Norfolks, the regulation golfers and those to which no better description could be given than sweater coats. The demand for street wear styles had caused increasing activity in the smartly fashioned garments in both plain and fancy stitches, and in the different lengths, although the longer styles are confined by price pretty well to the high-class trade.

The re-opening of the college season has been another cause of good business in the sweater class. Some manufacturers have had large special orders to fill for rugby clubs and other sporting organizations, with which the collegian will identify himself during the Autumn and Winter. Heavy house and knitted caps have also been figuring in the business. The Spring demand for sporting lines is also good.

The Help Problem.

To those familiar with the great variety of constituents in the up-to-date knitting factory, the necessity of an efficient working staff must be apparent. When it is considered that competent operatives cannot be picked up easily and that the great majority must be shown from the beginning, it will be seen how grave is the question of labor in those problems which have to do with the smooth-running of a factory, particularly in a busy season, when telegrams and letters are pleading for deliveries. This question of help is causing perplexity with more than one knitted goods manufacturer to-day.



Are you a Hermsdorf Merchant?

Breezy Business Bringing Hosiery Ads.

can readily be built around the striking cuts which we supply to HERMSDORF Merchants Free.

HERMSDORF MERCHANTS are those who believe in giving their trade the blackest blacks and purest dyed hosiery procurable—"HERMSDORF DYED." They invariably do the biggest hosiery business in town.

If you carry hose with my name on the toes—"the world's witness of dye perfection"—send for some of these cuts, also show cards and booklets to help push your department to greater profit productiveness.

Leading Jobbers Everywhere Sell HERMSDORF Dyed Fast Black Hosiery

Look for the Truth on the Toes

Louis Hermsdorf Dyer

Works:
Chemnitz
Saxony

American Bureau
235 West 39th Street
New York

Scarfs and Mufflers.

The approach of winter and the Christmas season has brought scarfs and mufflers into prominence. The long tubular neck protector for children, the different types of flat mufflers and scarfs—those that clasp and those with small tassels at the ends, which simply fold over or underneath the jacket or neatly knotted outside—are being displayed in the store and are already selling well. In these lines it is seen that colors coincide as nearly as possible in knitted goods with those which are to be popular in millinery, neckwear or the more assertive dress fabrics. There are such shades as helio, light blue, grey and brown, while white is, of course, the strong feature. The importance attached to the muffler demand may be judged from the fact that one large factory has had machines running all summer on these goods, both for special orders and the regular trade. Shoulder shawls and fascinators are also given prominent place in the department at the present time.

Fancy knitted vests are also an attractive feature in the men's department at the present time and a good Christmas business is anticipated.

Caps, mittens and outer garments for children are forming a strong section in the knitted goods department. Some very natty little outfits for wee people are shown, and are meeting with a good demand.

Underwear and Hosiery.

The sorting trade in underwear has been good, and reports from those who have been out with Spring lines point to a very encouraging volume of business on the placing basis. There are constant rumors of advancing prices, and in one source it is learned that a large manufacturer had advanced five per cent. on a heavy natural wool line of underwear. This, however, applies to reorders. It is, of course, a well-known fact that where the manufacturer has had occasion to feel the upward trend in wool to any great extent, the price or value of his product must be governed accordingly. The present demand continues for comparatively lightweight goods, particularly from large towns and cities.

Enquiry in retail departments shows that practically every weight in hosiery is selling with particular emphasis on light cashmeres. Medium and heavy weights are coming to their own, however, with the approach of winter. This is for street wear, but there is a remarkable demand still for lisles and sheer goods for noon and evening wear, particularly from the high-class trade. It is here that one sees the strength of all colors which match with preferred shades in evening dress.

The New York Market.

Staff correspondence.

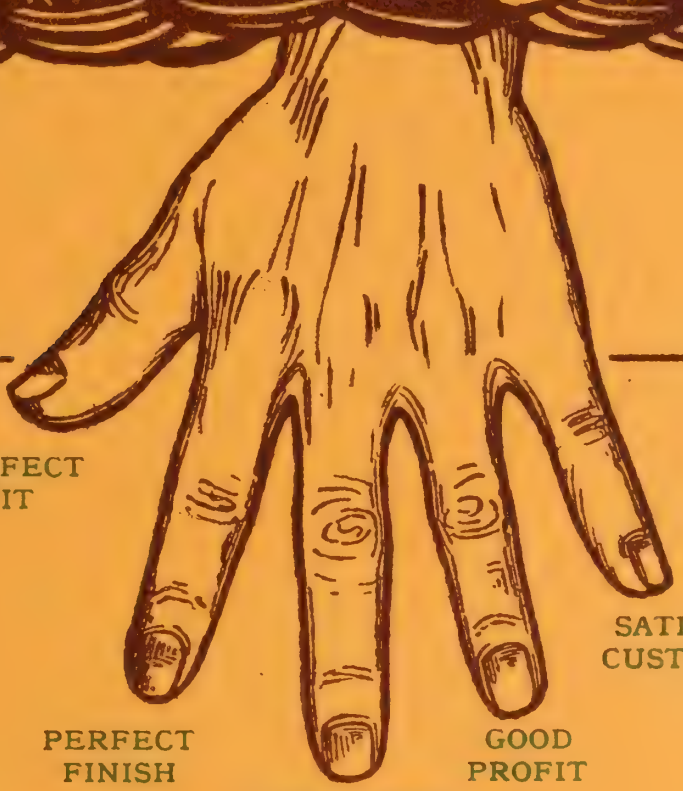
New York, Oct. 30.—Characteristic with the prevailing styles there is a possibility of the tight effects in sweaters coming into prominence for the Spring, 1910, season. These jackets, or sweater coats, as they are more commonly classed, are in Russian blouse style, with belts that hold the fulness about the waist. Word from manufacturers who are preparing new styles confirms this report, and for Spring the fitted effects and blouses will have precedence over all other styles.

Colors in hosiery for 1910 show blacks and browns strongly in demand. This is characteristic of the favor shown for quiet and dark footwear. All colors are ordered, however, as is always the case.

Each season it is noted that light-wear or sheer hosiery is becoming universally adopted, which has prac-

SOME POINTS THAT DISTINGUISH Peerless Underwear

REGISTERED



PERFECT FIT

SATISFIED CUSTOMERS

PERFECT FINISH

GOOD PROFIT

LONG WEAR

These are our Selling Representatives:

ONTARIO
C. & A. G. Clarke, Empire Building
Wellington St. W., Toronto

BRITISH COLUMBIA
Geo. A. Campbell, P.O. Box 1026
Vancouver, B.C.

QUEBEC
Goulding & Co., 30 Wellington St. East.
Toronto

MARITIME PROVINCES
G. A. Woodill, 20 and 21 Roy Bldg.
Halifax, N.S.

MANITOBA
Frank Clark, Winnipeg and N.W. Territories

The Peerless Underwear Co., Ltd.

Hamilton - - - Canada

In Canada, as in the States, the children's knit waist that outsells all others is the

Nazareth Waist

IT *outsells* all other knit waists combined because it *outwears* any knit waist on the market.

It outwears them all because:—

The fabric is elastic, *gives* with the wearer, doesn't rip because there are no parts that cannot stand the strain of rough-and-tumble boys and girls.

The fronts are sateen or strong muslin which outwear six "self" front waists.

Buttonholes won't fray—buttons are sewed on to stay and they won't break in the wash wringer.

The tapes are scientifically placed to suspend the weight of outer garments direct from the shoulders.

We stand back of each NAZARETH Waist. If for any reason a customer returns a NAZARETH Waist refund her money and we'll supply a new one.

If you are selling knit waists that cannot stand such a broad guarantee—you should stock a round of sizes in NAZARETH Waists before you lose your grip on the mothers' trade.

NAZARETH Waists *must* be the best on the market or we wouldn't have to make nearly five and a half million of them yearly.

The following wholesale houses all carry the genuine NAZARETH Waist:

Calgary, Alta.
W. R. Brock Co., Ltd.

Halifax, N.S.
J. & M. Murphy,
W. & C. Silver
Smith Bros.

Kingston, Ont.
Macnee & Minnes

London, Ont.
McMahen, Granger & Co.
R. C. Struthers & Co.
Robinson, Little & Co.

Montreal, Que.
W. R. Brock Co., Ltd.
Gault Bros. & Co., Ltd.
Greenshields Ltd,
Hodgson, Sumner & Co.
A. Racine & Co.
Brophy, Parsons & Rodden
Kyle, Cheesbrough & Co.
McIntyre, Son & Co.
P. P. Martin & Co.
A. O. Morin & Co.

Quebec, Que.
Thibaudeau, Freres & Cie.,
McCall, Shehyn & Co.,
Gauvreau, Beaudry & Cie.,

Ottawa, Ont.
John M, Garland, Son & Co.

St. John, N.B.
The Vassie Co., Ltd.
Frank Skinner & Co.
Manchester, Robertson & Allison
Scovil Bros., Ltd.

Winnipeg, Man.
R. J. Whitla & Co., Ltd,
Robinson, Little & Co.

Toronto, Ont.
John Macdonald & Co.
Beatty, Kerr & Verner
W. R. Brock Co., Ltd.
Gordon, Mackay & Co.
Denton, Mitchell & Duncan

Vancouver, B.C
The Gault Bros. Co.

TRADE MARK Nazareth REG U.S. PAT OFF

Mills at
Nazareth,
Pa., U.S.A.

Nazareth Waist Co.

350 Broadway, New York

Canadian Representatives:—
E. H. Walsh & Co.,
Toronto and Montreal

Let us send you our plan

We want you to know how we are helping retailers sell more

Galtfleece EIDERDOWN

Garments for Women

Let us send you copies of the advertisements and booklet we are using to interest the women folk in "Galtfleece" Garments.

Merchants who handle "Galtfleece" Dressing Sacques and House Gowns are doing good business—There's a reason for it.

THE GALT KNITTING CO., LIMITED

GALT, ONTARIO

ALL WOOL UNDERCLOTHING

WILL NOT SHRINK IN WASHING. EVERY GARMENT GUARANTEED

BRITANNIA — BRITISH MAKE — TRADE MARK — UNSHRINKABLE Ladies, Gentlemen's & Children's Underwear

ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

IN WEIGHTS SUITABLE FOR ALL SEASONS.

Two Strong Guarantees Accompany

BRITANNIA UNDERWEAR

Positively Unshrinkable Through Washing.

Any Garment Shrunk will be replaced.

Britannia is a high-grade, finest quality, all wool creation—in every size.

Worn and admired by the best people

Your wholesaler will supply you. Britannia Underwear sells on its merits.

Attractive Sales-helps sent you for the asking.

Duncan Bell, Canadian Representative

Manchester Building, TORONTO

301 St. James Street MONTREAL

tically eliminated from the market wool and fleeced goods. The demand for silk hosiery is steadily increasing. There seems to be a bigger demand for those silk hose with lisle feet and tops, thus insuring longer wear and a protection from the garter.

It is as essential, both for the sake of comfort and economy, that hosiery should fit properly, and a cardinal rule is "fit them long." The foot of the stocking should be of ample length, so as to avoid constriction of the toes, and the ills that follow the use of tight stockings, as they do wearing of tight shoes. A careful observation of the fitting qualities of a line of hosiery will give increased satisfaction to customers.

Heavy Run in Sweater Coats.

Staff Correspondence.

Winnipeg, Nov. 1.—There is a shortage in ladies' Norfolk sweater coats, and the run all season has been very heavy. Several wholesale houses are awaiting arrivals at present, but it is expected that the shipments will be small. The men's sweater coat is very popular also and stocks are light. So far, however, the demand has been supplied.

The wholesale dry goods houses in this city have for several weeks been much concerned about the shortage of several lines. Manufacturers have not apparently been able to keep up with the rapidly-growing demand for printed goods and woolen specialties, and also, owing to the great rush on the part of the manufacturers, samples have not been arriving promptly for Spring goods. This was the case to a certain extent last Spring, and early Summer. This Fall the falling off of samples is much more noted, and, as a result, the Spring trade may be seriously delayed.

Just why retailers have not ordered heavily enough to meet their trade is not easily explained. A traveler said recently that it was due to the fear that a similar financial strain such as occurred two years ago might be repeated.

The great difficulty seems to be that the output and demand in the west is so heavy that manufacturers can not keep ahead of the demand. Wholesalers could relieve the merchant at the desired time, if they had the goods. It has been noticed particularly, that certain styles of ladies' clothing, of which, wholesales ordered only a limited supply last Spring, are all sold out and, of course, the exact styles cannot be reproduced. That very healthy, economic condition is actually in existence, when the consumption is greater than the production.

The Ontario Yarn Co., of Markham, is asking the town to lend the company $15,000 for the purpose of extending the mills and works. The company proposes to repay the loan by annual instalments of $1,000 per year.

The merchandising facilities of the Beehive ladies' wear and hosiery store of Peterborough, are being improved by extension to a third floor, and the installation of an elevator. The new floor is being fitted out for use as a salesroom.

The W. E. Sanford Manufacturing Co., Hamilton, have purchased a site, 73 ft. x 280 ft. on Catherine St., that city, and another property 75 ft. x 140 ft. adjoining upon which they propose to erect buildings which will not only enable them to concentrate their labor but also increase their manufacturing facilities.

Jaeger Pure Wool



SUITABLE FOR XMAS PRESENTS

Underwear **Gloves and Hosiery**
Knitted Coats **Dressing Gowns**
Fancy Knitted Goods **Rugs and Blankets**
Fleece Slippers

Mail orders receive prompt attention

For trade terms and catalogue apply to

Dr. Jaeger's Sanitary Woollen System Co. LIMITED

52 Victoria Square, Montreal

WOLSEY Underwear

Keep Your WOLSEY Stock Well-assorted

OUR newspaper advertising is telling about **WOLSEY** Underwear in a convincing way, and our showcards and folders help to bring home in unmistakable fashion the many attractions of **WOLSEY** Underwear. And all we claim for **WOLSEY** Underwear is maintained.

TRADE MARK
THE WOLSEY
UNSHRINKABLE

¶ **WOLSEY** Underwear is pure wool, perfect fitting, sound wearing, and

ABSOLUTELY UNSHRINKABLE
in wash and wear.

¶ To sell a customer **WOLSEY** is to feel confident of a regular customer, and friends, too.

Put WOLSEY to the Front this Fall
WOLSEY Underwear Builds Business

FROM ALL LEADING WHOLESALERS

Assort your stock when in the market this month.



The V-Neck Wins!

The accompanying cut is a *reduced copy* of the consumer advertisement now being used by us very extensively to gain publicity for the

BRADLEY FULL-FASHIONED MUFFLER

Every advertisement will feature the Bradley "V-Neck," and consumers will insist on the muffler with the "V-Neck." We protect your profits by not allowing the **BRADLEY MUFFLER** to be retailed for less than 50c, and while we appeal to the consumer through the magazines, we direct him to the *dealer*.

There's no other full-fashioned muffler in the world—no muffler having the merit of the "Bradley"—no other muffler with such appearance, such fitting qualities, such comfort, such selling and profit possibilities.

The **BRADLEY MUFFLER** has been granted Letters Patent in most civilized countries, and infringers of our copyright will be proceeded against with the utmost rigour of the law.

ORDER WITHOUT DELAY

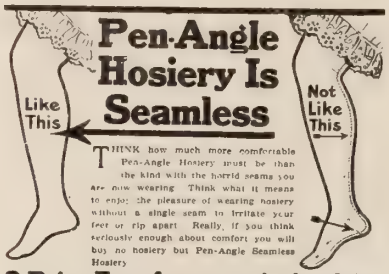
THE MONARCH KNITTING CO., LTD.

Dunnville, Ont.

Warning

I own the Canadian patent on the **FAMOUS BRADLEY FULL FASHIONED MUFFLER** and **THE MONARCH KNITTING CO., LTD., Dunnville, Canada,** are the *Sole Canadian Manufacturers*. I will *prosecute* any *Retailer*, *Jobber* or *Manufacturer*, offering for sale an *infringement* on this *patent*. This is the only muffler in the *world* that has been granted letters patent on its mechanical construction and I will spend any amount of money to protect my patent rights and see that they are not infringed upon. This is not a *bluff* but just a little friendly advice. If you offer infringements and get into trouble blame yourselves and not **THE MONARCH KNITTING CO., LTD.**

BRADLEY TYRRELL,
Delevan, Wis.



Pen-Angle Hosiery Is Seamless

THINK how much more comfortable Pen-Angle Hosiery must be than the kind with the horrid seams you are now wearing. Think what it means to enjoy the pleasure of wearing hosiery without a single seam to irritate your feet or rip apart. Really, if you think seriously enough about comfort you will buy no hosiery but Pen-Angle Seamless Hosiery.

2 Pairs Free for any pair that fails

We guarantee the following lines of Pen-Angle Hosiery to fit you perfectly, not to shrink or stretch and the dyes to be absolutely fast. We guarantee them to wear longer than any other cashmere or cotton hosiery sold at the same prices. If, after wearing Pen-Angle Guaranteed Hosiery any length of time, you should ever find a pair that fails to fulfill this guarantee in any particular, return the same to us and we will replace them with TWO new pairs free of charge.

Read that guarantee over again carefully, for we want to impress it indelibly upon your mind because it is the most liberal—the fairest and squarest—hosiery guarantee given anywhere.

It proves our unlimited confidence in Pen-Angle Hosiery. We must be sure of their quality to back them up so strongly.

Exclusive Process

The reason for Pen-Angle superiority is due to the exceptional quality of the cashmere and cotton yarns we use. And because we knit them on Penmans' exclusive machines. We have the sole rights to use these machines in Canada.

They form-knit the hosiery to fit the form of the leg, ankle and foot perfectly without a single seam anywhere.

Reinforced Feet

They reinforce the feet, heels and toes—the places that get the hardest usage—without you ever being aware of any extra thickness.

You see these wonderful machines increase the wear-resistance, and at the same time make Pen-Angle Hosiery more comfortable—your ideal hosiery. So be sure and get Pen-Angle Seamless Hosiery—the hosiery with the DOUBLE guarantee.

For Ladies

No. 1760.—"Lady Fair" Black Cashmere hose. Medium weight. Made of fine soft cashmere yarns 2 ply leg, 5-ply foot, heel, toe and high splice, giving them strength where strength is needed. Box of 3 pairs $1.50, 6 pairs $3.00.

No. 1020.—Same quality as 1760 but heavier weight. Black only. Box of 3 pairs $1.50, 6 pairs $3.00.

No. 1150.—Very fine Cashmere hose. Medium weight. 4 ply leg, 4-ply foot, heel and toe. Black, light and dark tan, leather, champagne, myrtle, pearl gray, oxblood, hello, cardinal. Box of 3 pairs $1.50, 6 pairs $3.00.

No. 1720.—Fine quality Cotton hose. Made of 2-ply Egyptian yarn with 3-ply heels and toes. Black, light and dark tan, champagne, myrtle, pearl gray, oxblood, hello, sky, pink, bleue. Box of 4 pairs $1.00, 6 pairs $1.50.

No. 1175.—Mercerized. Same colors as 1720. Box of 3 pairs, $1.00, 6 pairs $2.00.

For Men

No. 2404.—Medium weight Cashmere half-hose. Made of 2 ply Botany yarn with our special "Everlast" heels and toes which add to its wearing qualities, while the hosiery still remains soft and comfortable. Black, light and dark tan, leather, champagne, navy, myrtle, pearl gray, slate, oxblood, hello, cadet blue and bleue. Box of 3 pairs, $1.50, 6 pairs $3.00.

No. 800.—"Black Knight." Winter weight black Cashmere half-hose. 5-ply body spun from pure Australian wool. 9-ply silk splicing in heels and toes. Soft, comfortable and a wonder to resist wear. Box of 3 pairs $1.50, 6 pairs, $3.00.

No. 1090.—Cashmere half-hose. Same quality as 800 but lighter weight. Black only. Box of 3 pairs $1.00, 6 pairs $2.00.

No. 332.—"Everlast" Cotton Socks. Medium weight. Made from four-ply long staple combed Egyptian cotton yarn with six-ply heels and toes. Soft in finish and very comfortable to the feet. A winner. Black, light and dark tan. Put up in boxes. Box of 3 pairs, $1.00, 6 pairs, $2.00.

Instructions

If your dealer cannot supply you, state number, size and color of hosiery desired and enclose price, and we will fill your order, postpaid. If not sure of size of hosiery, send size of shoe worn. Remember we will fill no order for less than one box and only one size in a box.

Catalog Free

If you want something different than the styles and shades listed send for handsome free catalog which shows an extensive line in colors. 43

Pen-Angle Hosiery

WARRANTED TWO PAIRS FREE PENMANS HOSIERY

PENMANS, LIMITED, DEPT. PARIS, CANADA

THIS advertisement, (greatly reduced) is one of the Pen-Angle series which appears regularly in the leading Canadian newspapers and magazines. We are spending thousands of dollars to interest the public in Pen-Angle Hosiery. The advertisements are not intended to secure orders direct. They are for the Dealers' benefit. So you should give us your enthusiastic co-operation.

More News About Pen-Angle Doubly Guaranteed Hosiery

Our new plan of selling hosiery is meeting with great success. Wide-awake dealers are giving us their hearty co-operation. And so should you.

The plan in a nutshell is this: We give a double guarantee—2 Pairs Free—with a number of the leading lines of Pen-Angle Hosiery.

Here Is the Guarantee

Pen-Angle Hosiery is guaranteed to fit you perfectly, not to shrink nor stretch, and the dyes to be absolutely fast. It is guaranteed to wear longer than any other Cashmere or Cotton Hosiery sold at the same price. If, after wearing Pen-Angle Guaranteed Hosiery any length of time, you should ever find a pair that fails to fulfill this guarantee in any particular, return the same to us and we will replace them with TWO new pairs free of charge.

No Time Limit

That is the fairest and squarest guarantee we know of. It is backed up by the largest hosiery mills in Canada. There is no "red tape" about it. As there is no time limit (guarantee says "for any length of time"), there are no papers for you to sign.

Two Pairs Free

You see, we are so confident of the superiority of Pen-Angle Hosiery that we give a Double Guarantee. This 2 Pairs Free Guarantee is making a strong impression on the buying public. It makes Pen-Angle Hosiery very easy for you to sell.

Cashmere and Cotton for Men and Women

Hitherto, only cotton hosiery has been sold under any sort of a guarantee. Now you can sell both cotton and cashmere hosiery with a Double Guarantee. And Pen-Angle Hosiery is both Seamless and Fashioned.

Striking Window Sign

We will give you, free of charge, a striking window sign, which will inform people you are headquarters for Pen-Angle Doubly-Guaranteed Hosiery and bring them into your store.

Handsome Catalogue

Send for handsome catalogue, showing Pen-Angle lines in colors. Make up an order right away. There is a splendid margin of profit. This is, by long odds, the best hosiery proposition ever offered to the dealer. Let us hear from you by next mail.

Penmans, Limited, Paris, Canada



There's money in it for you!

A splendid line in Ladies' Summer Underwear is shown in accompanying cut—Our No. 4730.

Ladies' Oxford Vest

Trimmed with Torchon Lace

This garment is a great favorite, being exceptionally well made and trimmed, and is elastic and snug fitting.

"Oxford" Fine Swiss Ribbed Underwear

is a line you will find easy to sell at good prices.

Write for prices, including our
"ILET" BIRDSEYE ELASTIC UNDERWEAR

THE OXFORD KNITTING CO., Limited
WOODSTOCK : : : : : ONTARIO



A Long Experience Lies Behind Every Zenith Garment

We are one of the oldest established manufacturers of underwear in Canada. Zenith Brand is therefore the product of the longest experience in the making of underwear for the Canadian Market

We know that Zenith Brand is the best quality of underwear made in a Canadian mill; and our extensive list of regular customers know that the quality of Zenith Brand brings in repeat orders.

If you are looking for a line of underwear that will arouse the satisfaction of every customer, just try Zenith Brand.

Travellers now showing Samples of Zenith Brand underwear for fall. It is manufactured by

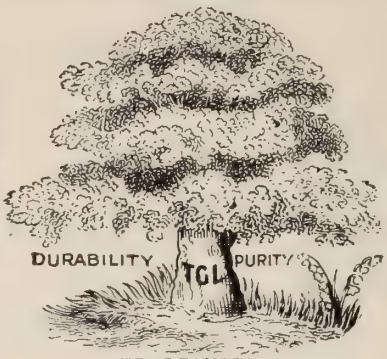
S. LENNARD & SONS, Dundas

RICHARD L. BAKER & CO.
100 Wellington St. W., Toronto, Sole Selling Agents

Zenith BRAND UNDERWEAR



27 Dale Street, Manchester.



TRADE MARK



Sun Mill, Littleborough.

THOS. GRIMSHAW & SONS,

LIMITED.

Works:
Sun Mill, Littleborough

Branches:
Liverpool—21 Leigh Street
Birmingham—20 Cannon Street
London Office—6 Milk Street, E.C.
Glasgow Office—40 Union Street
Sydney, N.S.W.—458 George Street

Hosiery Manufacturers

27 Dale Street,
MANCHESTER, ENG.

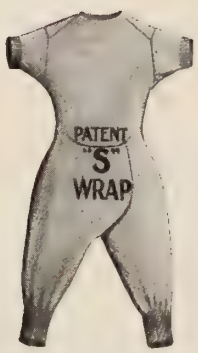
Agent for Canada, **A. W. HOLTBY,** Carlaw Buildings, 28 Wellington St. West, Toronto

Specialty: "OAK TREE" HOSIERY and UNDERWEAR

JAY

THE JAY FINISH
TRADE MARK
UNSHRINKABLE. UNSHRINKABLE WOOL

UNDERWEAR



LADIES'

Combinations fitted with the Patent "S" WRAP, affording complete protection where this is most necessary.

No button is needed, and the garment does not drag when the wearer is sitting.

GENTLEMEN'S

"STAR" Seated Pants and Drawers. No seams at fork, up back, or down inside of leg to chafe, or give way. All wearing parts are strengthened and extra spliced.



These Specialities are made of Unshrinkable Wool and can also be obtained in Merino, and Silk and Merino.

ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

Please note the above TRADE MARK
should be upon every genuine JAY FINISH Garment.

Wholesale only
Messrs. I. & R. MORLEY and Geo. BRETTLE & Co., Lon., ENG.

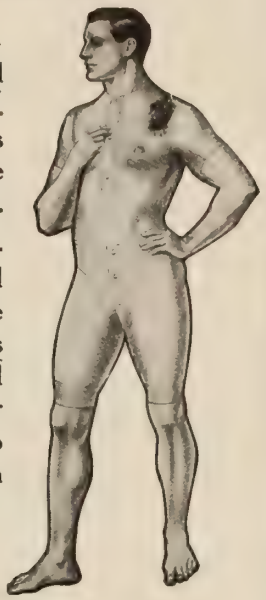
THE LEADING ENGLISH UNDERWEAR.

STANFIELD'S

THE ORIGINATOR

The founder of the Stanfield's Mills originated Unshrinkable Underwear. Stanfield's Underwear was thus the first unshrinkable underwear made in Canada.

To-day, Stanfield's underwear is known to dealer and consumer as the one make of underwear that holds its shape. Made in 3 standard weights—and 17 other weights and qualities to suit the needs of every man and woman.



Write for samples and prices.

Stanfield's Limited

TRURO, N.S.

Health Brand Underwear

For Spring, 1910, we will sell HEALTH BRAND underwear shipped and charged direct from the factory.

We are in a position to offer you better values than any other manufacturer in Canada.

It will pay you to see samples before placing Spring orders.

Sole Selling Agents.

Greenshields Limited

MONTREAL

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

CUSTOM COMPELLERS --

Nothing has more influence in compelling custom to your store, and in retaining trade, than the selling of an article with a guarantee behind it! You can fix your sceptical customer in a trice when you guarantee

"CEETEE"

underwear to be

ABSOLUTELY UNSHRINKABLE

and when you offer, unconditionally, to replace any garment that shrinks in the wash.
In other respects—in fit, finish, elasticity, and comfort in wear—"CEETEE" has no superiors and few equals.

The C. TURNBULL CO.

OF GALT, LIMITED

GALT - - - ONTARIO

GOODS OF QUALITY

TRADE MARK
MADE BY
THE GODERICH KNITTING CO

We supply a brand of Hosiery and Mitts that are of the very best quality. We are prompt and careful in filling orders, and aim to make your dealings with us a pleasure to you.

"The Maple Leaf Brand" of Hosiery and Mitts

WE ARE IN A GOOD POSITION TO FILL SORTING ORDERS FOR FALL DELIVERY.

Goderich Knitting Co. LIMITED

Goderich, Ont.

SELLING AGENTS:
J. E. McClung, Toronto, for Ontario.
Fred S. White, St. Stephen, N.B., for Maritime.
Gerhardt, Hanley, McKay Co., Ltd., Winnipeg, Man., for West.
A. L. Gilpin, Montreal, Que., for Quebec.

St. George Brand

Underwear for Men



made in various weights and textures

WOOLNAP

(For extra warmth)

Also bears the St. George Trademark for your protection and ours.

UNSHRINKABLE Eureka NOVA SCOTIA WOOL

Orders show which way the wind blows

A dealer in Montreal gave us an order last year, $125 worth of Eureka Unshrinkable Underwear; he increased his first order this year to $1.000.

From the Winnipeg dealers we are already receiving large repeat orders. And other large orders.

A Newfoundland merchant of long experience after seeing all the other makes of underwear, sent us an order for a large amount. This after each line had been given a fair test.

Eureka heavy weight, medium priced, Unshrinkable Underwear for men is the only kind made of all Nova Scotia wool.

Samples will be sent to you upon request

Nova Scotia Knitting Mills Limited

EUREKA, NOVA SCOTIA

The Stocking Problem

IS ONE THAT WORRIES EVERYONE.

Customers will not complain over PARKS' goods because they are made of the soundest materials. WHO IS PARKS?

He runs a well-fitted stocking and sock factory in ST. JOHN, N.B., where really you would be surprised at the variety and quantity of goods he turns out. It means money to you to get in touch with him.

Write for catalogue and prices.

W. J. PARKS, - ST. JOHN, N.B.

SOUTHALLS'

SANITARY TOWELS

The Original and Best.

Modern science and the spread of Hygiene made the invention and manufacture of Southalls' Sanitary Towels possible. Since 1880 they have become widely known and appreciated as an indispensable article for ladies' use, possessing advantages which recommend them to every woman.

Apply for full particulars and samples to the Agent for the Dominion, J. M. SCHEAK, Carlaw Buildings, Wellington Street West, TORONTO
Southalls' Accouchement Sets (containing all Requisites, in 3 sizes).
Southalls' Sheets for Accouchement and other Sanitary Specialities.
Manufactured by
SOUTHALL BROS. & BARCLAY Ltd., Birmingham, Eng.

Plan Your Building to Meet Low Insurance Requirement

Importance of Architects Conferring with Competent Insurance Men —How Savings Well Worth While have Been Brought About—Avoid Carelessness in the Store or Factory—Get After the Negligent Tenant.

WHEN a merchant or manufacturer, at an expenditure of $500, reduces his fire insurance rate by 28 cents on every $100 of his $30,000 policy, he has all of the elements of a good investment if he will only look at it that way.

"There are many business men who seem to feel that, to investigate their own interests in the matter of insurance, is only courting additional expense," said an insurance man to The Review. "It is easy for them to ascertain that such an attitude is certainly not to their advantage.

"The same may be said of the insurance man who considers that conditions which maintain high premiums are the more desirable. The agent who knows his business, that his people are getting good value for their money, that they are fully aware of the weak spots in their risks and what they must do to improve them. The agent who takes the greatest interest with the object of bringing about improvement of risks where possible, even though premiums may thus be reduced, and not be afraid of competition. He will show the business man the significance of the good and bad risks, not only in their individual application, but also to the community—from an insurance standpoint."

The Agent's Duty.

The above statement coming from an insurance man is important, since it indicates that it should be the agent's duty to afford the insured every facility in posting himself upon details of his risk and rate.

Inquiry by The Review goes to show that there is greater investigation in this matter at present than ever before. In some of the larger towns and cities considerable reduction in rates have been brought about as the result of conference between insurer and insured. In every case reductions in rates have followed recommended changes, and these have always made for improvement in premises.

One instance in particular may be cited. That of a hosiery manufacturer. Prior to changes he had a rate of 93 cents. He figured that this was rather high and consulted an insurance agent. The building was inspected. It was recommended, as a result, that his freight elevators and stairs be properly enclosed, and the entrance to cellar protected. He had this done and his rate dropped from 93 to 72 cents. Then he installed pails and a stovepipe and roof hydrant, and his rate fell to 65 cents, or a saving of 28 cents on every hundred dollars' worth of insurance. This, considered in its proper relation to outlay, was well worth while. There are many such instances..

Low Rate Essentials.

One thing should always be borne in mind by merchants or manufacturers when about to remodel their old premises or build anew. Plans should be submitted to a competent insurance man in order that the essentials of low insurance rates be not overlooked. Too often is it the case that after a fine building has been completed, the owner has found that he has not done himself justice in this particular.

In striking the rate, the insurance man figures upon merits and demerits as compared with requirements in a standard building. This is one having walls of brick or stone (brick preferred) not less than 12 inches thick (one and one-half bricks) at top story, 16 inches if stone, extending through, and 12 inches above roof in parapet, coped, on all sides, and increasing four inches (one-half brick), in thickness for each story below to the ground, or of an equivalent average thickness, the increased thickness to be utilized for beam ledges, or wall corbelled to provide same.

Elevators and stairways cut off by brick walls, or by concrete plaster on metallic studs and metallic lathing, continued from basement up through roof, communication at each floor protected with approved tin-covered doors or metal doors with wire glass if lighting necessary. Sills to be incombustible, skylight over elevator to be of thin glass with approved wire guard over.

All weights, cables and other elevator connections except motor to be enclosed in elevator shaft. Skylights not permitted unless of wired glass set in metal frames. Floor lights to be not less than ¾ of an inch thick.

Windows and doors on front, sides or rear of building, when exposed, to be protected by approved tin-covered doors and shutters (shutters must be arranged that they can be opened from outside), or wired glass in metal frame, or a water curtain. Windows are exposed when within 100 feet of another building.

Heating by hot water or steam at low pressure.

Lighting by gas with rigid fixtures.

Interior finish, open, or lath and plaster, or metal.

Wood or other combustible finish prohibited.

Where departure has to be made from these requirements, the builder will not be safeguarding his own interests if he fails to ascertain the best possible substitute.

Negligent Tenant.

Owners of leased buildings should see to it that their tenants understood the penalties which attach to carelessness in disposing of refuse. Not long ago a serious fire started in a large clothing establishment in Toronto. The inspector visited the place, and there was no way to account for the blaze; it was finally attributed to a live wire. This is a somewhat uncontrollable thing, but in an adjoining room the inspector found a pile of stove ashes. The tenant had no explanation. He had been to lazy or too busy to cast the stuff out and what the inspector said to him was a shame. While the cause of one blaze was undiscoverable, that which might have brought the fire to the scene again at any time, was found in another part. It is carelessness which makes much of the protective equipment necessary.

Regular inspection of his building by the merchant is a good plan by which to safeguard against negligence of employes. Back yards, bottoms of elevators, cellars, window recesses, dark corners, combustible materials left unprotected—all of these things and scores of others must come under the managerial eye. Warning notices should be posted up where necessary. Little things may easily make big totals in the insurance account.

BOOT & SHOE DEPARTMENT

Advance in Hide Prices From 50 per cent. Upwards

Short Supply and Increased Cost of Labor the Explanation—Retailer Has not Always Added to His Price Lower Levels Unlikely—Style Features of Next Season's Shoes — The Color in Shoes for 1910.

LEATHER prices are causing some concern in shoe manufacturing and retailing circles. Both manufacturing and retailing are done at a much lower profit than a few years ago, and to get at the reason for this, one has to go back to the raw materials. During the past six months there has been an advance in the price of hides, particularly calfskins, ranging upwards from 50 per cent. The prices now being really the highest ever recorded. This remarkable advance is, of course, due to short supply of skins for tanning. Another thing which has served to make the margin of profit less, is the increased cost of labor and heavier selling expenses. Road expenses for salesmen have increased considerably during the past few years.

While manufacturers in many cases have been obliged to charge 10 or 15 cents more per pair of shoes, the retailer has not always added to his price, thus making a smaller profit. The buying public has become so imbued with the idea that a pair of shoes must cost $3, $3.50, $4 or whatever may be the price preferred, that it seems impossible to sell goods, except on bargain counters, at prices, say $3.10, $3.60, etc.

In order that the average retailer may make a fair profit, considering the amount of capital involved, he must either make this increase in price or stock cheaper grades.

There does not seem to be any indication of a return to a lower price level, and should the present rate of advance continue, prices will put leather footwear almost beyond the reach of the masses, and this will suggest to manufacturers, the necessity for a material which will take the place of leather. Cloth is used for tops at the present time to quite a considerable extent, but it is almost as expensive as leather, and has not its wearing qualities.

One of the features of the new season's shoes is the extra low cut of ties and pump. Pumps and one, two or even three eyelet ties will be strong sellers.

There seems to be a strong tendency towards lighter soles for ladies' wear. Turn shoes will be popular, as well as light sole welts. Short vamps are the correct thing, and high heels will be again featured. All claims to the contrary, many ladies find the high heel, not the French heel, more comfortable than the so-called common-sense heel. The low heel was usually placed so far back that it did not give really as good support to the arch of the foot as the higher heel placed farther forward, which also aids in securing and preserving a correct poise of the body. Some of the dressier shoes show a narrow toe, which seems an indication of a return to the narrow pointed toes.

Colors in Foot Wear.

It is anticipated that 1910 will see colors in footwear in favor, but this does not mean that it will be necessary for manufacturers to make up goods in all the popular colors. The wise retailer will stock only a few shades, which harmonize readily with other colors, and not run the risk of a heavy stock of colors, which must be cleared at a sacrifice. Dull grey is a good color, and the different shades of tans harmonize well with a great many colors. Blue is a fairly safe color, as dark blue is staple in clothing.

There has been a feeling on the part of some that tans will not be popular next year. So far evidence is all to the contrary, and it is quite certain tans will hold a strong place for the coming season. Somewhat darker shades of tan are favored for Spring, though orders for the lighter tans are doing remarkably well, and probably will represent the bulk of the business in tans in this market. The darker tans will be the feature as regards style. Willow calf is being taken up more strongly for the coming season. This leather is more durable than the Russian calf, which cracks more easily. It has been brought to a high state of perfection, and is very desirable from every view-point.

Dull leathers are in strong favor, both in calf and kidskin. Patent leather is used in combination with the dull leathers, and some of the new samples are very handsome. Manufacturers, in some cases, trim the combination dull leather and patent shoe, in such a way as to tone down the high glare of the patent leather. In some of the patent leather shoes, perforations with white underlay, form very effective trimming.

✣

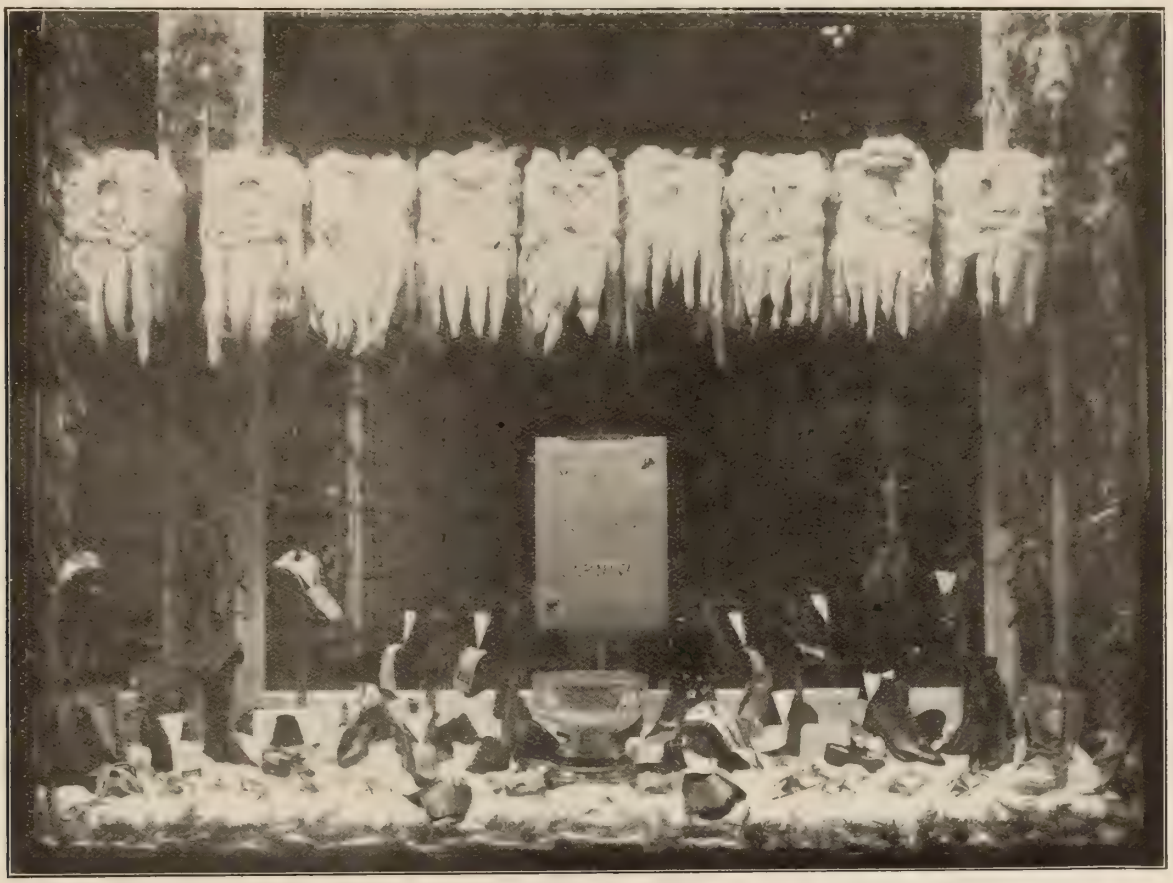
New York Novelties.

New York, Oct. 30.—Both walking and dress shoes have higher tops cut slanted—some being quite three-quarters of an inch higher in front than in back. Button-holes made on the bias to conform with this slant. Some buttons have the eyes sunken in sockets. That is a very small detail, but one that shows individuality. Russian top boots have a narrow band of caracul around the top, tied in front with cord.

A smart walking boot of imported Russian tan calfskin is blucher cut, with excellent lines. Tops are inclined to give light weight. There are two peculiarities about the tongue in this shoe. It is sewed to the side to prevent water from entering the instep, and an extra slip of calfskin is sewed on the middle kidskin tongue to keep it shapely.

Shoe Window.

Henry Morgan & Co., Ltd., showed a good shoe window last month. The space was divided into two sections, one devoted to black, and the other to tan. Very little was used in this window, and the whole was very effective. A few pairs of fashionable shoes of both colors were shown. The black shoes being confined to the black section and the tan to the tan section. In conjunction with the shoes black and tan gloves were shown, also black and tan ribbons.



Winter boot and shoe window shown by Geo. G. Gales & Co., St. Catherine St., Montreal. The artificial cakes of ice were made of cotton batting, dipped in kalsomine, and pine branches, also dipped in kalsomine, were used at the side of the window to produce the frame effect. This window was trimmed by A. A. Daoust, window trimmer for Geo. G. Gales & Co.

✤

The Canadian Consolidated Felts Company, Limited, is the name of a new concern which has come into being by the merger put through in Berlin, Ont., by D. Lorne McGibbon, president of the Canadian Consolidated Rubber Company. The concerns forming the Canada Felts, Limited, are the Berlin Felt Boot Company and the Kimmel Felt Company of Berlin and the Elmira Felt Boot Company. The concern is capitalized at $2,000,000. The officers are: D. Lorne McGibbon, president; Geo. Rumpel and A. J. Kimmel, vice-presidents. Oscar Rumpel will manage the Berlin Felt Boot Company's plant, and A. J. Kimmel the Kimmel and Elmira plants. T. H. Rieder, of the Merchants' Rubber Company, and H. D. McKellar, of the Berlin Felt Boot Company, are also financially interested in the new concern.

THE BEST VALUE IN CANADIAN SHOES

are those made by

AMES-HOLDEN Limited

Canada's Largest Shoe Manufacturers TWO FACTORIES

HIGHEST GRADE OF FINE SHOES AND SOLID LEATHER STAPLES

Complete Stocks for Immediate Shipments at

Montreal, P.Q. Toronto, Ont. St. John, N.B Winnipeg, Man. Calgary, Alta.
Edmonton, Alta. Vancouver, B.C.



MUSK OX BRAND
Everything in high-grade Ladies' and Men's Furs

TRADE MARK
REGISTERED

FURS YOU CAN SAFELY RECOMMEND

That means a lot when making a sale.

MUSK OX BRAND FURS

are absolutely reliable, good quality and workmanship and latest styles.

We can fill your Special and Sorting Orders Promptly.

We are strong this season in

MINK

for Muffs and Neckwear.

Our Long Jackets

in Baltic Seal and Muskrat, both natural and black, are correct.

Have you our catalogue? If not, write for one.

BOULTER, WAUGH & CO., LIMITED

Established 40 Years

Fur Manufacturers and Hat Importers

491-493-495 St. Paul St.,
57 St. Peter St.,

Montreal

Record Results Anticipated of the Fur Season

Comparatively Limited Amount of Stock in the Market — Numerous Special Orders — Approval for Long Fur Coats — Semi-Fitting Styles —Return of the Fur Cape—Revival of Astrachan — Price Tendencies.

FUR manufacturers are very enthusiastic regarding this season's business. Shipments are practically complete, and there is a comparatively limited amount of stock in the market. Early sorting orders have exceeded the anticipation of manufacturers, and they are looking forward to record results by the time the entire sorting season is over. Later buying has been done with a feeling of confidence quite contrary to the hesitation manifested by buyers when travelers first went on the road with this season's samples.

Decidedly cool weather last month resulted in active selling at retail, and prospects are that retailers will do a big trade. There is every evidence of a marked reaction from the very conservative buying on the part of consumers during the past two seasons. Stocks are not very heavy in retailers' hands, and re-orders and special orders are numerous already. Fur catalogues are being utilized by merchants.

City stores are displaying and advertising furs in a forceful manner.

Everything points to a good fur season, and manufacturers look forward to more profitable business than in recent seasons.

✣

Fur Jackets.

There is no doubt but that the long fur coats are meeting with marked approval, judging by sales, and are replacing the fur-lined coat with city trade. These jackets are shown in muskrat, imitations of mink and marmot, pony, Baltic seal, etc., and for the exclusive trade, Persian lamb and mink.

Pony coats are really a fad, and are more suitable for a milder climate than Canada frosts. Pony is a hair, not really a fur, and is a style which was introduced from the States. So far the demand for pony coats is confined to cities.

In spite of the fact that muskrat is really only an ordinary fur, the price is high, and will be still higher. Manufacturers handle this fur in such a way that it makes very handsome coats, and the high price will prevent it becoming too common. Manufacturers report that they have done exceptionally well with these coats, particularly west of Montreal.

It is expected that astrachan coats will become popular, as the price of this fur will bring the long fur coat to a price which is not exorbitant. The smoother fur, or flat astrachan, will likely be most in favor.

The semi-fitting styles are most popular, as they conform to styles in cloth coats.

✣

Fur-lined Coats.

While fur-lined coats seem to have reached the height of their popularity, and are now selling mainly in country districts and smaller towns, houses specializing on the high class goods and retailers selling fur-lined garments on a quality basis, are still selling them in good quantities. The cheapening process, which brought them within reach of the masses, has had the effect of hurting trade in this class of goods.

Muskrat is the preferred lining, owing to its warmth and wearing qualities. Mink, Persian lamb, Alaska sable and fox are the furs chiefly used for collars and revers. Semi-fitting styles are preferred.



Russian Pony Coat—Shown by Boulter, Waugh & Co., Ltd., Montreal.

Small Furs.

Later indications in fur manufacturing circles point to a return of the fur cape. This is not yet an assured fact, but manufacturers are widening out the stoles over the shoulders and are showing caperines in new goods, which looks as if the fur cape, of more ample dimensions than the caperines now being shown, may be on the way. It will be shown for the season of 1910-1911.

One of the new caperines is made of mink skins, loosely tacked together, and shaped to fit over the shoulders. The ends of each skin, both at front and back, are

PECK FURS

Now for Sorting

Everything points to a record season

Use our stocks in Montreal, Winnipeg and Vancouver. Specials looked after carefully and promptly.

We make everything in dependable Ladies' and Men's Furs.



Trade Mark for Furs and Caps

Our catalogue and detailed price list should be put to good use this month.

Henry Carter and Wm. Wilkinson Hats

We are sole distributors for these brands. They are best known Hats and the best values in Canada. Make them your leaders.

ALL BEST RETAILERS HANDLE THEM

Cloth Caps

Write for sample ½ dozens of best sellers. Our selections will please you. Our factory makes every selling line.

BUY

Gordon Chadwick Hats

for popular priced lines.

JOHN W. PECK & CO., Limited

Warehouse and Sample Rooms

72 Peter St. : : : MONTREAL

Factories,—St. Louis, Montreal, Branches,—Winnipeg and Vancouver

CLOTHING FURS SHIRTS HATS CAPS



The Man of Experience Says:



"Satisfaction is the Seed of Profit"

And there are hundreds of successful merchants who back us up in saying that the seed of satisfaction in any underwear department is a full stock of

MOODIES' Hygeian TRADE MARK UNDERWEAR

This Well-Known Brand is Sold by the Wholesale Trade from the Atlantic to the Pacific.

Eagle Knitting Co., Limited

Hamilton - - - - - Ontario

N. B. Now's the time to **PUSH** "Hygeian" Waists!

Please mention The Review to Advertisers and Their Travelers.

finished with silk fringe tassels. The effect is very pleasing. The muff is trimmed in the same way, the ends of the skins being finished with tassels.

It is difficult to make definite statements regarding fur styles, whether fur pieces are large or small, in view of the fact that the great majority of the buying public have generally to be guided by the state of their finances when making purchases.

Mink, Persian lamb, black fox and Alaska sable are among the best selling furs. There is a likelihood that fur combinations will shortly come into fashion again, short-haired furs being combined with longer-haired, thicker furs. A caperine of one fur trimmed with another fur is the most usual form.

Plainer muffs are gradually coming, and natural effects are sharing favor with braids where trimming is used. This will be more marked another season. The large pillow shape is still a favorite. Perhaps the leading style is the one made smaller at top than bottom, and coming to a gradual point at bottom. The "rig" muff, made of whole skins, is still very fashionable.

✣

Revival of Astrachan.

An absorbing topic of interest in fur circles is, what kind of fur jackets will fill the demand for popular trade during 1910? It is conceded that fur-lined coats have reached the zenith of their popularity with the classes, and that this season we will see the masses on the edge of tiring of them. Long fur jackets, of any kind of practical fur, are, for the reason of price, beyond the reach of very popular trade. Further, it is to be considered that all furs are high in price, and scarce in quantity. This has brought the fur manufacturers face to face with the question, "Will astrachan sell during 1910?" After a careful study of the entire question, The Review hazards the opinion that for the season of 1910-1911 that astrachan jackets, 34 to 40 inches long, in good style, will sell for the season of 1910-1911, and after that will be good property in limited quantities.

✣

Tendency of Fur Prices.

Instead of fur markets sagging in price from present high levels, it is a certainty that many furs will be still higher in price for the season of 1910-1911.

Retailers bought furs for this season on the January, 1908, basis of fur valuation, as wholesalers base their cost on skin valuations at that time. Prices since that time have advanced.

EYES EYES SKULLS SKULLS CLAWS CLAWS

Headquarters for

Furriers' Supplies

Immediate deliveries of wanted lines

ASCHER BROS.

30 St. Francois Xavier Street

MONTREAL

FURS

Fur Lined Garments of every description

Men's Coats, Ladies' Jackets Caps, Collars, Muffs, Ruffs, Throwovers, Ties, Scarfs, Gauntlets, Mitts, etc.

Travellers now on the road for Spring with full lines

Straws Caps Hats

Write, telephone or call

Swift, Copland & Co.

Limited

Wholesale Furs, Hats, Caps & Straws

MONTREAL

October Fur Sales.

Recent cable reports from C. M. Lampson & Co., state that the left-over skins of last year's catch are actually bringing as much as the good full season's skins did last January. Furs are also very scarce in the London market.

Prices received at Lampson's sale show the following remarkable advances over a year ago:

Skunk (Alaska sable), 65 per cent. over last season. Minks have recently had a sharp advance, making it forty per cent. higher than last year. Foxes and lynx are 100 per cent. higher than last year. Muskrats, which are in such exceptional demand, are 50 per cent. higher and the tendency still upward. Persian lamb is firm in price, and there is an increased demand for seals.

The continued increase in the price of furs is largely the result of big demand and short supply. The number of furs is limited, and furriers will doubtless introduce many new imitations next season.

✠

Furs in Big Demand.

New York, Oct. 30.—Seal is the fashionable aristocrat among furs, and the silk seal-plush, which is made so wonderfully abroad, is, when built into long warm coats, and trimmed with skunk and other furs, an almost exact copy of the costly fur wraps which are the vogue in France.

In fur coats for the street wear, no extra or unnecessary fulness is seen, and even in the long mantles for evening, there is at least a suggestion of the same desire to outline the figure. Fur coats are long, many of them within a few inches of the hem of the gown.

The long roll collar, coming to the waist or a little below it, is one of the conspicuous styles even in the best garments. Some of the handsomest coats fasten as far down as the hips, and often with a single button. In this case there is a shawl collar or a notched collar with deep revers.

All the moire effects in furs, such as pony, Persian and baby lamb, are in much favor.

Skunk is much used as a trimming fur.

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Good Fur Season in West.

Staff Correspondence.

Winnipeg, Nov. 1.—The great rush of the season has been in furs. Fur coats have always been a feature of the Fall trade in the west. This year, the trade was greatly accelerated by the adition of fur hats to the list of fur goods. At present the sorting orders are coming in freely. The great bulk of the trade has been supplied, and the output has been enormous. Even now, the sorting trade is compelling local fur houses to work over hours.

The demand in ladies' fur coats has been chiefly for the long semi-fitting type and they are made up from furs of almost every species. The muskrat fur coat is always popular, but this season the demand for a better class has been increased. The mink and lynx are particularly popular.

In the fur-lined, the Russian pony, rat and seal coats are most extensively used, and on the whole the furlined variety are mostly in demand.

The output has been large in men's fur coats. The fur-lined variety have been the heaviest selling and these, of course, are rat lined. The coon coat is always popular in the west, but there has been little activity in this line yet. The coon coat moves more freely later in the season. The chamois-lined coat had a good run last season, but the demand is weaker this Fall. The chamois-lined cap is to be worn extensively this winter. There is a marked falling off in the fur cap demand. Cloth caps with fur bands and chamois lining are very popular. A few days ago the prices of mink, muskrat and Persian lamb all advanced 20 per cent. The scarcity was the cause of the advance, as it is reported American buyers are securing all odd lots.

✠

Hats for Spring.

The rat-tail and pencil brim will be a feature of the Spring stiff hats. This is a departure from the flat-set styles of the past two seasons. Crowns will be quite full, and will some styles show a slight tendency to squareness, others indicate a more oval effect. It will be a strong color season in derbies, although the lighter brown shades will have good place. In soft hats the dish style is the thing. This hat has a drooping, adjustable brim, suggesting the name, with crush crown. Pearl, still blue, stone, navy, brown and black are good colors. In straws, it is predicted that sennits and rough braids will more closely divide the popularity with splits. There has been little or no departure from regulation shapes.

Among Canadian retailers, the advisability of delaying the cut-price period on straws until a reasonable date has no doubt often been the subject of reflection. It will be interesting therefore to note that the hatters of the 26 cities in the United States bound themselves in an agreement to uphold prices on straws until a national date for reduction. The results proved that, as the American Hatter puts it, "the folly of early price-cutting is nothing but folly." One dealer writing on the subject stated: "Not cutting prices in July has been a great boon to the straw hat business. Not alone to the straw hat trade has it done good, but also to the furnishing goods in general. Cutting prices on straw hats and furnishing goods in July has been a serious mistake for many years past."

One of the great difficulties that the Canadian hatter has to contend with is the competition with department stores who continually, from one end of the season to the other, introduce specials, and thereby render it necessary for those in competition to follow suit.

✠

A. B. Macpherson, of Macpherson & Wright, manufacturers' agents, 232 McGill St., Montreal, died Oct. 19th. He was born in Kingston 62 years ago.

Last month the firm of Lawand Bros., dry goods merchants, 315 Notre Dame St., East, Montreal, went into liquidation, with liabilities totaling about $43,000. This firm has been located on Notre Dame Street for a number of years, and was considered in good standing, having readily obtained credit from some of the largest dry goods firms in Montreal and elsewhere.

J. H. Blumenthals' Sons Limited, clothiers and outfitters, corner Craig and Bleury Streets, Montreal, with an east end branch at 485 St. Catherine Street East, recently bought the stock of "Partridge's Heart of The Town Store," owned by W. W. Partridge. The Blumenthals since taking possession have held a number of special sales. It is more than likely they will continue the business as a west end connection.



FIRST—In Fur Values
FIRST—In Treatment of Customers

When you buy Furs from us you secure the benefit of our experience and organization. Our success is linked with yours.

If you are not a customer, now is your time to know us.



Sorting trade will be active, and you will appreciate our stocks in Montreal and Winnipeg and our Montreal factory facilities for special orders.

HEAVY GOODS

Ladies' Long Fur Coats

In Seal, Persian Lamb, Seal Rat, Natural Rat, Blended Rat, Hudson Seal, Electric Seal and Pony.

Ladies' Fur-Lined Coats

In an endless combination of Linings, Collars, and Patterns too numerous to mention here.

Men's Fur-Lined Coats
Men's Raccoon Coats

Muffs and Neckwear in Mink, Alaska Sable, Black Fox, Isabella Fox, White Fox, Ermine, American Sable, Canadian Sable, Rat, Electric Seal, Marmot, Black Hare, etc.

Beaver Brand Furs are noted for their Perfect Workmanship

Our catalogue is the most artistic and practical in the trade. Have you a copy?

The Redmond Company, Limited

Montreal **Winnipeg**

NO MORE TROUBLE

With

TUNGSTEN LAMPS

If You Use the

BENJAMIN TUNGSTEN ADAPTER



In Position



Cat. No. 99

You can adjust your lamps at any angle.
You can use the most suitable glassware.
You can use it on any fixture with any standard shade holder.
Anybody can attach it ready for service in a minute's time.

NO NEW FIXTURES ARE NECESSARY

BENJAMIN ELECTRIC MFG. CO.

64 York Street, TORONTO

PUT UP IN A MINUTE
For Sale by All Electrical Dealers or Sent Postpaid on receipt of Price—45 cents.

BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

GOLD MEDALLIST DYERS
JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also

FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED.

MONTREAL TORONTO OTTAWA QUEBEC

Jewelled Metal Buttons

Are very Popular. Our Stock is Complete

Something New

Fur Covered Buttons

ASK FOR SAMPLES

ASCHER BROS., THE FURRIERS' SUPPLY HOUSE
30 St. Francois Xavier St., MONTREAL

WANTED

by two Western Travellers for January, 1910, first-class lines of Gloves and Mitts, Furs, Hats and Caps, for Manitoba, Saskatchewan and Alberta on commission basis. Know lines thoroughly and have good trade connections.

Box 75, Dry Goods Review, Winnipeg

Dry Goods Review receives, almost daily, enquiries for the names of manufacturers of various lines. These enquiries come from Wholesalers, Manufacturers and Retail Dealers, who usually intimate they have looked through Dry Goods Review, but cannot find any firm advertising the line in question. In the majority of cases these firms are anxious to secure the information at once. The Review is always ready to handle inquiries of this kind. A query post card, letter or wire is all that is necessary.

ESTABLISHED 1852



The STANDARD of Excellence

in

FURS

MOOSE HEAD BRAND

For high-class furs for particular customers write us.

The newer creations in neck-wear and muffs for quick delivery.

We specialize in "made to measure garments" in fur and fur-lined garments.

L. GNAEDINGER, SON & CO., - MONTREAL

We attribute our exceptional trade this year to the fact that it is a principle of ours to give our customers UNQUALIFIED SATISFACTION

——WE GUARANTEE OUR FURS——

BEST QUALITY OF FURS only are used and we are most particular about the Workmanship and Finish.

B. SILVER & CO.,

420 St. Paul St.,

Montreal.

SEAL BRAND



TRADE MARK

A Seal Brand on a Garment Guarantees Satisfaction.

Makers of Seal Brand Garments Guaranteed.



The Coat of the Day

S-H-& M-

"LA CUIRASSE"

52 inches long—mannish sleeves—7/8 fitting—Bust hairclothed—Newmarket back—Lined to the waist with Skinner's Guaranteed Satin.

Made of Heavy Tweeds	$12.00
" " Black and Navy Kersey	13.50
" " Wide Wale Coatings, Scotch Tweed, etc., in all colors	16.50

Sizes 32, 34, 36, 38, 40, 42.

Send for one dozen assorted—$165.00.

These prices are good only to November 15th on account of heavy advance in woolens.

Wait to see our Spring line of S-H-& M- Suits and Dresses—ready December 1st.

The Stewart, Howe & Meek Co., Limited

Makers

S-H-& M- Garments for Women

Toronto



Ready-to-Wear Department, Bonnewitz Store, Van Wert, Ohio.

Best Vogue in Ready-to-Wear Garments

Lack of Help Accounts in Large Measure for Slow Deliveries —Separate Coats in Good Demand—Braidings and Cord Embroideries Much Used as Trimmings — Juvenile Dresses With Coats to Match.

"IT'S more help we want, not more immediate orders," is the cry of many Montreal and Toronto manufacturers, as well as those in other centres. Many factories secured additional labor during the early Fall, but increased business more than off-set this.

The seriousness of the delivery problem is evident from the fact that the Canadian Converters' Co., Ltd., Montreal, opened three additional factories last month, one each at Sorel, St. Jerome and Terrebonne, and the Crescent Mfg. Co., Ltd., Montreal, opened a branch factory at St. Hyacinthe, Que. Manufacturers are advertising in town and country newspapers in many districts in order to secure the necessary help. In Montreal many factories have imported help at considerable expense. Coupled with this trouble, manufacturers have to face difficulty in securing desirable lines of goods. These conditions will explain to retailers very clearly the reason for slow deliveries.

Separate Coats.

Without doubt, there is a good demand for separate coats for the present season. The vogue of the one-piece dress has made the separate coat a necessity, and a visit to a ready-to-wear department is sufficient evidence to prove that the separate coat is a ready seller this season, as all stores seem to have a great many customers who are buying coats.

The demand is, of course, for the very long models, from forty-five to fifty-six inches in length, and the rough materials are growing in popularity.

The Moyen Age effect is a feature of the best selling coats. The semi-fitting styles are preferred.

Some of the new coats closely resemble a dress in appearance, and these are very attractive.

Heavy diagonals, many in melange effects, and some in divergent weaves, are coming to the front for the making of separate coats. Smoke grey is the leading shade, and Oxford greys, often with one wale black and the other of melange grey, are also sellers. Olive blue and brown are other good colors. In the larger centres there is some call for wistaria and catawba, military blue and dull grey green. Black leads in all cloths. Ivory buttons are taking the place of jet on the newer coats.

Suits and Dresses.

Though some of the more staple lines are on the road, as a rule Spring lines are as yet in the process of preparation. Though the Spring lines will contain a number of new ideas, the new, long-waisted Moyen Age models will be freely represented. These models so far in Canada have not been generally taken up as their vogue started so late in the Fall. Houses that cater to the high-class trade and that make made-to-measure gowns are showing very handsome evening and dressy gowns made up in this style of chiffon, ninon and of plain and fancy silk voile. For day wear these gowns are being duplicated in face cloths, diagonals and serges.

Some of these gowns have a deep belt, into which the waist is pulled, though it does not blouse to any extent. The skirt, which is in one with the waist, has a gored yoke, and finishes with either a pleated or shirred flounce.



Woman or misses cotton suit made of imported repp in grey, sky, white, tan and helio. Coat, collar, sleeves, buttons and pocket daintily embroidered with soutache; skirt 11 gore, pleated, embroidered to match coat.

The latest in parasols from Paris, with fancy fringe effect. It is made in navy, black and blue, with two-inch hemstitched edge, and handles to match in directoire style. — Shown by the R. D. Fairbairn Co., Ltd., Toronto.

Though the long, plain sleeve is yet in evidence, particularly on cloth dresses, sleeves that show caps and puffs are used for the lighter-weight materials.

Braidings, rat-tail and cord embroideries are much used as trimmings. Metal and jet bands are used, and most dresses have a small, round yoke and high collar of net.

Mid-winter styles in suits are very plainly tailored, the only trimmings being narrow revers and moire or velvet and frogs of cord, rat-tail or soutache, and covered or jet buttons. Nothing as yet has been seen in Canada of shorter suit coats, the very long coat being the big favorite, that is, from 42 to 45 inches long. Serges and diagonals have taken a firm hold, though the broadcloth suit is also a big seller.

The newest style is the Russian blouse suit, and some of these show the shoulder and upper half of the sleeve cut in one. Skirts, one and all, are in some kind of pleated effect, and pleatings are so strong that there is practically no rival style. Grey is a leading color; black is strong, and olive, grey-green, wistaria and dark ashes-of-roses are the leading novelty shades. For popular-priced selling, black, navy, olive and brown are the leading colors.

Corsets.

Retailing of corsets requires more scientific knowledge to-day than ever before. More customers wish to be fitted and this requires that saleslades have the knowledge necessary to do this properly. The customer buying cheaper grades should be fitted, if she desires it, as well as the buyer of more expensive lines.

In order to secure good results, a good plan is to engage an experienced fitter, who can instruct the saleslades in the corset department regarding the proper fitting of corsets.

Present styles of corsets make it necessary that a corset should be well fitted if the wearer is to experience comfort, owing to their extreme length.

It is clearly noted that merchants all over the world are beginning to realize the importance of the corset lines and more pains are being taken with this special department. Every woman should be acquainted by the retailer or buyer of the importance of getting a properly fitted corset. This will mean more business to the department, and will as well please your customer.

Corsets are not the hit or miss affairs they used to be, as every corset is built to fit some type of woman. Many stores carry over 150 corset models in all, so that it is indeed of vast importance that a properly constructed and instructed corset department salon be featured in every store that carries corsets.

The right corset helps a woman to proper carriage and breathing. But even that right corset can be wrong if it is not properly worn. A corset too tight or too loose in the wrong places, or a corset pulled down too far or not far enough, or a corset too tight at the top, or with the garters fastened improperly—cannot give its wearer a proper fit.



New Princess Slip—Shown by Eclipse Whitewear Co., Toronto.



New Circular Drawer—Shown by Eclipse Whitewear Co., Toronto.

TWO LEADERS

1274



To Retail for

$1.00

1275



These should be on your Spring Order

STAR BRAND REG. OB. BERLIN ONTARIO. TRADE MARK.

STAR BRAND REG. OB. BERLIN ONTARIO. TRADE MARK.

They are Sure Winners

THE STAR WHITEWEAR MFG. CO.

BERLIN, ONT.

Profit Possibilities

The best dry goods merchants in Canada—from the Atlantic to the Pacific—know from experience that a children's department may be made one of the most profitable in their store. They know this, because they have tried it with Home & Watts' children's and misses' dresses, and have seen the sales in that department climb quickly and new customers won for their store.

There are big possibilities in this department stocked with Home & Watts' goods for you—merchants who are looking for more business.

Give it an honest trial and you will be an enthusiastic convert to the children's department idea.

Our travelers are now out with samples of the snappiest, best-selling line of children's and misses' dresses for Spring, 1910, ever shown in Canada. We make no exception to this statement, because we *KNOW* it's true.

Six months hence materials identically the same as we *now show you made up in Home & Watts' dresses* will be placed on the shelves of a few of Canada's leading stores as the latest ideas in fabrics for dresses—and other manufacturers of children's dresses will be just that far behind us.

That's the advantage we now offer live merchants who wait for samples of Home & Watts' dresses.

In the meantime, let us send you *now*, for your immediate selling, a sample selection of our dresses. They will demonstrate effectively the profit-producing opportunities in a children's department.

You want to be *the* progressive store in your town. Here's your chance. ,

Home & Watts, Limited

Adelaide and Duncan Sts.

TORONTO, - - - CANADA

Whitewear.

It is expected that the coming season will see even a bigger demand for combination garments than ever before. They are so comfortable and so conducive to the perfect fit of outer garments that they are bound to grow in popularity. The full-length Princess slips have been brought out in a wide range of prices, and without doubt will see even a bigger demand next season than ever. Care is taken by manufacturers to give good fit, even in the cheaper grades.

Gowns are shown in many different designs. The majority are of the low-necked variety, both round and square cut. Short sleeves are also featured. Embroideries are used chiefly, in preference to lace.

Very elaborate skirts are shown for the new season, embroideries being preferred. There is a decided tendency towards the use of much better quality in materials, in all lines of whitewear, and the new skirt samples give evidence of this. Less showy, but better garments are favored.

Cross-barred muslins are used, but principally for corset covers. Some use is made of lace insertion, but this is not in high favor, as a good quality adds so much to the cost of a garment that is cannot be used in a popular-priced garment, and the coarse qualities are not desirable.



French Band Skirt — Shown by Eclipse Whitewear Co., Toronto.

Waists.

Manufacturers have done exceedingly well with their Spring waist lines, and the orders received up to date for lingerie waists indicate that in spite of the much-talked-of rivalry of dresses, there is every confidence in the continued sale of white washing waists. The fact is that the white waist is one of the most useful garments a woman possesses, and one that she does not for a moment think of reducing her supply of.

For Mid-winter wear the cleverly tailored waist of linen, mercerized vesting, Madras, etc., is a decided leader, and features of these waists are the large jet or pearl buttons. The sleeve accepted for this class of waist is the narrow bishop, with the medium cuff.

For Christmas selling, and for the social season, manu-

Canada's "Pioneer" House
Princess Dresses, Coat Suits, Waists

Prices Talk!

Not always, but they certainly do when the Fit, Cut, Style, Hang and Finish are right, and this is exactly what we claim for

Royal Garments



the Princess Dresses, Coat Suits and Waists that a lady will wear. Mr. Merchant, we want to impress you with the fact that

OUR PRICES TALK! OUR GOODS FIT!!
YOU CAN SELL THEM!!!

Consequently, we must get together, and that soon.

Princess Dresses - $ 1.95 to $21.00
Coat Suits - - - $ 2.95 to $15.00
Wash Skirts - - $12.00 to $30.00

Write, wire, telephone or call personally if you feel our representative is late in reaching your town.

THE McELROY MFG. COMPANY Limited
47 Simcoe Street
TORONTO

Famous for their
Fit, Cut, Style, Hang and Finish

facturers are busy with dressy waists of net, and for the better trade of chiffon. There is a very large call for waists of this class, and manufacturers are pushed to the limit to turn out the goods.



Tailored waist of fine linen duck, trimmed with embroidered collar, cuffs and panel—R. D. Fairbairn Co., Toronto.

The all-black waist is in high favor, and jetted and sequined trimmings are freely used.

✚

Juvenile Wear.

Now that so much more attention is paid to the garments for children's wear, novelty lines of misses' and children's garments are not shown at so early a date. This is because the materials that will be new when Spring arrives cannot be procured and also because it is impossible to be sure as to the styles that will take.

Mothers' garments serve as a model for designers of children's wear to base their ideas upon, though the models for mature wear are modified and adapted to meet juvenile needs.

The dress with coat to match is now shown for misses' wear, and in the designs for dresses the Moyen Age style is prominent. Peter Thompson and sailor suits are always good for children's wear and are shown for Spring in great variety, always keeping to the sailor effect.

In suit lines there are many models showing the pinafore idea to be worn with a guimpe. One model in linen-finished suiting had a panel front fastened down one side with buttons, and the pleated skirt was fastened to the long waist in Moyen Age effect by torchon insertion. The insertion edged the neck and wide arm-holes, and outlined the seams of the semi-fitting coat. The coat fastened with two covered buttons and was cut away to show the dress underneath. Though many of the suit coats are semi-fitting, quite a number of box-coats are shown, as this style of coat always suits the figure of juvenile wearers. Some of the new models have gored skirts, finished with a side or box-pleated flounce. The trimmings of these suits are strappings, folds, pipings or torchon lace, and pearl and covered buttons.

Peter Thompsons and sailor effects are standard for girls' wear, and are shown in linen-finished suitings, cotton suitings, and in navy, cadet, and fancy prints.

A new trimming idea is the use of fancy plaids for strappings, and for ties, etc. Bands around the arm and silk emblems are also effectively used.

Dresses are so prominent for women's wear that it is not to be wondered that it is a big line for misses and children. The new Moyen Age dress is well in evidence, either with or without the long panel front, and with both the pleated and shirred flounce. Many dresses also have



Fancy tucked net waist, trimmed with Swiss guipure insertion and soutache buttons, showing new sleeve — R. D. Fairbairn Co., Toronto.

the panel front, with the belted waist and pleated skirt. These dresses are developed in fine Scotch and zephyr ginghams, dimities, mercerized mulls, etc., as well as in prints and suitings, and the variety of desirable patterns







The "Know How" In Eclipse Whitewear

is the unseen quantity which sells these garments to your customers. This expert knowledge, based on years of sound practical experience, is expressed by the good taste and careful workmanship evident in the selection and manufacture of the materials and the harmonious blending of the trimmings. Eclipse Garments are easily distinguished by their dainty crispness of style that is refreshing as it is attractive and makes them easy to sell.

Their quality, too, will satisfy your customers when they buy them, when they wear them and all the time, until they come back for more. Every time you sell a woman Eclipse garments you make a permanent customer. You can prove it on a sample order. There's no risk—we guarantee every garment. Order by wire, phone or letter, if you're in a hurry.

The Eclipse Whitewear Company, Limited

TORONTO, - CANADA











TRADE Laurentian MARK

The Perfection Drawer

(Patent Applied For)

a real comfort to wearers and the biggest selling feature in drawers ever devised.

The Perfection Drawer combines the convenient features of the open drawer with the advantages of the closed drawer. It is an open and closed drawer combined. It does the work of both.

The Perfection Drawer derives these exclusive features by the seemingly simple expedient of extra material at front and back. It is ingeniously cut to lap over, and fit perfectly. A draw string does it.

Your customers will appreciate its advantages. Allows freedom in walking, no opening at back, no buttons, no bother at all.

The Perfection Drawer must be seen to be appreciated.———Ask our travelers or send for a sample.

The Perfection Drawer may be had in all lines from $4.50 upwards.

It will pay you to show **The Perfection Drawer** and make it a leader for Spring. *Get your order in early.*

Laurentian Whitewear is the line by which others are judged. Join the list of merchants who are profiting by selling Laurentian Whitewear.

Laurentian Whitewear Co.,

ADDRESS

Levis, Que.

Toronto: W. H. Piton, Empire Bldg. *St. John, N.B. :* Alex Burr, Magilton's Sample Rooms. *Eastern Ontario and Province Quebec:* R. Dionne. *Winnipeg :* Western Fabric Co., 63 Albert St. *Montreal :* Z. P. Benoit, Mark Fisher Bldg.



No. 444. Note the embroidered front, four tucks at each side, tucked Gibson collar, with insertion and lace edge, tucked back, tucked sleeves, edged with lace and buttoned at wrist. $9.00 per doz.

4

Special Numbers in Laurentian $9.00 White Lawn Waists

The four lines illustrated, we believe, are *POSITIVELY THE BEST VALUES* ever offered in Canada at $9.00 per dozen.



No. 445. Embroidered and tucked front, tucked Gibson collar with lace edging and insertion, tucked back, horizontally tucked sleeves edged with lace. $9.00 per doz.

Laurentian Waists build business.

TRADE Laurentian MARK

Have YOU selected from the Spring range?



No. 446. Embroidered front, narrow and wide tucks front and back, tucked Gibson collar with insertion and lace edging, long sleeves with vertical tucks buttoned at the wrist and edged with lace. $9.00 per doz.

The **Laurentian** high standard of fit and workmanship is thoroughly exemplified in these lines.

Send your order now to make sure of your share of these numbers. Make these lines your leaders.

Our assortment of white lawn waists at $9.00 is easily the largest in the trade. Values unmatchable.

Right through the range at all prices, values are as good.

That's why Spring orders from our customers are largely increased. Are you selling **Laurentian Waists?**



No. 447. Embroidered and tucked front, clusters of tucks in back, tucked Gibson collar with lace edge and insertion, vertically tucked sleeves, edged with lace, buttoned at the wrist. $9.00 per doz.

Order by these numbers, 444, 445, 446, 447.

Laurentian Whitewear Co.,

ADDRESS

Levis, Que.

Toronto: W. H. Piton, Empire Bldg. *St. John, N.B.:* Alex Burr, Magilton's Sample Rooms. *Eastern Ontario and Province Quebec:* R. Dionne. *Winnipeg:* Western Fabric Co., 63 Albert St. *Montreal:* Z. P. Benoit, Mark Fisher Bldg.

Blackeye Silk Moire Underskirts

Will not split or crack
Have both rustle and lustre

Values will please you

Styles and colors afford a wide choice

PRICES

$30 to $52 per doz.

Egyptine Underskirts

Look like silk, but wear better and cost about one-third

All styles, and latest colors

PRICES

$15 to $24 per doz.



Reproduction of Post Card in colors. A supply will be sent retailers (handling Blackeye) willing to mail them to customers.

Blackeye and Egyptine Underskirts are shown by all good wholesalers

MANUFACTURED ONLY BY

The Canadian Converters' Co. Limited
Montreal

Announcement!

We do not advertise Three Eighties Brand to sell We sell it to advertise



TO PROVE this we want to place a range of Three Eighties Brand Hose with every dealer in the Dominion. If you have not already handled our other styles of Hosiery, we wish you to judge them for real value by this brand. As a leader for your Hosiery Department we have confidence in recommending Three Eighties Brand Seamless Cotton Hose. A popular stocking at a popular price.

THREE EIGHTIES BRAND

80 80 80

TRADE MARK
REGISTERED

FOR LADIES AND MISSES

Has by far the largest sale of any Hose in Canada

Your Jobber can supply you.

Look for the Three 80's and refuse imitations.

The Chipman-Holton Knitting Co. Limited

Hamilton - Canada

E. H. WALSH & CO., Sole Agents
Toronto - Montreal

and fabrics is so large that each merchant can put in a big range without risk of duplication. The trimmings are embroidered laces, as well as pipings, bands, and buttons.

Mention should be made of a new idea in sailor models, known as the "college dress." This dress is developed in galatea, and has the true sailor blouse, that is, with straight, unshaped model that is not gathered under and which slips over the head and fastens under the tie. The kilted skirt is set onto a cotton waist, which carries a plastron yoke to fill up the open V in the blouse. This new form of sailor promises to be very much worn next Summer.

No child's wardrobe is complete without a dress of white lawn or muslin. The new models show the round and square neck, as well as the high yoke. Sleeves are in kimona and puff effects, and for the larger girls the long, tucked and lace-trimmed Directoire sleeve is in evidence. With this kind of sleeve, the dresses have panel fronts, while full waists are gathered into wide beadings, through which are run ribbon sashes. Fine Valenciennes and torchon laces, embroidered insertions, bands, beadings and flouncings, and tucks, etc., form the embelishments of these dresses.

For girls of smaller growth the skirt of the dress is often made of embroidery flouncing in Madeira patterns.

Dainty dresses are developed in striped crepes, and in silk-striped voiles in pink and white, and in mercerized lawns and mulls.



New effect in voile skirt, trimmed with soutache embroidery — R. D. Fairbairn Co., Toronto.

Proposed Trade Combination.

Some prominence was given in the English dry goods trade journals recently to a scheme for a combination of manufacturing and retailing firms and the elimination of the present system of distribution through wholesale houses. The scheme has given rise to a good deal of discussion as to whether a combination on the lines suggested would meet with the success desired by the promoters. One English journal in commenting on the plan says: "The answer in well-informed quarters is decidedly in the negative. As things are, retailers have command of a very large variety of the world's manufactured goods, which are brought to their notice by the wholesalers, and it is obvious that under the proposed combination they would not be able to supply other than the productions of the manufacturers with whom they were associated, and that consequently their selection would be of a limited character as compared with firms outside of the combine. The fact should not be forgotten that owing to the much larger variety of goods available in these days the retailers buy smaller quantities than formerly and oftener, and that this would not be possible were there no wholesale firms, who are always in touch with the manufacturers and buy large quantities to supply the retailers."



Woman's or misses' Billie Burke dress, buttoned down side; made in imported Shantung, black, natural and all the leading shades; also prettily trimmed with soutache button with jet center.

Parasol in blue, green and wine colors, also a black and white check, with brown insertion two inches from edge — Shown by R. D. Fairbairn Co., Toronto.

A. S. King & Co., Toronto, have been incorporated with $100,000 capital, to manufacture, import, wholesale and retail dry goods. The incorporators are M. H. Ludwig, C. F. Ritchie, J. H. O'dham, C. Fennell & K. Thompson, Toronto.

The Style Situation in New York Garment Market

Exhibiting Gowns in Salons—Serge, Rough-Surfaced Diagonals, Broadcloths and Homespuns in Suits and Costumes — Tendency for Shorter Coats—Interest in Old-Pattern Silks—Dresses for School Girls.

Staff Correspondence.

Office of The Dry Goods Review,
160 Broadway, New York, Oct. 30, 1909.

ONE of the most novel methods adopted by one of the largest stores in New York for showing the new and imported models, was the equipment of salons similar to those in Paris in which the gowns, hats, wraps, and dress accessories of every nature were exhibited. The display was private at the beginning, but later opened to the public. It was noted at these displays, that the most elaborate garments were fur-trimmed, a feature that is more popular this season than has ever been noted before. Fur bands on beautiful evening costumes of filmy materials seemed the most favored style.

In suits and costumes, the materials employed were such weaves as serge, rough-surfaced diagonals, broadcloths and homespuns.

The distinct features of the suit coats are the long shawl revers, the low fastenings and the deep cuffs on the plain, small sleeves.

Some of the models show the narrow shoulders and a sleeve with fulness at the top. Others again, show the broad shoulders with a sleeve simply cased into the armhole.

The skirt most seen is on the pleated order with hip yokes in many variations. In fact all the models show pleatings of some style or other. A few show circular sides with pleats inset at hip depth, back and front.

Tunics and Draperies.

The costume suits are conspicuous for their tunic or drapery arrangements on the skirts and the one-piece effects of the ensemble. Among the imported models, the skirt and coats are separate, the different parts being joined beneath a full-length panel appearing down the back. There are some models showing this panel in pleat form, while others have the skirt draperies gathered at the sides, besides the panels.

Ornaments of Gold and Silver.

Dull colors are used this winter in suits and street costumes. Dull gray almost a black, dull blue, rich dull reds, very dark browns, and dull shades of green are among the favorites. These brightened with lovely ornaments of dull gold or silver are very effective.

Suits trimmed with braids are among the Fall fashions. Some have wide plain braid, and some narrow fine braid. Satin, moire and bengaline are used extensively.

Tailor-made costumes with separate blouses to match are decidedly good style this season. It might be said that simplicity characterizes most of the tailored suits, which are strictly mannish in effect.

The newest departure in this connection is the Russian blouse coat suit, which is an exact copy of the garment worn by the Russian soldiers. Braided and button trimmed it is very attractive and is a style that promises to be much in evidence in Spring. Shorter coats will also be taken as the shorter coat looks better with the draped skirts. Draped skirts will be more in evidence as the season progresses.

Half and Three-quarter Sleeves.

Three-piece suits were represented in such combinations of materials as broadcloth, and moire velour ; plain and fancy velvets, cloth and Ottoman silk ; or cloth and velvet. In most instances the dresses formed the foundation in which were noted three-quarter sleeves. The foreign models showed any number of half and three-quarter sleeve dresses to be worn with coats.

The tendency abroad is for shorter coats and there are a number of short coat suits shown in the stores in New York, but they are mostly imported models.

It is noted that two-piece suits no longer hold the commanding position in the realm of the garment trade which they enjoyed earlier in the season, and it is plainly the fact that tailored dresses have been ordered in such large quantities that there seems little hope of the two-piece effects reaching the records they have formerly made. It might also be stated that three-piece suits are having more representation as the season advances.

Great Coat Season.

It is to be a great coat season. The general adoption of the tailored dresses is wholly responsible for the vogue of the separate coat, which is shown in a variety of styles and fabrics.

The coats are very long, full length in many instances, and in others they show three or four inches of the dress skirt. The elongated waistline effects, or Moyen Age styles, with pleated styles are among the models brought out by the different manufacturers. The models brought from abroad, however, are already showing signs of the passing of the Moyen Age effects.

Some of the imported models reveal a tendency to semi-fitting lines, and to make them full length and to finish the garments a sort of circular flounce is added. Tailored models show a trimming of stitched bands or a border of fur.

Coats of moire velour are shown in dressy and simply tailored styles. They are mostly in black, with garniture of satin cords or of cloth. Many are shown with the deep shawl collars of fur. When fur is not used on the collar, moire or velvet is employed. Frequently braid ornamentation is added and effects an extremely rich finish to the coat.

Wraps on Dolman Lines.

For evening wear the wraps are very voluminous and given over to drapery of every description. Many of the most exquisite ones are modeled on the dolman lines. Sleeves—or rather draperies forming sleeves—are cut in one with the body of the wrap. Such materials as crepe meteor, messaline, velvets, satins, etc., are used.

The newest effects are noted in the tunic or drapery arrangements, which are either brought out in the cut of the model or by trimmings. In the tailored skirt, the tunic line is imparted by the odd shaping of the hip yoke or gored upper section. In many instances the fastening

DIRECTORS: A. W. ALLEN FRED WOODLAND A. P. ALLEN

Allen Manufacturing Company, Limited



WAISTS

Lawn
Silk
Net
Lace
Vestings
Ginghams
and
Prints



We are continually adding to our range new styles with latest trimmings.



COAT SUITS

In Linen, Crashes,
Drill, Pique,
Indian Head, etc.

"Allen's" goods are always well made and fit properly.

WRITE FOR TRAVELLER OR SAMPLES

Allen Manufacturing Company, Limited

Trade Allen's Mark MADE IN CANADA

Cor. Simcoe and Pearl Streets, - TORONTO

LONG DISTANCE PHONE—MAIN 1150

Trade Allen's Mark MADE IN CANADA

is on a diagonal line across the front. The pleated flounce is the usual terminal finish.

Materials and Trimmings.

While serges and cheviots are the most popular skirt fabrics, many attractive models are shown in melanges, especially those in grey tones. They are, almost entirely, without exception, of the tailored order, and designed for wear with tailored blouses. A few of the dressy models are made up in Bedford cords or Ottoman cloth. Broadcloth, as usual, has some representation. Trimmings, such as braids, satin or taffeta pipings, or self folds, trim them.

It is already noted that many of the pleated effects of earlier productions have been replaced by wide breadths of the material, gathered or shirred into place about the waist and hips. Dresses on this order are made of heavy materials as well as silks and filmy ones.

Departure from Elongated Waistline.

In every instance the waist is normal, and in the better class costumes, there is a marked departure from the elongated waistline effects. Especially is this fact evident in the foreign productions that were brought over for the Fall and Winter openings. The newest garments are made in two pieces, joined at the waist in one-piece semblance, with a real or simulated tunic.

The washer-woman drapery is most in evidence for satin gowns, the fabric being drawn snugly across the hips and forming a drapery at the back. Several of the models have tunics cut like short semi-fitting coats, sleeveless and with a collarless neck, trimmed with contrasting material.

The polonaise drapery is that which is attached to the skirt at the normal waistline, and cut in pointed effects, with the ends tied down low onto the train.

With the revival of draperies, and tunics, there is a renewed interest manifested for old-pattern silks, two-tone harmonies, velvets, moires, and brocaded satins.

The sleeves are long and show some form of the puffs of contrasting materials in those for dressy wear, but those for everyday wear have the plain, long sleeve, sometimes trimmed.

For Young Girls.

For girls there are semi-tailored dresses, and middy suits, with the sailor collars buttoned at the back, with large or small buttons.

Military and sweater effects are the pronounced features of the fashions for the young girls this season. They are shown in both the suits and dresses and in simple and elaborate variations.

Blouses Favored.

The revival of three-quarter sleeves is the latest for the dressy blouses. Long sleeves, of course, are in vogue for street wear. All the new colors and materials are in the new blouses. Tailored waists and fine lingerie blouses have their share of recognition in the displays. Frills down the front of the plain tailored waists are all the rage in New York. They are either wide frills or variously pleated.

A Prussian firm, manufacturing artificial silk, intend starting a similar plant in America. Artificial silk is made from cellulose, which is produced from plants chemically treated and forced through small tubes or orifices.

A Word to Manufacturers

Are you labelling your products? A label attached to a garment of your manufacture carries your name everywhere, and is an advertisement that will last as long as the garment. Make the label worthy of the goods—give it CLASS. Our woven silk labels are unquestionably the best made in Canada, distinctive in design, perfectly woven and equal to the best produced anywhere in the world. If you are not using labels, or feel that you need BETTER labels, we shall welcome your correspondence.

Canada Label & Webbing Co., Limited
9 Morrow Ave, Toronto, Ontario

WE ARE IN TRAINING
FOR EARLY SPRING

Our advance samples in "QUIET ELEGANCE" Coats, Suits and Skirts, are ready. Same "Sure Sellers" look about them. Please place your orders to ensure prompt delivery.

Watt & Shapiro Mfg. Co., 507 St. Paul Street MONTREAL, CAN.

Duchess BRAND

Duchess Brand Garments are unconditionally guaranteed in all particulars.

Duchess Brand are advertised in the leading newspapers and magazines of Ontario.

White-wear

Now is the time to place your Spring order if you have not already done so.

If you want deliveries to be sure, do not put it off.

Remember that there is every prospect of a shortage in this line.



No. 0054. Tailored Waist in Red Cashmere at $21.00 per dozen. Looks warm and is the correct thing for this season. In stock sizes, 34 to 42.

Waists

From all indications the tailored waist is to be a big seller for Spring.

We are showing lines in Lawns, Linens, Madras, Ginghams, Chambrays, and Fine French Shirtings.

J. E. McCLUNG, 8-10 Wellington Street East, TORONTO

Dunlap Manufacturing Company, 525 St. Paul Street, Montreal

Fashionable Paris is Making Lavish Use of Furs

Colors for the Season May be Dominated by the Furs Worn —Neutral Shades in Favor — Latest Novelties --- Bonnet-like Toques Making their Appearance --- Stage Illustrates Diversity of Fashions.

Office of The Dry Goods Review,
Paris, France, Oct. 28.
Staff Correspondence.

THE short suit coat is firmly established now in Paris. At the second meeting at Longchamps many short-coated plainly-tailored gowns were worn, very many of them in black velvet, violet or plum-colored serge. The skirts are quite short and when of velvet are slightly draped at one side, while the



Short skirted gown of black velvet, trimmed with heavy cord passementeries; blouse sleeves and yoke of smoke-grey net, edged with bunches of the same trimming as used on the dress.

short sacque coats are trimmed with black cord. The serge costumes are severely plain, the only trimming to the jacket being a row of stitching around the hem and the inevitable three buttons that fasten the front. Though violet and plum are the most fashionable colors well-dressed women are wearing dark blue, kahki, Havana and beige. The greater number of the smartest gowns do not touch the ground—a most sensible fashion for Winter, though they are by no means simple in effect. Many are very much draped and the fullness confined below the knees by a band of fur is a fashion much seen. Another way of using fur is to carry a border of fur from the neck down to the hem of the skirt.

Furs in Great Demand.

Almost every article of dress has fur on it, and the very large amount of fur worn and the number of pelts fashionable was one item that this race-meeting confirmed. So fashionable is fur that it seems as though the colors for the season are to be dominated by the furs worn, and those colors will be taken that look well with the fashionable furs. This brings neutral shades into favor as they harmonize with almost any fur.

Long, luxurious coats are made of sealskin, Persian lamb, squirrel, mink, caracul, and also in ermine. The price of real seal is almost prohibitive, but its place is most successfully taken by seal-dyed musquash. This fur is taking a deservedly high place as it takes a rich seal dye—is light of weight and wears exceedingly well. Band trimmings and sets which have been out so long are in high favor and the greater number of coats seen



Dress of smoke-grey satin, with tunic over dress of silk muslin, with embroideries carried out in grey shades in metallic effects; fringe of iridescent bugles and beads.

have fur trimmings. Skunk has come to the front for this purpose and seal and skunk make a particularly good combination.

The latest fur novelty consists of scarfs of satin, moire, silk ninon, chiffon, crepe, etc., bordered with fur

bands and further trimmed with heavy fringes. A very dainty one for evening wear had bands of ermine and was bordered with rich lace, while one of black moire was bordered with skunk. Many houses are showing immense muffs to match made up of the fabric and bands of fur. These sets have the merit of being new and also moderate in price.

The Limit in Animal Effects.

On the fur sets it would seem as though the use of animal effects had reached the limit for one of the latest scarfs is merely the pelt with tail and head pieces entirely unmanipulated. Muffs and stoles now are a mass of fur bodies with fringes of heads and paws and this fashion is carried so far that it verges on the ridiculous.

For street wear the Parisienne is wearing the plainest and simplest of coat and skirt suits in deep, dark shades of purple or violet, Havana brown, Russian green, smoke grey and navy blue. The violet shades are not the rich clerical purples, but are in dead subdued tones, and the only note of bright color tolerated is a touch in the trimming of the hat.

New Millinery.

The hat shapes shown by Parisian modistes are very varied. Bicornes and tricornes are perhaps the most prominent and are in both small and large shapes. Then there are many Russian toques worn, and the large Gainsborough and picture shapes are so becoming that many women still cling to them. There is an endless array of skilfully draped turbans, and newer still, small bonnet-like toques. The best-liked of these have large baret crowns, and to wear them properly the new "bird-nest" style of hairdressing must be adopted. This means that a long switch must be procured, for few women have hair long enough for this purpose. This fashion has started long switches on a career of prosperity. This new turban makes a total change, the idea being to show the outline of the head clearly, while the curves of the coiffure worn for so long a period are obliterated.

Indeed, one asks if, with small bonnets and close head-dressing, a crinoline revival is contemplated.

Just at present the metallic touch gives life to the dull colors of the millinery, with gold and silver first on the list. Rich passementerie wings and garnitures are used on hats and the price is not lessened by their use.

Diversity of Styles.

Stage costumes are always interesting as here are often seen the latest advance notes of fashion. The dresses worn in "Suzette," at the Vaudeville show how many and diverse are the fashion tendencies of the moment. One actress wears a long coat with her walking dress while another is garbed in a short coat and skirt suit, the third wears a robe with Greek draperies. As regards materials, one gown is of smoke-grey voile trimmed with antique guipure, embroidered with steel, and another is of the new corley crow-blue face-cloth, trimmed with bands of chinchilla.

Many of the afternoon and evening dresses now worn have tunics of silk muslin over a satin foundation. These tunics are very elaborately draped, and for young people have no trimming. Women of more mature years affect handsome fringes of tubular beads, matching the satin of the under-dress and, as well, lines of skunk, chinchilla or sable. Rich, wide galoons in silk flossille and metal threads and encrusted with mock jewels copied as to tint and design from mediaeval embroideries are much used.

A "SPECIAL" FOR SUBSCRIBERS TO

The Dry Goods Review

At the beginning of 1909 Busy Man's Magazine promised full value for every penny of the price. We have many assurances that we have fulfilled our contract thus far. If Busy Man's has pleased you this year, you may safely expect a greater magazine in 1910.

To subscribers of The Dry Goods Review we will send Busy Man's one year for one dollar and fifty cents. This is a discount of 25 per cent., and applies only to subscribers of this paper.

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Name .....

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"EXCELDA"

Handkerchiefs

Made from a new Fabric of superior quality.

When buying from the wholesale trade please insist upon having the genuine

EXCELDA

A Good and Reliable Article



Mind you get the Genuine "EXCELDA"

A good article commands respect from your customers and increases your business

Happy and Contented, We use Excelda Handkerchiefs.

Two Gold Medals Already Awarded for Excelda Handkerchiefs.



Men's Clothing and Furnishings Window by Warren Andrews for the Anderson Co., St. Thomas.

Men's Clothing and Furnishings News

Busy Season for the Clothing Houses — Preparations for the Gift Season — Neat Blues, Bronzes, Greys, Black and White Mixtures Popular Colors in Men's Woolens — Novelty in Ties and Collars.

THE approach of the gift season means much to the men's wear department, and, judging from statements in reliable sources, preparations have been made on a liberal scale. The Fall sorting trade has been very heavy, and it is not surprising to find a little concern about deliveries in certain lines. There has been the usual scurry for gift novelties, although it cannot be said that a great deal of attention is yet being given to the combination plan of selling such lines as hosiery, handkerchiefs, neckwear and suspenders. There has, however, been an increasing tendency in favor of it. In not a few departments, while such lines are not especially boxed for gift purposes, the salesmen have means at their disposal whereby they may do the things up at the buyer's suggestion. The great range of colors and the well-founded tendency to match hosiery, handkerchiefs and neckwear, certainly opens the way for the cultivation of the combination idea.

Boxes made up in pearl grey, Copenhagen blue, or others of the favored shades, should certainly be attractive to gift seekers. Good business is done along these lines in the United States, and the wholesalers co-operate with the retailer. An assortment of neat boxes would, at any rate, be well worth considering by the men's furnishing end of the store, as a means of making gift-season goods an appropriate touch of atmosphere.

✠

A Busy Season.

Clothing men are rushed. Fall and Winter lines have been pretty well cleaned out, and, according to some manufacturers, it is going to be somewhat of a problem to deliver satisfactorily on re-orders. In some quarters it is shortage of help and in others it is pressure of Spring business. There has been a strong run in heavy overcoats. All styles in suits have been well patronized, the novelty effects being selected by the younger men, but it cannot be said that the more conservative styles have gone to the older men.

The business received by woolen houses illustrates the reaction against high colorings. Blues, bronzes, greys, black and white combinations, neat over-plaids, checks and mixtures have been chosen. Clothing styles show little change and little of note has transpired by way of novelty during the past month. Those who study the style tendencies of United States centres state that braid trimmings for edging and pocket outlines are used, both on evening and day dress. Even on the other side, however, this fancy has not had very great application as yet, and, it is predicted in some quarters, may not come into general acceptance here for a season or two, if at all.

The Spring placing season in men's woolens has been very satisfactory.

✠

The New Neckwear.

Neckwear, which promises to hold its popularity through Winter and on into the Spring, is making its appearance on the retail counters. Grey, taupe, Copenhagen blue, lavender, purple and old rose are among the leaders shown in plain and combination effects. One novelty tie shown is a plain silk with woven stickpin, one of the effective combinations in this being wine-colored ground and pin woven in gold color. Plaid effects in deeper colorings are now predicted. While diagonal stripes still



Your Particular Customers

wouldn't think of wearing an *ordinary* Waterproof Collar,

BUT—they will wear

CHALLENGE

BRAND

WATERPROOF

COLLARS AND CUFFS

because they are so entirely different from any waterproof collar they've ever seen. You really can't tell them from linen—the same dull finish, the same texture, and the same comfort in wear—correct in style and perfect in fit as the best linen collar that can be bought. They are absolutely waterproof—and can be cleaned with a rub!

COLLAR this trade in your district by handling "CHALLENGE" BRAND.

The Arlington Company of Canada, Limited

54-56 Fraser Avenue, - Toronto

Western Representatives *Eastern*

J. CHANTLER & CO., TORONTO. DUNCAN BELL, MONTREAL.

have some prominence, verticals are now in the lead, some in alternating colors on the two-tone order, and others so limited as to merely relieve the solid background. A tie of grey silk, for instance, had two stripes of black well divided. Small, dainty patterns are making their appearance. Notable window trims of the month have featured matching colors in hosiery, handkerchiefs and ties. Although knitted ties do not occupy the place they formerly did, there are retail houses who are still specializing in them with good results.

Novelty in Collars.

In the collar department there is nothing notably new. A new patent fastening folder, which snaps and is held shut in front so as to prevent the inevitable parting of the ends, has made its appearance. Among the English lines is a pique collar, which, it is predicted, will take the place of the shapeless negligee, since it comes midway between the latter and the stiff type. There has been good business in the small wing collars recently, although folders are the leaders for general wear.

The Spring Shirts.

There is a fine range of colorings in next season's shirts. Black and white, blue and white, helios and pastels are much favored. Pleated effects are still in evidence, and among the novelties spoken of is that by which fancy stripes are applied by means of pleats to plain backgrounds.

Great Range of Fancy Vests.

Fancy vests are being produced in a great range of materials—linen, cotton, woolen, worsted, silk and velvet, and in styles well calculated to suit individual taste. A novelty hint from the other side is that vests of mocha leather have made their appearance, in colorings suitable for dress and evening wear.

Hosiery and Gloves.

While there has been no change in glove prices, it is predicted that the advance in leather will cause an advance next year. Fall business has adhered very closely to staple effects and the same may be said of Spring lines.

In men's knitted gloves the demand is for dressier and less showy lines. The colors preferred are black, grey and tan in the order named. Wool and fur-lined gloves have been fairly well delivered, and wholesalers and manufacturers have fair stocks for sorting. An outstanding feature of the trade in these lines is the demand for the strap wrist gloves. Special gloves are available for driving and other purposes.

An inclination is shown to take up the pale buff color, the popular London color. This shade cannot be imitated in the cheaper lines, as well as the dark shades of tan.

Excellent sorting business has been done in men's hosiery, and the Spring placing has also been good. Full assortments have been generally taken, the bulk of business being done in neat circular and vertical stripes, and in small, unostentatious embroidered effects.



A New Idea in Men's Wear

The "THATsALL" Garter is a new idea in men's wear—only on the market a few months. Yet already it is tremendously popular. Already it has proved itself one of the best-selling articles of men's wear the year has produced.

Hundreds of energetic, up-to-date haberdashers, aided by our national advertising campaign, are selling "THATsALL" Garters everywhere. Why aren't you getting some of these profits?



"THATsALL" Garters

(Copyright, 1909)

are so popular because they do away with the faults of other garters.

For they need no band around the leg. They can't bind the leg or interfere with the free circulation of the blood. They can't slip and let the wearer's socks wrinkle. Yet they don't pull, and soon the wearer forgets he has them on.

They're clean and sanitary. Other garters bind the leg and stop circulation. "THATsALL" allows free circulation of the blood and keeps you warm. They are easily put on and taken off, they won't come undone.

Many Profits for You

"THATsALL" Garters are big sellers. They have many profits for you. Every sale you make means other sales. And the garters bring new customers to your store—customers who will stay to buy other things.

Write for sample of the "THATsALL" Garter to-day. Judge its selling possibilities for yourself. Then, give us a trial order. It means **big** profits. Write us a letter now.

"THATsALL" GARTER CO., 41 Union Square, New York

PEERLESS OVERALLS

ARE ALL THAT THE NAME IMPLIES

They are made of selected Denims, cut roomy, careful workmanship, and possess unique selling features and right values

Our increased factory space assures prompt deliveries.

New lines for Spring, 1910, are now in the hands of our representatives all over Canada. The range is broad enough to please every buyer of good overalls, and each number is a leader.

Judge by these numbers:

400, Blue, Railroad
700, Blue Denim
500, Blue Denim, Elastic Back
600, Black

Get a sample dozen and compare

PEERLESS OVERALL CO.
ROCK ISLAND, QUE.

STYLE — ECONOMY

THE

XYLONITE-LINEN

(Pronounced Zy-lon-ite)

Waterproof Cuffs & Collars

are the same style and have that same dull finish that your customers have always been used to in their linen collars.

That's the great charm about Xylonite Linen Collars—they are entirely different from the **ordinary** waterproof collar—they are never shiny and have the perfect fit and texture of the best linen collars.

Xylonite Linen Collars are absolutely waterproof, and will not **wilt**, they will wear longer than a linen collar, and may be cleaned with a damp cloth. Are you prepared to meet the demand?

Write for prices.

Canadian selling agents

Geo. Ridout & Co.

Toronto.

Stocks carried at

MONTREAL--123 Coristine Bldg.
WINNIPEG--56 Albert Street.
TORONTO--77 York Street.

FIT — COMFORT

The PRESTO COLLAR *MUST* INCREASE YOUR BUSINESS

¶ It has a selling force all its own, because it fills a real need from the standpoint of your customer.

¶ It makes two overcoats or raincoats out of one garment, with nothing lacking in style or smartness.

¶ It rests firmly and smoothly on the neck when turned down, in the ordinary way—makes a covering for the chest—way up to the chin, when turned up, making the smart, stylish, military effect, keeping out cold and storm at their bitterest.

¶ It looks the same as any overcoat or raincoat until occasion requires—then the wearer changes coat-styles in a wink. It is a tailoring principle—used in all materials—a part of the garment and not in any sense an attachment.



¶ The Presto will appeal to your trade if you have it to show them. You can easily see the selling points to attract a buyer.

¶ The best overcoat and raincoat makers in the United States and in Canada have seen its advantages as a trade magnet and are making Presto Collar Coats, patented, a wedge for sales.

¶ See it before you order—get acquainted with its genuine merit. It isn't a freak or a fad. You'll know why you ought to have it on the coats you sell. Presto Collar Coats are only made in Canada by

T. Eaton Co.	Toronto
J. W. Peck & Co.	Montreal
Wener Bros. & Hart	Montreal
S. Wener & Co.	Montreal

who will gladly answer all requests for a good critical look at the Presto Collar Garments. Write to them to-day. It will pay you—pay you well.

THE

PRESTO COMPANY

699 Broadway NEW YORK



You have already seen in the November Numbers of The Big Monthly and Weekly Magazines the Opening Shot of the National Advertising Campaign on SLIDEWELL COLLARS

The November magazines carry the first direct SLIDEWELL message to the millions of collar wearers throughout the country. Before this advertising appeared a demand aggregating thousands upon thousands of dollars had already been built up for SLIDEWELL collars.

But now that we have entered into this most aggressive and extensive advertising campaign —now that we are telling every collar-wearer in America just what the SLIDEWELL COLLAR is, the enormous advantage of its exclusive SLIDEWELL SHIELD which protects the scarf and saves the time and temper of the wearer every day, the demand for SLIDEWELL COLLARS is certain to be doubled—trebled in every town and city in America.

SLIDEWELL COLLARS

Prepare yourself. Put in a stock of SLIDEWELL COLLARS now. This big SLIDEWELL demand must find an outlet in your town. Let yours be the open SLIDEWELL door.

This picture shows you what the SLIDEWELL COLLAR is and where its big advantage lies. Our advertising to you has told *you* much about the SLIDEWELL *just as our consumer campaign now tells it to your trade—the collar-wearers.* The SLIDEWELL will be the most popular, the quickest, easiest selling collar of the year, because it offers the consumer the SLIDEWELL SHIELD, *the first real collar improvement of the last ten years.*

The SLIDEWELL has all the points of style and strength any other collar has. It retails at two for 25c. (in Canada 3 for 50c.) *Jobbers in every city distribute SLIDEWELLS. You know what that means—no money tied up in big stocks and deliveries on the day you order.*

Send us a postal now for a free sample collar, for our Style Book, and the list of jobbers who carry a complete stock of SLIDEWELLS in your city. Watch the mails for our big bulletin to be delivered to you very soon. It's important.

HALL, HARTWELL & CO. TROY, NEW YORK

E. H. WALSH & CO., Agents for Canada, Toronto and Montreal


NIAGARA NECKWEAR Co. LIMITED
NIAGARA FALLS
MAKERS OF
AMERICAN STYLES
OF NECKWEAR


DOMINION SUSPENDER CO.
NIAGARA FALLS
MAKERS OF
Trade D Mark
SUSPENDERS
GUARANTEED


Niagara
Niagara Shirt Co Limited
Niagara Falls
Canada
Makers of
Niagara Shirts

CAMPBELL'S CLOTHING



A STOCK OF

CAMPBELL'S CLOTHING

in conjunction with our

SPECIAL ORDER SYSTEM

will enable you to secure the best of the clothing business in your town.

Campbell Special Order Clothing builds business.
Applications considered now for Spring, 1910.

The CAMPBELL MANUFACTURING CO., Limited

CAMPBELL BUILDING, ELMIRE STREET, MONTREAL

Are You Awake ?

To the large possibilities open to you for profit in shirt selling? You can obtain and hold the best-class trade by handling

DEACON SHIRTS

which excel anything ever put on the Canadian market for variety of pattern, quality of fabric, stylishness of cut, and elegance of make and finish. These shirts will prove rapid sellers, and will leave you a good margin of profit.

See our travellers before ordering your Spring Shirts

The DEACON SHIRT COMPANY
BELLEVILLE : ONTARIO

Heillig, Joseph & Co.

Importers of Woolens and Tailors' Trimmings

204-206 McGill Street Near Notre Dame **- Montreal**

Our range comprises the Newest and most Up-to-date designs in Worsted Suitings and Coatings

WAIT FOR OUR TRAVELLERS BEFORE ORDERING

THE "CRAVENETTE" CO., LTD., affix their stamp only to such goods as are suitable in quality for Showerproof purposes.

REG^D TRADE MARK "Cravenette" PROOFED BY THE "Cravenette" Co. LTD

Fac-simile of Stamp.

THEREFORE, this stamp is a guarantee not only of Showerproof properties but also of the quality of the material.

Buyers of Showerproofs should ask for those proofed by



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DUST-PROOF

as well as

Showerproof

The 'Cravenette' Co., Limited

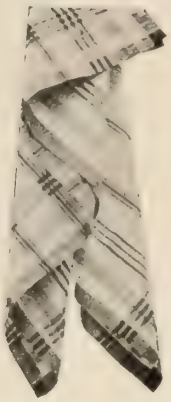
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"PYRAMID" Handkerchiefs

Get ready for Christmas Trade. Display them now.

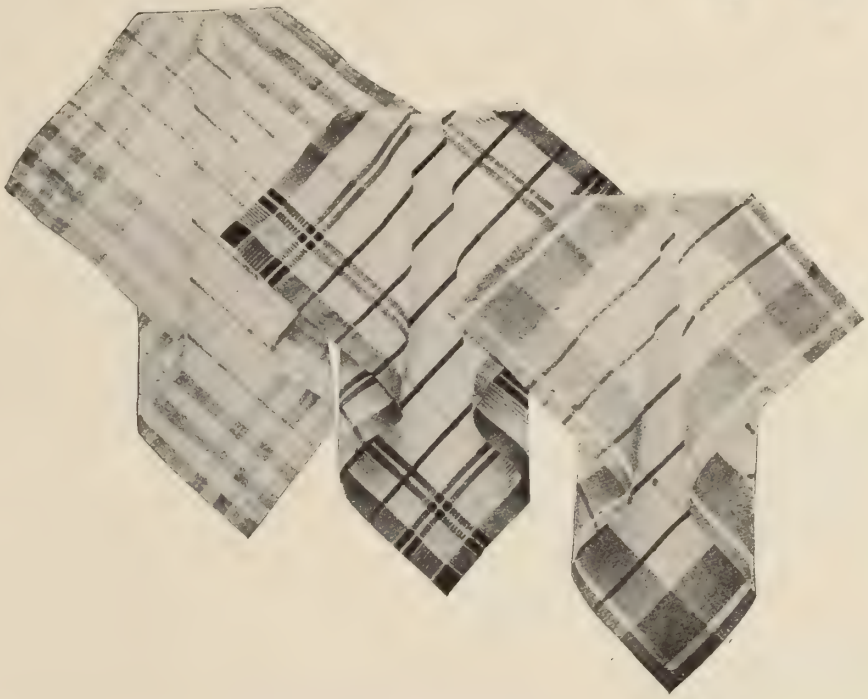


They
are welcomed by
wholesalers, and retailers
are buying freely.
Ask your wholesaler now,
and get ready for Christmas needs.



Pyramid Handkerchiefs

attract the best class of buyers to your store. Tempting window displays are worth while. Show cards furnished by your wholesaler.



What PYRAMID HANDKERCHIEFS are :

A soft, durable fabric. Tasteful and original patterns, every one registered. Absolutely fast colors.

A Moderate Price. A Staple Seller

PYRAMID HANDKERCHIEFS

Be the first to show them in your town.

CARRIED BY THE LEADING WHOLESALERS.

See them when in market this month.

PYRAMID HANDKERCHIEFS

J. BRAND
Austrian Collars

Our stock is complete in both J. Brand and Derby Qualities.
Men's Fancy Summer and Winter Vests.

Showing for Spring Trade

Ladies' and Men's Motor Coats in Linen, Cotton and Silk, and a line of Men's Summer Clothing and Boys' Suits.

THE CANADIAN UNDERWEAR CO.
309 Notre Dame St. West, MONTREAL

"Imperial"
Driving Gloves are in great demand these days



No line which you handle has more effect on your general trade than your Gloves. And no line will have that desired "after-effect" in influencing further trade with your store like

"Imperial" Gloves

These splendid goods are made in a large variety of styles. In fit, wear, quality and appearance they are unexcelled. And there is a worth-while margin of profit.

Write for Catalogue and Prices

IMPERIAL GLOVE CO., Limited
DUNDAS ONTARIO



Globe Suspender Co
ROCK ISLAND, P.Q.

Holiday Lines, packed in fancy single boxes, at $3.50, $4.50 doz.

Satin, with Gilt or Oxidized Trimmings, Tuxedo Leathers, $6.00, $7.50 doz. Packed in fancy single boxes.

Holly Patterns

Combination Suspender, Arm Band and Boston Garter in fancy boxes, $9.00 per dozen. Everything in Holiday lines for men, youths and boys.

Let us have your hurry-up order.

Globe Suspender Co.
Rock Island, Que.

MANUFACTURERS

NOTICE

We are instructed by the Trustees for the Bondholders of the DOMINION WOOLLEN MILLS COMPANY to offer for sale the desirable factory property at Beauharnois, Que.

Excellent buildings, water power, boilers, shafting, electric light plant, sprinklers, etc.

For plans, etc., apply

D. W. OGILVIE & CO., Inc.
Tel. Main 3113 11 St. Sacrament Street, Montreal



Price 50c.

The Berlin Suspender and Button Co., BERLIN ONT.

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager.
DRY GOODS REVIEW
Montreal and Toronto.

The Western Demand.

Staff correspondent.

Winnipeg, Nov. 1.—It is interesting to note the popularity of cheviot suitings and overcoatings in the West this Fall. Tweeds are also strong in the field, but cheviots everywhere are in demand. It has always been a recognized feature of the western trade that the best class of goods are strongly represented. Westerners, it would appear, are willing to pay a good price if they are assured of a good article. This applies to every line, and it is manifestly true of every line of dry goods.

Local retailers are very busy, and have been for several months. The Fall overcoat business has surpassed all expectations. The latest cuts of suits and overcoats are the most heavily selling. The working classes, in a remarkable way, keep in touch with styles of cut and pattern, and the best goods always have a good sale.



BERT F. RAPLEY

A representative in Central Ontario of Brophy, Parsons & Rodden, Ltd., Montreal. He mysteriously disappeared from the Campbell House, Napanee, Ont., on October 19th. No explanation is available.

Credit Terms Approved.

A convention of Ontario, Quebec, and Maritime Province wholesale dry goods houses was held in the Board of Trade building at Quebec City on October 6th.

Hon. E. B. Garneau, president of Garneau, Ltd., Quebec, presided. The meeting was held chiefly to discuss the working out of the new credit terms and discounts which had been in operation over a year. The chief features of the new terms in operation are goods shipped from the 25th of May, date October 1st for Fall, and goods shipped from the 25th of November date April 1st, while discounts are reduced from 5 per cent., thirty days to 5 per cent. ten days.

The outstanding feature of the meeting was the fact that no wholesaler withdrew from the agreement regarding terms, and general satisfaction was expressed with results. Each wholesaler discovered that he had gained as many accounts as he had lost on account of new terms.

Letters were read from wholesalers in the far west, who expressed their desire to make terms in accordance with eastern houses. Wholesalers who have not actually signed the agreement have written letters stating that their terms will not exceed those agreed upon. Charges of breach of the agreement have not been substantiated.

Let our representatives show you the splendid new line of

Ladies' Suitings



These goods are equal in quality to the finest imported lines. Exceptionally choice range of beautiful colorings and patterns.

HARRIS & CO., LIMITED

Rockwood :: Ontario

Representatives

MONTREAL : Hector Prevost, 710 St. Hubert St.
HALIFAX : G. A. Woodill, Roy Building
LONDON : J. A. Irwin, 341 Princess Avenue
WINNIPEG : McRae & Walker, Ashdown Blk.

Wreyford & Co.

TORONTO

WHOLESALE MEN'S FURNISHERS

Sole Agents in Dominion for:—

Young & Rochester's

Shirts, Collars, Neckwear, Fancy Vests, Dressing Gowns. Best selection Flannel Shirts in Canada.

FACTORIES: London and Londonderry

T. H. Downing & Co., Leicester

Underwear, Hosiery, Cardigans, Club Jerseys, etc.

CELLULAR CLOTHING CO.

Manufacturers of "Aertex" & "Cotella" Underwear

O.A.D. Athletic Shirts and Trunk Drawers to retail for **50c.**

Union Suits to retail for ***$1.50***

Our CARDIGAN SWEATER COAT

is best value and style shown this season.
See it before placing Orders.

TRESS & CO.'S noted Hats and Caps

Our travellers are now on the road with full range for 1910.
If not regular customer, write us.



This is not an idle boast—it is a truthful assertion based on the knowledge of our goods, prices and methods and what they have accomplished for Retail Dry Goods Merchants.

We neither make nor sell goods of a "trashy" nature. Our business is the manufacture and importation of goods that are sound in quality, attractive in finish and graded to meet all demands.

Our prices are such as to leave you a generous margin of profit.

**Window Shades, Curtain Poles, Draperies,
Bobbinet Curtains, Silks, Burlaps, Plushes,
Lace Door Panels, Velours, Wall Coverings,
Furniture Coverings, Tapestry Curtains,
Lace Curtains, Chenille Curtains,
Table Covers,
Upholstery Supplies and Hardware.**

Many of the above are from our own looms.

Write for our Catalogs and Color Books.

Mail Orders Promptly Filled.

Geo H. Hees & Son Co., Limited

Cor. Peter and Recollet Sts., MONTREAL

52 Bay St., TORONTO

Furnishings and Decorations for the Home

Remarkable Improvement in Tone of Trade Commented Upon by Carpet Men—Records Show Cautious but Much More Liberal Placing—Prevailing Effects in Wall Paper—Variety in Draperies and Curtains.

THE remarkable difference between the condition of trade at the present time and one year ago is frequently the subject of comment among those who have recently returned from trips through the country. The retailer now appears to be in a much better condition to consider new lines, and where he was inclined to be indifferent before, he now betrays the buying inclination. Placing in carpets has been very good, with a strong run on greens, fawns, and browns. Although English reports of a decline in Axminster prices come from the Old Country, wholesalers express the opinion that this will be short-lived and that the effect will hardly be noticeable here. Prices continue steady, and there are those who intimate that they will continue to remain so, judging from the tendency in raw materials.

The newer designs in linoleums and floor oilcloths are taking well with the trade, and it is evident that the wider range of uses to which these floor coverings are being applied in different parts of the house is accountable for an improved demand. Cork carpet is now very greatly favored for hotel dining rooms and a large city retailer states that he had recently made several good sales of this material for that purpose.

Draperies and Curtains.

In the drapery and curtain section a great variety of materials and designs have claims upon recognition for next season. The demand for Madras muslins is remarkable, and the wholesale houses are showing a great range of very pretty effects. These all favor conventional designs and while light, cheery colorings such as tans, greens, creams and the mustard shades are leaders, the deeper tones are not being discarded. It is noticed that in these muslins, as in almost all of the curtain or drapery lines there is a strong tendency towards antique patterns. While some are of the all-over order, others are plainer with narrow self stripes alternating with dainty patterns producing a two-tone effect. There are also designs which have an appliqued effect. The Madras muslins range in price from 22 cents to $1.20 the yard.

A very rich assortment is being shown in silk velours for draperies, in gold, green and rose. Nothing is more beautiful for the purposes intended than a rich heavy velours either plain or printed with silk facing to match. There is also a double faced velour in the market which does not require line, and which is sold at about $1.90 the yard.

Curtain cloth in shades of reds, greens and browns have been meeting with a very strong demand and will be largely represented in Spring selling along with the linens and monk's cloths which have been figuring so prominently in the present-day treatment of casements, doors and windows. Stenciling continues to find favor but attention is now being directed to brocaded effects in borders, some very striking made-up designs being shown in green curtain cloth with gimped edges and an applied border in brocaded effect. Galloons are also popular for this purpose. In chintzes every effort is being made to reproduce old patterns used in the early Victorian period.

A large number of exquisite patterns in Battenburg, Arabian and Venise laces are being shown at the present time. These include some very ornate patterns in squared effects. Prices here run from $5 to $18 a pair. Door panels of Battenburg are a ready-to-use line which should interest the trade at a time when much glass is used in the doors of houses and when dainty adornment is called for. In Nottingham curtains, there will always be a steady demand, and travelers state that in orders for these goods, the price range is pretty well represented. The advance in cotton prices is such, however, that an advance of from 7 to 10 per cent. in laces is now announced.



Real Arabian Lace Curtain—Shown by Geo. H. Hees, Son & Co., Toronto

The Artistic in Wall Paper.

Between-season business in wall-paper, among the retail departments, places further emphasis upon the fact that the growing demand is for the daintily artistic designs. As simplicity is the keynote in furniture at the present time, so also it has its place in the more decorative essentials, such as draperies, curtains and wall coverings. It is a simplicity which favors richness and depth of coloring rather than tending towards an inhospitable effect by plainness.

The decorator has never had at his disposal a range of designs better calculated to develop the essential atmosphere of different rooms. Discussing the resources embodied in different lines, the head of a large department in which suggestion and demonstration have been made a very strong feature of salesmanship, had this to say with reference to treatment of house interiors.

JOHN R. FOSTER & CO.

—LIMITED—

Manufacturers and Warehousemen of

Upholsterers' Trimmings,

Smallwares, etc.

Trimmings of every description, from the Cheapest to the Most Elaborate, for Curtains, Draperies, Furniture, etc. Embroideries.

Warehouse: 44a, Gutter Lane, Cheapside, E.C.

Factories: 3 and 4, WINSLEY STREET,
And 50 and 51, CASTLE STREET, EAST, W.
Telegrams: "TERFOS, LONDON."

Agent for Canada:

Edgar Fenton, 32 Colborne Street, Toronto

Early in the coming year we anticipate opening in Montreal a warehouse for the convenience of our rapidly increasing list of eastern customers, and will carry in it a complete stock of Down and Cotton Comforters and Cushions. In the meantime we are well prepared at our Toronto factory to fill all orders.

Write for our price list.

The Harvey Quilting Co.
Limited

33-35-37 Pearl Street, - Toronto

"We are using very few borders, except where the wall covering is decidedly plain, and are carrying the paper right up to the ceiling, and finishing with a moulding. Where we have a high, coved ceiling we extend it to the wall and finish with a moulding at the base of the curve. Of course, for the drawing room one must consider the furniture, the pictures and their treatment, and the general effect and individuality possible or preferred. There is great attention paid at the present time to art effects. We in Canada are now in a better position to appreciate and cultivate this kind of thing. The drawing room is the showroom of the home; it is here we keep our household gods, and the aim should be to preserve an artistic, refined atmosphere—that is if it is to be set aside as the exclusive room of the house.

The sitting room will be less ornate, the walls treated in a restful paper. The room must have an air of rest and comfort. The mixed tans and greens in art nouveau designs are very popular and are certainly well suited to the purpose as are also woven tapestry effects, and there is a range of cork velours with borders to match which have been favored for the sitting room, library or den.

For the hall or vestibule, panels of imitation leather or burlap with upper third in tapestry design or something very conventional is a good combination. Verdure tapestries are being much used for halls and vestibules. They show the rich green and wood tints in exquisite combination.

The dining room should be a little more formal than the sitting or living room. The furniture is more substantial and the color scheme more decided. Tans, blues, browns, and reds are being used in this part of the house.

The bedroom will be fairly bright and cheerful and at the same time fresh and restful. Among the new designs which have made their appearance are those representing a tree in growth, with the border representing the blossom and foliage, the moulding being close to the ceiling and a two tone white covering for the latter. Chambray effects with small designs are good, grey and pink, grey and green, two-tone blues, greys and greens, being some of the popular color combinations. Chintzes have a strong place, and Chambrays and weave effects to which are applied dainty borders for panels or side-wall borders are certainly adapted to charming treatment of the bedroom.

For the kitchen and bathroom, varnished tile effects are among the most approved wall coverings.

✚

John Titterson, manager, for five years, of A. W. Cressman's house furnishing section, Peterborough, has gone to Ottawa, to take a similar position with the T. Lindsay Co., Ottawa. W. J. Palmer, formerly with the John Kay Co., Toronto, has succeeded Mr. Titterson with A. W. Cressman.

On Nov. 1st the D. Morrice Co., Limited, 28 Victoria Square, Montreal, became sole selling agents for the Mount Royal Spinning Co., Ltd., mills at St. Paul, Montreal. The selling offices of the Mount Royal Spinning Co., in the Eastern Townships Bank building, were transferred at once to the D. Morrice Co., Limited, Mark Fisher building, 28 Victoria Square, Montreal. H. L. Perchard, manager of the Mount Royal selling department, will act in the same capacity for the D. Morrice Co., Ltd. The D. Morrice Co., Ltd., sell the output of the Canadian Colored Cotton Mills Co., Ltd., and the Cornwall and York Mills.

From a Business Man's Point of View

it is inadvisable to buy imported carpets when goods of equal quality may be obtained from a Canadian Mill. By purchasing

Brinton Carpets

which are made at Peterboro, Canada, you secure goods that are designed especially to meet Canadian trade requirements.

No ocean and long rail freights or custom duties add to the price of Brinton Carpets, and if you have any complaint to make, here we are right at your door, ready to make equitable adjustments.

Our samples demonstrate that Brinton Carpets are equal to the best imported lines. Write us for them!

THE BRINTON CARPET CO.,
OF CANADA, LIMITED
PETERBORO, : : ONT.

SALES AGENT:
W. E. WHITEHEAD, 28 Wellington Street West
Also Kildare (Irish) Handtufted Carpets

The Biggest Sellers for 1910 will be STAUNTON WALL PAPERS

Your own efforts can carry your business only about so far—a poor selling line of wall papers is a serious handicap.

And isn't it true that the more of your time it takes to sell wall paper the less money there is in it for you?

When you show the Big Sellers – Staunton Wall Papers—you will close sales quickly and you will get a good price every time, because ***people want these goods*** when they see them.

Write us now and we will arrange to have our new Sample Books shown to you.

Stauntons
Limited
941 Yonge Street
TORONTO

Simplicity the Keynote in Present Day Furniture

Strong Preference for Colonial Effects Noted in the Retail Departments—Prominence of Louis Designs for Parlor and Drawing Rooms —Four Posters and Roll-end Beds — New Styles in Brass Goods.

SIMPLICITY—that is the word which applies to the pre-eminent taste in furniture at the present time. It is the keynote, and a glance through a well-stocked retail department stamps it as a fact. While for the parlor or drawing room, the period effect is the thing, it is nevertheless carried out along simple, ornate lines. In the furniture which is now being shown, the Louis XIV. and XV. designs have strong representation, and, of course, while the better things are in the more expensive woods and finishes, there are adaptations which fit the more limited purse. Fancy gilt effects are being asked for by those able to pay for it.

✙

Colonial Effects.

For bed-room, drawing-room and sitting-room Colonial effects are also very much favored, and here also simplicity is the outstanding feature. This tendency is manifesting itself very strongly in bed-room furniture. There never was a greater demand for four-poster and roll-end bedsteads, chiefly in mahogany. To carry out the same design in the dresser, the mirror is swung between two posts, while to match the roll-end style the uprights are appropriately curved. The drawers are knobbed after the fashion of old-time pieces frequently seen at the antiquary's. Circassian walnut is a great favorite in bedroom furniture and is much used in period adaptations. Inlaid effects have some prominence in extensive retail stocks, natural color mahogany and English walnut being chiefly used. Kypok or gum wood is employed in some of the cheaper lines, although it can be so treated as to have the rich appearance of walnut, and hence applicable to more expensive designs.

In spite of the growing demand for period designs in wood, brass bedsteads have a strong call, the designs in which square tubing is employed being most in favor. One design was of square tubing in dull brass, with massive, round, intervening pillars, capped by small bulbs. The posts had broad caps. There is a tendency towards lower heads and feet in the brass bedstead, and the duller finishes certainly have the preference. Enameled lines are in good demand.

✙

Fumed and Cathedral Oak.

For the sitting room or den the fumed and cathedral oaks are now coming into favor, and some attention is being shown to Flemish designs where the posts are turned, not square as in the early English. Loose cushions in soft green, brown and red leathers are used for this furniture. The same kinds of oak are also being selected for dining-room equipment, although mahogany is occupying a very strong place.

✙

Circassian Walnut.

The popularity of Circassian walnut is of recent origin, writes William Widdicome, in Furniture. Some thirty-five years since the burl, an excrescence on the trunk of the Circassian walnut tree, was known and sold as "French Walnut Burl"; exported from Circassia to Marseilles, France; and that city, controlling substantially the whole trade, gave the walnut this misleading name. These French burls were then used in a thin veneer to decorate the more prominent faces of American walnut furniture, pianos, etc., were of exceptional beauty and held in very high esteem. When walnut furniture was no longer in vogue the burl and the demand for it disappeared in America, yet still has its place abroad, more especially in France and Italy.

The scarcity of the burl, and its high cost, encouraged its use in exceedingly thin veneer, too thin to be durable. The consequent defective surface undoubtedly caused a prejudice and its popularity disappeared. The writer, not long since, purchased a burl nearly four feet in diameter for a nominal price, so completely had the burl wood lost its former value.

The present use and demand for the wood is for the lumber of the tree itself, which, in the genuine walnut of Circassia, is of rare beauty in both figure and contrasting veins in the dark tones with the delicate ivory surface of the body. These contrasting shades and figure are found in infiinite variety, and the remarkable beauty of the wood is seemingly the effect of certain peculiarities or defects in its growth, the most beautiful wood being frequently the most defective. The tree "Juglans Regia" grows on the southerly side of the Caucasus mountains, the boundary line between Europe and Asia.

The finest walnut is found in the Black Sea region of the Little Caucasus, where, in the sheltered valleys and rich soil, the tree grows to great size. The trunk is low, with wide-spreading top, and doubtless resembles our apple tree, or, perhaps, the live oak, at its northern limit, the trunk beneath the spreading branches from five to ten feet in height. Very rarely is a log exceeding ten feet exported. The tree has a singular habit of extending its body into the ground two to four feet to the spreading roots. The soil must be removed to that depth that it may be cut at the lowest available point, for frequently the most beautiful figure is found at the spreading roots beneath, the same characteristic as appears in the mahogany tree, and, doubtless, from the same cause, the beautiful figure produced by the fibers interlacing to strengthen the tree to resist the storm-tossing winds, many of the logs showing little or no figure to much extent above the ground surface—the like remarkable variations in figure and coloring as seen in mahogany—probably the influence or difference in fertility of the soil, sunshine or moisture, for it must be understood that much of the wood, even of the true Poti tree, is deficient in beauty.

In purchasing the log by the ton all foreign matter is included in the weight; dirt, stones, anything adhering when the timber is dug from the ground or has become attached to it in the rough journey to the seaport.

Joseph Y. Shantz, who founded the Shantz Button Co., of Berlin and Buffalo, N.Y., is dead. Four of his sons are in the button business: M. B. Shantz, of Rochester Button Co.; Jacob and D. B., in Berlin, and John, with D. B., at Buffalo, N.Y.

A Furniture Department



Is Profitable and Possible For You

Many housefurnishings departments in the smaller centres are now selling furniture.

We are headquarters for popular and medium-priced lines of Bedroom and Dining Room Furniture, etc., etc.

Our complete catalogues, giving full particulars, illustrations and prices, will be gladly sent any responsible retailer.



The
Victoriaville Furniture Co.
Victoriaville :: Quebec

The
Victoriaville Chair Co.
Victoriaville :: Quebec

Window Shades

Water Colors
Machine Oils
Hand-made Oils

Quality absolutely the best in the market.

TRADE MARK
QUALITY, SATISFACTION

Peerless

Hand-made Shade Cloth

is all that the name implies.

Tapestry Curtains, Portieres, Table Covers.

Our lines are leaders.

Our special order department is ready to serve you.

Catalogues and Color Books on request.

Our Travelers cover all Canada.

Daly & Morin : : Montreal

Factory: Lachine.



No. 2213, in the line of the "Watson-Foster Company,"---A border which successfully lends itself to "cut-out effect," over a matched hanging or plain stripe; shown in varied colorings and low graded in price. Samples mailed to the trade on request.

IF YOU ARE SATISFIED to handle WALL PAPER merely to fill up your stock-racks, why any line will do, but if you would develop your trade, win new business and lead your competition

BUY "WATSON-FOSTER" WALL PAPERS FOR 1910

Dealers in nearly every town in Canada are doing this. There are equal inducements for

YOU

in our matchless line this season---If our man has not yet reached you he certainly will

SOON

The WATSON-FOSTER CO., Ltd.

MONTREAL

Practical Talk to Salesmen on Improved Efficiency

Informal Gathering of Stanley Mills & Co.'s Employees for Discussion of Every-day Essentials—Importance of Punctuality, Courtesy, Accuracy, Co-operation, Doing Things Right at the Right Time.

HOW to improve the salesman's efficiency and to emphasize the existing oppportunities for the investment of personality and effort is a subject which is receiving greater consideration than ever before from employers and the means of encouargement are being constantly multiplied. It is not always an easy matter however to strike the most effective line.

The success of individual effort suggests the problems of collective application. The great majority of salesman have little inclination to make spare moments a time of concentration. The process therefore must be made as attractive as possible. Good results are being obtained by salesmanship classes conducted by heads of stores or departments, and the practical talk upon subjects of educative interest to salesmen is also effective. Such an occasion as this was recently arranged by Stanley Mills & Co., of Hamilton. The 175 members of the staff were the guests of the firm at an informal dinner on the top floor of the store after six o'clock one evening, and the gathering was afterwards addressed by W. J. Irvine and F. E. Mutton, of the district office of the National Cash Register Co. Mr. Irvine discussed the essentials of an improved efficiency in salesmanship, while Mr. Mutton emphasized the importance of co-operation and loyalty on the part of the clerk.

Ambition and Opportunity.

"The salesman who has no ambition," said Mr. Irvine, "is surely in the wrong store. If he is not in a receptive mood he had better not come to business.

"The people who have achieved the highest success are those who are able to grasp an opportunity when it presents itself.

"If there is one weak link in your chain, the whole structure will fall when the strain comes.

"Punctuality is one of the great essentials of system. If your time to arrive is 7 o'clock, it is unbusinesslike to arrive a little later and it is wrong.

"Every day each one of you, at some time or other, is being weighed in the mental balance by the management. They know who is fit to fill the important position when it becomes vacant. Remember if you sow corn, corn will grow, not wheat.

"The men and women who have no ambition are a handicap to the institution. In this age of competition no business can afford to carry a handicap.

Value of Courtesy.

"A lot of business is lost through lack of courtesy, and the clerk who overlooks its importance, not only does damage to his employer, but to himself.

"Be courteous, because you feel that way, not because it is a part of the program of the store. If you do not get eight hours' sleep, you will not feel like it—you may have a grouch. What do the public want to know about that? When you have trouble, keep it to yourself, don't impart it to everyone.

"Remember, the clerk who never does anything to foster the progress of the store in which he is employed, never does anything for his own advancement.

"Do what should be done, right, whether you are recognized immediately or not.

"A man is as he thinketh. There is nothing so plain as character written in your faces. If a man has a high line of thought, his life will show it.

"If you do things 99 per cent. right and one per cent. wrong, you are straining the weak link in your chain.

"The customer may not mark upon your courteous treatment, but if you slight her she will publish it.

"A friend of mine went into a furnishing house for a tie. He picked up one and holding it up to his neck, asked the salesman, How do you think that would look? "Well, I'm not going to wear it, you know," he replied. Such fellows will be behind the retail counter at $10 a week all their lives. If you earn $10 a week you are $10 a week smart, not $10.05.

"We measure system by results. We measure the salesman's ability by the amount of money he makes, because in commercial life, that is how it is regulated.

What One Dollar Means.

"Let us see what happens to an incoming dollar. Eighty cents of it is stock, fifteen cents expenses, and there are five cents left. When you miss an opportunity to sell more goods it comes out of that little profit of five cents.

"What are counter check books for? To keep an account of purchases—a receipt to the purchaser and a sales statement to the office. But clerks make mistakes. They do not add up correctly, nor do they always enclose the receipt in the parcel. Sometimes one will see them strewn upon the floor.

"Why should a salesman make mistakes? If their positions depended upon their accuracy, I fancy many would be idle.

Accuracy an Important Essential.

"We must have things done correctly. We are living in a progressive age.

"Three parties are concerned in a transaction, the customer, the salesperson, the management. The only clean-cut method of handling a transaction is by placing the receipt in the parcel. The salesperson has his own reputation to protect, and at the same time he is protecting the management, is giving the customer satisfactory service, and satisfactory service is good advertising. Nothing can come of poor method.

"A good system is fair to all; a poor system, is unfair to an honest clerk.

"No salesman should hamper the institution with which he is connected if he is not loyal. There is nothing more contemptible than a scandalmonger or a traitor.

"Be thrifty; save a little every week. Develop the spirit of sacrifice and self denial, the very highest ideal in a man's life.

"If your work all the day long is done with the idea of getting away at 6 o'clock, your interest is not there.

Successful Men Wanted.

"The reason these things are so important to the retail clerk is because there are so few successful men. The world is waiting for successful men—men who know an opportunity and grasp it.

KING'S
Established 1775

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Sole Selling Agent:
SYDNEY MOSS,
Empire Bldg., 58 Wellington St. W.
TORONTO

Foreign Buyer

Expert buyer of long and wide experience in foreign markets, will act as agent for

Wholesalers or Retail Importers.

Headquarters in London, Eng., and close connections with German and other foreign markets.

Address at once

Box X, Dry Goods Review, Montreal, Que.

Have You Money to Invest?

Are You Interested in Finance?

If so, our present offer will interest you.

THE FINANCIAL POST

Canada's weekly investment and financial journal, will be sent you from date to January, 1911, for the sum of $3.00, the amount of the regular annual subscription. This introductory offer means that you would receive THE FINANCIAL POST from now until the end of this year free of charge.

ASK FOR SAMPLE COPY.

Address:
THE FINANCIAL POST OF CANADA, Toronto.

Loyalty and Co-operation.

Mr. Mutton, in a short address, considered the importance of thoroughness, loyalty, co-operation as elements in the salesman's success.

"Nothing is easy that is worth while," he stated in discussing the value of opportunity.

"Hard work was invented thousands of years ago, and the inventor did not have it patented.

"The greatest genius is he who has a talent for hard work and does not know when to quit.

"The stores and offices are full of average men. There is plenty of room waiting for you at the top.

"You have ceased to be of service in your position if you withhold your co-operation and your loyalty.

"Far-off fields sometimes look green, but first give your own grass a chance."



L. BROWNHILL

General Manager A. E. Rea & Company, Montreal.

Mr. Brownhill came to this country about three years ago, from England, where he had thoroughly learned English retail dry goods methods. He was in the employ of the Robert Simpson Co., Ltd., of Toronto, practically from the time of his arrival in Canada. Part of the time he was employed in the John Murphy Co., Ltd., store, of the Simpson Co., in Montreal, and the remainder of the time in the Toronto store, as manager of the cloak department.

TRAVELLER WANTED

¶ Having a good connection in NOVA SCOTIA, to travel with first-class lines of *HATS* and *FURS*, to start on January 1st

¶ No use applying without having a good connection. Write to BOX 100,

DRY GOODS REVIEW
701 E. T. BANK BUILDING :: MONTREAL

R. H. White & Company

Boston, Mass.

Threw out Standard Patterns three years ago to put in another make.

Now after this three years' trial, they throw out this other make and restore the Standard Pattern.

The sales of Standard Patterns for the first twenty-four days show

62% INCREASE

over sales of that other pattern for corresponding period last year. There's nothing more to say—except

We Make the Pattern the Women Want

Our ever-increasing sales prove this. For months we've been giving reports from merchants all over the country showing these increases. We shall give more next month. But for this month this decision of R. H. White & Company is enough to tell about. Don't you think so?

If the sales of the pattern you carry have not grown enormously this Spring just past over last Spring, it is because the maker does not know the kind of pattern the women want.

Why wait for him to get the knowledge—**and prove he's got it?** Why not apply to one who's already proved to have it?

That is, to us. And, if you have no pattern, why not apply for one that's proved to be a good one? That is, for ours.

Standard Fashion Company

33 Richmond St. W., Toronto, Ont., Can.

The Ad. Man's Monthly Talk on Good Advertising

Examples of Retail Publicity Discussed—Is the Present Department Store System of Advertising Conducive to Solidity of System in Retailing?

THE splendid use which may be made of illustrations in a purely opening ad. is shown in the page reproduced here, from the Vancouver World, prepared for the Woodward stores. "The mirror of fashion, as reflected in the Woodward store," is certainly a happy phrase, and, the whole effort to associate in the mind of the reader, Woodward's and styles, seems to have been made in such an effective way that the desired results would be accomplished. There is one decidedly inharmonious note in the ad., purely from an artistic point of view—the introduction of the black nameplate at the top. It has a jarring effect, and is entirely out of keeping with the soft, graceful character of the figure illustrations, which are timely and appropriate. This is probably a stock cut, used in all the Woodward advertising, but it should never have appeared in this ad., or at any rate, in the position in which it was placed. At the the bottom of the page, the proper place for it, this cut



An advertisement from Vancouver, possessing artistic merit.

would have been less unsightly. On the whole, however, the ad. is excellent.

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A Descriptive Talk.

The Binnings' 4 col. ad. shown here is a good sample of the bright, snappy and sane advertising done by one of the most progressive stores in the west. The writer of this ad. has wasted no words in preliminary talk. The display line at the top announces that it is a "Season's End Sale," which he considers sufficient explanation, and then the story of the sale is told in the most effective



A well-balanced display and all good, meaty talk.

way—by descriptions and prices. By a judicious use of rule border and cuts, a well-balanced display has been



How to make an ad. readable without the use of illustrations.

obtained. In this case the cuts used are those furnished by the manufacturers.

A Good Montreal Ad.

With the purchase of the Carsley store in Montreal, A. E. Rea & Co. introduced a radical change in the advertising methods of the business. The newspaper ad. reproduced occupied five columns in the Daily Star, and is a fair sample of the style of advertising the new firm is doing. Without the use of illustrations, the scribe has made as good a job as possible, but an ad. of this size is not as effective as it might be made with good illustrations, such as this store could well afford to use. The name of the new firm prominently displayed at the top is, no doubt, designed to familiarize the people of Montreal with it, and is a good bit of policy. Then "The Bulletin Board" at the upper right corner is a splendid idea, but in this particular ad. the matter contained in it is somewhat wordy, and not quite snappy enough.



An artistic opening announcement from the Maritime Provinces.

The Rea advertising is distinctive in its display and typography, and is particularly notable for its thorough descriptive matter regarding different items.

Splendid Millinery Ad.

The ad. of the Marr Millinery Company, reproduced here, occupied a page space and was printed in two colors—red and black. It is rather an ambitious effort for even as important an event as a millinery opening, and is a decidedly creditable ad. There is a distinct artistic touch about this page announcement which, when applied to a talk on millinery, is peculiarly appropriate. It might possibly have been made more effective, not necessarily from an artistic standpoint, but as a selling ad., if some more detailed description of the 300 hats which on the appointed day were to be disposed of at these special prices. There was ample space on the page to have given these descriptions without detracting in any degree from the effectiveness of the illustration.

Danger of Cut-price Advertising.

(Written specially for The Dry Goods Review.)

The time has come to call a halt to sensational cut price advertising. The habit of continually having to place an inflated price on merchandise in order to allow for price-cutting advertising is doing considerable harm to ligitimate retailing and to the efforts of many of the better class establishments in trying to foster a high-class, fashionable trade, especially in the larger cities.

When a customer wants to purchase anything of importance the continual special sale habit brought to her notice so forcibly in much of the advertising to-day, destroys the confidence she would otherwise have in securing a real genuine line of merchandise, marked at a reasonable price with the guarantee of the house behind it.

Cut price advertising tends to lower the character of the merchandise sold in any particular neighborhood, therefore it creates the habit of buying low priced goods and also lends its influence in lowering the standard of style in dress and character, which should be the aim of really good advertising.

To advertise well the successful merchant should first of all, place on his goods, the lowest possible price that he can ligitimately sell them for, then display them well, have the right people to sell them, and by a carefully followed system of advertising draw public attention not only to one line of goods, but to the store generally, in the following manner. Place yourself in the position of a prospective buyer, start from your store windows, go through your various departments, tell the public what you see of a special interest there in the matter of display of style, of new deliveries, of new ideas, of improved service, of what you are doing to make your store a better and a more useful servant of the public. Tell them that your prices are your lowest prices, the same for to-day, to-morrow and the next day. Tell them that you are watching the markets of the world in order to be ready, just in time, with what they will require, and that your stock is always well assorted, but, if circumstances are such that you do not have what is required, just at the moment, you have a special procuring department that will get it at the earliest possible opportunity. Tell them what progress your are making, what has been a success, as well as a failure. Tell them that your system of business means clearing out all failures in the matter of stock, of systems, of unruly clerks, of bad deliveries, of everything that is detrimental to the best interests of your customers and to your store. Tell them that you are continually striving to improve and that your store is there for their comfort, convenience and service.

Perhaps some advertiser will say that this fund of information would soon be exhausted and that the public would soon tire of store talk, but the writer feels convinced that the public appreciates hearing something good of the store they patronize. But, that something must have an air of superiority about it. Something that will give the impression that their store leads in style, in newness, in reliability, and dependable prices.



SPRING IMPORT MILLINERY

WE beg to advise the millinery trade that our travelers are now out with samples for Spring Import. The range they are carrying is very extensive and made up of beautiful goods selected with great care. As the Spring trade promises to be the largest ever known, we advise you to place early as much of your order as possible, and so avoid the disappointment of finding desirable lines sold out when the retail season opens.

THE SMITH-RUNCIMAN COMPANY, LTD.

TORONTO
OTTAWA
HAMILTON
WINNIPEG
ST. JOHN, N.B.

The Millinery Trade Review

Turbans, Helmets and Tricornes for Street Wear — Large Picture Hats for Formal Occasions — Black Velvet Turban the Most Worn Hat — Draped Turbans Seen in all Colors — Fur in Great Demand.

NOW that it is impossible to get beaver, the millinery world seems to have turned to velvet, and velvet hats of every shape and hue are worn. The rage is for black velvet turbans, and just now, both in Paris and New York, many black velvet turbans are seen. At the midwinter opening held by the importing houses recently the larger number of the models shown were either of black velvet or trimmed with this fabric, and of these hats, black velvet turbans were decidedly most numerous.

Milliners complain of this fashion that the tendency is towards the use of very little trimming on a hat but, to balance this, to produce a really smart hat, women are becoming more exacting and discriminating each season. The materials must be good and the workmanship of the best. What milliners term the line of the hat was never so important as it is this season. Thus it is that the softest, most supple and richest of velvets, moires and other fabrics are used, and to trim them are expensive feathers, metallic passementeries, laces and nets.

One of the newest trimmings for turbans is the large Napoleon rosette, and in many cases this is posed flat over the ear, or just over the right eye—a fashion that is most becoming to some faces. The more conventional models have an aigrette or fancy feather trimming placed directly in front. The Russian effects are in high favor and the huge Cossack, and Hussar models that were shown at the first openings continue the favorites with the best-dressed women.

✠

Turbans and Helmet Crowns.

The fur-banded turban forms a most becoming and attractive hat, and one seen in an exclusive model house had a band of sable and a full shirred crown of cerise velvet set into the wide band of fur, and just at the left side snuggling down into the sable. Right at the back of the ear, was a bunch of velvet violets to complete the smart effect.

Following closely in favor of the turbans comes the helmet-crowned hat with a narrow drooping brim rolling up at the left side. This style of hat is seen in hatter's plush, fine silk beaver, etc., and is one of the blocked shapes that is considered quite as smart as the velvet hat. This shape is also seen in the new short ostrich-covered hat and also in marabout. For trimming, a big flat rosette is placed flat to the right side of the crown and sloping brim. Sometimes a huge pair of wings is spread across the front or at the side, or the popular coque is massed as the trimming. This is one of the latest models Paris has sent out, and was one of the newest effects at the midwinter openings.

✠

Hats Wide of Brim and Roomy.

The toques and turbans and the smaller hats—though the term small, when applied to many models, is apt to cause a smile—are for general wear, and the large picture hats are for dressy occasions. These picture hats are wide of brim and roomy as to crown and have a particular grace of outline that makes them most becoming. This is not to be wondered at when we look into the sources from whence the model houses have derived their inspiration. The graceful Gainsboroughts, Cavalier, and Rembrand shapes are taken from the pictures of the great 17th and 18th century painters. Very many of these hats are of velvet—often in black with white plumes.

A new note is struck by the large picture hats in pastel shades, in baby blue and soft rose pink. These hats are of panne or satin or, prettier still, covered with crepe and are trimmed with black. The brim will be bound with black velvet and the trimmings are drapings of Chantilly or Spanish lace; caught in at the side will be a rose and foliage in metallic cloth. Often the crown will be of fur, draped, and the rose of gold or silver looks lovely in contrast to the dark fur. Foxaline is much used in this connection.

✠

Gold and Silver Nets.

Metallic effects and trimmings are the newest in trimmings, and have been eagerly accepted as the touch of dull gold or antique silver brightens up wonderfully the rich blacks and the neutral and sombre shades so much worn now. Gold and silver nets, metallic bands, handsome passementeries are sometimes encrusted with pearl or colored jewels.

Though ostrich, aigrettes and feather effects are so much used, there is more interest shown, chiefly by way of contrast, in flowers, etc., for hat trimmings. Metallic flowers and foliage stand first, and newest of all is the gold or silver wheat made from metallic tissue and with either colored or metal beards.

Very charming are the dashing tricornes that have become so popular, and which promise to last over into the Spring season. The large models shown when the season opened have not been found to be becoming and the vogue is for the smaller-sized models. These have taken on a somewhat cap-like effect and the head goes well into them. This is a development milliners should watch as it would look as though some of the next season's novelties will develop here.

Tricornes, Napoleons, continentals, etc., are made from smooth-haired furs. Seal is the most fashionable, but mink, ermine, and, to a less extent, chinchilla are used. They come also in moire, velvet hatters' plush and metallic cloths, ribbon rosettes, cockades, sharp quills and cabochons.

✠

New Colors.

Black and blue form the newest color combination and black and Paddy green is a New York favorite that is much favored here. Next to black, grey is the big selling color, and neutral tones and shades are in high favor. As the hat often matches the gown with which it is worn all the new colors are prominent.

In the high-class trade much is made of the bicorne, or the hat that turns up both back and front—indeed the roll at the back is seen in many new models, and back

Send us an open order for VEILINGS. You may return same AT OUR EXPENSE if not satisfied that they are the best value on the market

VEILINGS

We are noted for our stylish veilings at popular prices

CHIFFONS

We have just received a shipment of 36-inch fancy chiffons for scarfs and 21-inch crepe chiffon, black, ivory, navy, brown, taupe, champagne

If you have not already seen our samples, kindly write us, and we will have our travellers call on you

Wm. C. Mortimer Co.

LIMITED

Manufacturers and Importers

117 WELLINGTON ST. WEST, TORONTO

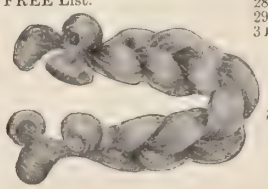
STREHL'S HAIR GOODS

are recognized as the standard of quality. If you want to make a trial of this line, all that you will have to do is to put in a few samples. This will enable you to show the different sizes to your customers, and if an order is taken by you send same to us with sample of hair, the exact color, and we will forward goods by mail or express. We will cheerfully take back goods if not satisfactory. You run no risk.



We are Headquarters for Switches

Wavy Switches, Pompadours. Curls, Wigs, etc., at lowest prices. Send for Illustrated FREE List.



All-over Real Hair Nets, now so fashionable, $1.50 per dozen.

A "SPECIAL" SWITCH

A good seller and a money maker, made of second quality WAVY hair in good assorted colors.

No.	Weight	Length	Each	Dozen
500	2 oz.	24 inch	$2.25	$24.00
450	2 oz.	22 inch	1.75	18.00
425	2 oz.	20 inch	1.50	15.00
400	1½ oz.	18 inch	1.15	12.00

STRICTLY FIRST QUALITY

Assorted Colors—Short Stems

No.	Weight	Length	Each postpaid	Dozen
11	1½ oz.	16 inch	$1.50	$ 15.00
12	2 oz.	18 inch	2.00	21.00
13	2 oz.	20 inch	2.75	30.00
14	2 oz.	22 inch	3.25	36.00
15	2½ oz.	22 inch	4.00	45.00
16	2½ oz.	24 inch	5.25	60.00
17	3 oz.	24 inch	6.25	72.00
18	3 oz.	26 inch	7.75	90.00
19	3½ oz.	28 inch	9.00	102.00
20	4 oz.	30 inch	11.00	126.00
10 Sample Switches				$49.75
Less 6 per cent. for cash				3.00
				$46.75

SECOND QUALITY HAIR

Assorted Colors—Short Stem

No.	Weight	Length	Each pos paid	Dozen
21	1½ oz.	16 inch	$ 0.50	$ 5.00
22	2 oz.	18 inch	.65	7.00
23	2 oz.	20 inch	.90	10.00
24	2 oz.	22 inch	1.10	12.00
25	2½ oz.	22 inch	1.35	15.00
26	2½ oz.	24 inch	1.50	16.00
27	3 oz.	24 inch	1.75	20.00
28	3 oz.	26 inch	2.40	27.00
29	3½ oz.	26 inch	3.00	33.00
30	4 oz.	28 inch	3.50	39.00
1 Sample Switches				$15.33
Less 6 per cent. for cash				.92
				$14.41

THE CORONET PUFF

A group of puffs, made of soft natural curly hair. The latest style of coiffure, easy to arrange and universally becoming

Per set of 7 puffs, $1.75 Per dozen, $18.00
Per set of 6 puffs, 1.50 Per dozen, 15.00
Per set of 5 puffs, 1.25 Per dozen, 13.50
Per set of 4 puffs, 1.00 Per dozen, 11.00

Shades of gray, blonde, drab and auburn are more expensive, according to the scarcity of color. Any size and number of puffs made to order.

NOTICE—Cut Hair made into switches, 35c oz. Combings made into switches, 40c oz.

WILLIAM R. STREHL CO.

34 MONROE ST., CHICAGO

trimmings seem to be indicated for another season. Another idea is the Fedora crown, and many velvet crowns show the dint across.

Shapes Worn Almost Untrimmed

Staff correspondence.

New York, November 1.

Turbans and tricornes have taken us by storm and already the better trade is eschewing them. There are so many variations of the tricorne or continental, that naturally all are not over-popular, and consequently the three-cornered idea is found even in the most exclusive parlors. These shapes need little trimming, indeed the latest reports from Paris are that shapes are worn almost untrimmed. This applies to the hats that roll off the face, as nearly all hats do even now, and as all hats are liable to do by Spring. A hat may roll in the front and back and the brim come almost to a point at either side, or the reverse may be the case, the hat rolling at either side, one roll being higher than the other. Hats are worn low on the head but not as far over the brow as formerly.

Turbans, which are at the zenith of their popularity, are worn well to one side. In the case of the fur hats, the hair is almost entirely concealed except at the left side. The exaggerated tuque Russe has not met with great favor, but modifications of this and the Hindu effects are strong.

A craze for drapery appears to have swept over the land. The vast majority of turbans are the draped variety and while pressed shapes lead for larger hats there are many draped crowns in the market.

Nearly all hats are made of two different materials, as for instance velvet and fur, felt and fur, silk and velvet and so on through endless combinations. It does not necessarily follow that different colors are used, but the monotone idea seems to be giving way to duotone effects. It is smartest not to have one's gown and suit of the same shade or even color, but one must, of course, have an eye for color harmonies.

Feathers and Tips.

Willow continues in demand. The most expensive hats are trimmed, however, with the French ostrich. Tips lend themselves to the present styles rather better than do long plumes. The 24 inch lengths are selling well, not only in blacks but in the ultra shades, such as castor, aeroplane, raisin, artichoke and vintage. Feathers are arranged in many ways but always they spring from the crown, and caught at the front, back or side. Efforts are being made to popularize the back trim but as yet it is seen in only the most ultra hats. Next to ostrich, coque is the most popular feather. The Spanish variety is scarce, and coque dyed to match the hat is a strong feature. While Paradise is used by the best milliners its cost is prohibitive and it can hardly be alluded to as a popular article. For those whose income will permit, there is nothing lovelier, and it is certain that at the Horse Show, paradise in wreath effect will be conspicious. Such a hat made of velvet or silk is not considered dear at $200, and milliners on upper Fifth Avenue are doing business with hats at that figure, many of which are of fur.

It is reported in millinery circles that the price of hats has advanced, and what is more that the retailer is not adverse to paying the raise for a smart and becoming hat. Velvet shapes, untrimmed, selling from $5 to $12 are being freely bought.



ANNOUNCEMENT 1910

We desire to remind our customers and friends throughout Canada that our travellers are now on the road with IMPORTS of MILLINERY for SPRING and SUMMER, 1910. Included in the range shown are the very latest ideas from the most noted fashion centres. Do not fail to see our lines if only for the purpose of comparison

⚜ ⚜ ⚜ ⚜ ⚜ ⚜

In thanking you for the cordial and generous support extended us in the season just passed, we would also bespeak a favorable reception for our Travellers when they call on you

COCKBURN & REA, LIMITED
54-56 Wellington Street West
TORONTO, CANADA

The North Pole has been discovered

by Dr. Cook, whose claim is disputed by Commander Peary
No one disputes the claim that the

BEST HAT FASTENER



BEST HAT FASTENER
Patented November 10, 1908
Patent No. 903237

Is the Best on the Market

Both in Quality and Price

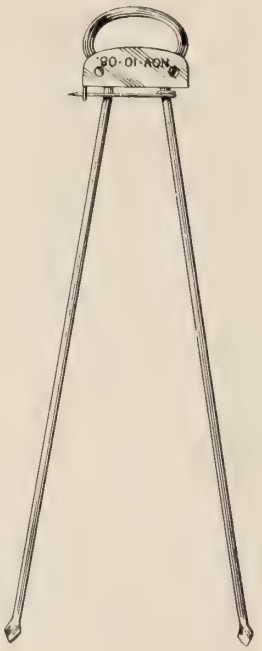
Best Hat Fasteners

Are cheaper than other Hat Fasteners because the manufacturers have better facilities for manufacturing than their competitors. Same kind of Brass Wire and material used as the Highest Priced Hat Fastener on the market.

We sell as many Best Hat Fasteners as all our competitors combined.

All the leading millinery departments in the largest stores throughout the country are selling and highly recommending The Best Hat Fastener.

Every woman wants this Fastener. Every live dealer should supply her with it. In every section where dealers have displayed it, enormous sales have resulted.



Caution! The "Best" Hat Fastener is the only practical article of its kind on the market. Don't judge it by imitations that cannot be so good.

Stock the "Best" Hat Fastener only and you are sure of quick sales and large profits.

Write your jobber to-day for samples.

For sale by all leading

MILLINERY JOBBERS

Throughout Canada

Wholesale Millinery

OUR travelers have left for their respective territories with what we consider the most complete range of Millinery Merchandise that has ever been shown to the trade in Canada. This, we realize, sounds like an extravagant claim, but we believe your opinion will be fully in accord with ours upon inspection.

Complete Range of Millinery for Spring and Summer 1910

We would ask therefore that you withhold your order until you see our samples. There is no doubt that you will be pleased with the lines shown and will confirm your good opinion of them by giving us your order. You will not only find the goods correct in every detail, but you will find also that the values offered are the very best obtainable.

THE D. McCALL CO., LIMITED
TORONTO

Branches at WINNIPEG OTTAWA QUEBEC
MONTREAL

American-made Fur Dress Hats

FUR HATS are very stylish, the present season showing an unusually strong demand. We picture here three stunning, popular models, and our catalogue shows a great many more. Even a small stock of our *American-made* fur hats will surprise you in sales.

Our Low Prices Save You More Than the Duty

Write for Our New Style Book No. A131, Mailed Free to Dealers on Request.



No. K3063. *A Popular Rob Roy Style Fur Turban*, as shown opposite. Made of extra quality *Coney Fur*, underbrim of Taffeta *Silk*. Trimmed with a beautiful flat bow of Paon *Silk* Velvet fastened in place with *Cut Steel Twin Buckles*. May be ordered in *Black*, *Brown*, *White* or *Electric Seal*.

Price, per dozen . . $30.00



No. K4596. *A Chic New Continental* style in a *Tailored Fur* dress hat. The crown and underbrim of Paon *Silk* Velvet with a wide band of *Fur* around the edge. Trimmed with large *Fur Head*, *Gold Cloth Drapery* and wings. May be ordered in the following colors: *Brown*, *Navy*, *Green*, *Garnet*, *Catawba*, or *Gray*, with *Fur* to harmonize.

Price, per dozen $45.00



No. K4225. An exquisite creation in a large *Fur Turban*, made of *Lynx Fur* with facing of Paon *Silk* Velvet. Trimmed with *Marabout Feathers* and rope of *Silk* Velvet extending around the crown and formed into a Lovers'-knot bow at the side. Colors: *Black*, *White*, also combinations of Black and White or White and Black.

Price, per dozen $42.00

CHICAGO MERCANTILE COMPANY

106-108-110-112 WABASH AVE. : : : : CHICAGO, ILL., U.S.A.

Aid Comparison of Local With Mail Order Prices

Clements & Son, of Vegreville, Alta., Issue Price List with this Object in View---Case Presented in Practical Form---Giving Every Opportunity to the Customer to Prove His Loyalty to Home Merchants.

CLEMENTS & SON, Vegreville, Alta., have issued a price list through which they afford their customers a means of comparison between their values and those of the distant mail order houses. The price list is in book form 5½x8 inches, and though hurriedly prepared, contains a great variety of numbered selections from their stock.

Practical Advantages.

In their introductory statement the firm presents the case in practical form, thus:

"It is a common remark among certain of those who make a practice of ordering their supplies from the mail-order houses, that if their local dealer would only sell at the same prices as the mail-order house, they would gladly spend all their money at home. Our purpose in issuing this small price list is to show that it is quite possible for the local dealer to meet the mail-order house prices,—but to do this the purchaser must be prepared to give the local dealer exactly the same treatment as the mail-order house demands: i.e., cash with the order.

"By following this price list you will save the difference between local and outside prices. This list contains all the heavy or staple articles in dry goods. By using it you can make 87 cents buy as much as $1,00 did previously.

"Owing to our being delayed over a month in getting into our new premises we were unable to open up our small wear and consequently have not included same in this list.

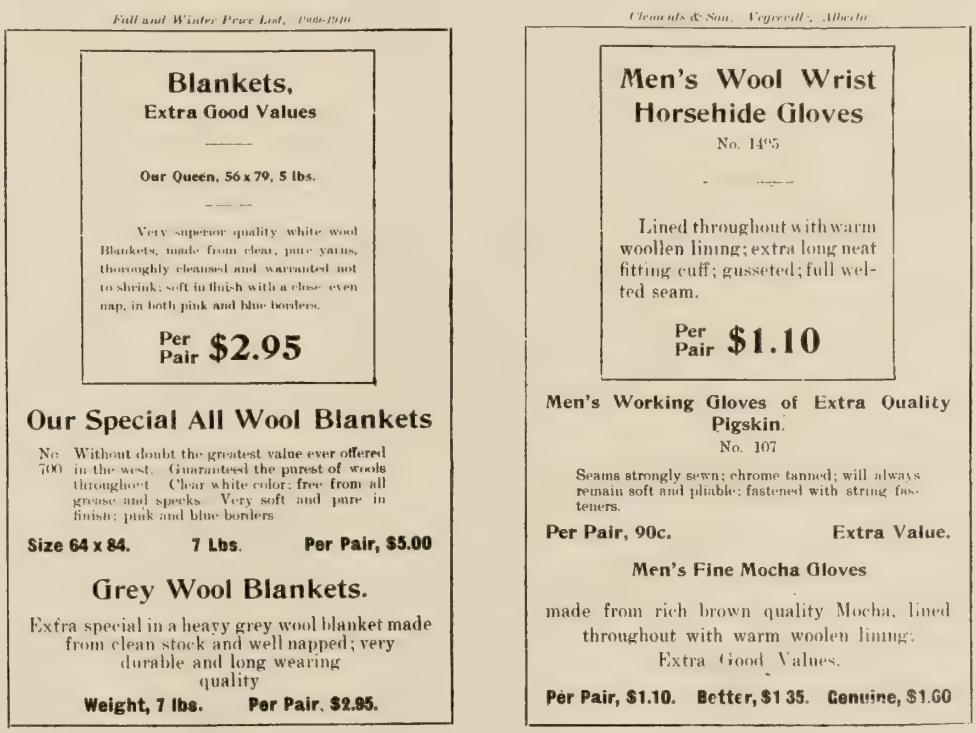
"Groceries—You can secure groceries in 100 lb. lots at mail-order house prices with freight added; or in lesser quantities with freight added on the 100 lb. basis. (100 lbs. is the minimum weight on which freight charges are estimated by a railroad company).

"In estimating freight weights, do not include flour, sugar, salt or oil, which you have always received from us at a lower price than you could secure them from any outside point.

"It must be distinctly understood that all prices referred to in this list are cash.

Approximate Freight Rates, (100 lbs.)

	Groceries.	Dry Goods
From Winnipeg	$1.05	$1.56
From Toronto or Montreal ...	1.97	2.88



Fall and Winter Price List, 1909-1910

Blankets,
Extra Good Values

Our Queen, 56 x 79, 5 lbs.

Very superior quality white wool Blankets, made from clear, pure yarns, thoroughly cleansed and warranted not to shrink; soft in finish with a close even nap, in both pink and blue borders.

Per Pair **$2.95**

Our Special All Wool Blankets

No. 700. Without doubt the greatest value ever offered in the west. Guaranteed the purest of wools throughout. Clear white color; free from all grease and specks. Very soft and pure in finish; pink and blue borders.

Size 64 x 84. 7 Lbs. Per Pair, $5.00

Grey Wool Blankets.

Extra special in a heavy grey wool blanket made from clean stock and well napped; very durable and long wearing quality

Weight, 7 lbs. Per Pair, $2.95.

Clements & Son, Vegreville, Alberta

Men's Wool Wrist Horsehide Gloves

No. 1405

Lined throughout with warm woollen lining; extra long neat fitting cuff; gusseted; full welted seam.

Per Pair **$1.10**

Men's Working Gloves of Extra Quality Pigskin.

No. 107

Seams strongly sewn; chrome tanned; will always remain soft and pliable; fastened with string fasteners.

Per Pair, 90c. Extra Value.

Men's Fine Mocha Gloves

made from rich brown quality Mocha, lined throughout with warm woolen lining; Extra Good Values.

Per Pair, $1.10. Better, $1.35. Genuine, $1.60

Two pages from the price list of Clements & Son, Vegreville, Alta., showing arrangement of numbered items. While other pages are more solid, these illustrate the method of emphasizing items by an inserted square.

"This list has been hurriedly compiled and can give you no adequate idea of our large and varied stock. It is intended to furnish you with indisputable proof that your local dealer is ready and willing to meet the competition of mail-order houses.

"Whatever items in our lines are not included herein, we either have them in stock or can procure them for you on the shortest notice."

An Enlarged Store.

The accompanying cut gives some idea of the general arrangement of the list. No illustrations are used, and their absence may also be attributed to the fact that the book was issued under circumstances which made

SPECIAL ANNOUNCEMENT



The PRINCIPLE
Underlying
This Business!



By the time this announcement is in the hands of the trade our travellers will be on the road with samples for Spring import. These are well worthy of your careful consideration and we especially refer to the following lines:---

SMALL FLOWERS, ROSES and FOLIAGE.

ORNAMENTS: Jet and Steel and combinations of Cut Steel with Gilt and Gunmetal.

FEATHERS: Lancer or Willow-Plumes. Sampled only in black and white, but can be ordered in full range of colours.

VELVET RIBBONS in Polka Dot, Moire, Stripes and Ottoman, as well as plain makes. This promises to be one of the features of the Spring Season.

THE **SMITH-RUNCI**

WHOLESALE MILL

100 WELLINGTON

TORO

BRANCHES AT
OTTAWA
HAMILTON
WINNIPEG
ST. JOHN, N.B.

RE SPRING IMPORT



"To SERVE You Faithfully and Well."



BANDEAUX TRIMMINGS : In Black, Jet, Sphinx and iridescent shades.
PIECE SILKS in Moire and Ottomans.
PIECE SATIN.
HAT BRAIDS: Large assortment, including Crinoline, Ramie and other coarse makes.
HATS : A selection to be remembered, Chip, Milan, Java and the new Ramie Braid. In the latter many especially stylish shapes. Beautiful in colour and large size but light in weight. Showing some two-toned hats but mostly self coloured, also some in chiffon trimmed and ready to trim.

The above are merely a few items, we trust you will see these goods, investigate them carefully and compare them with others from all view points. If you do this we shall be perfectly satisfied to abide by your judgment.

MAN COMPANY, LTD.

NERY IMPORTERS

STREET WEST

NTO

"AN UP-TO-DATE HOUSE FOR UP-TO-DATE PEOPLE."

curtailment necessary. Extensive alterations have recently been made to the Clements store, chief among which is an addition by which the floor space has been more than doubled. The inconvenience caused by building operations hindered the Fall opening stock, and one object in issuing the list at this time was to offset this temporary drawback. However, the remodelled building is now occupied. The former structure will be used for groceries and boots and shoes, while the addition is for dry goods and clothing.

Price List Always Available.

One of the great advantages in issuing such a price list is that it will be as continuously available with the customer as are the catalogues of the mail order houses. Clements & Son have removed the last possible excuse for the people of their locality to order at a distance those goods which they can more advantageously purchase at home. If the customer declares, "we must be shown," the firm's price list is there to perform that service. He has the opportunity to assert his loyalty to the local merchant.

This Plan Goes One Better.

Different methods have been emplyed in counteracting the influences of the mail-order houses in the large city. A not uncommon plan is to keep the catalogues of these available on the counters of the stores for reference and comparison by customers who give the local merchant first chance. The plan adopted by Clements & Son goes one better. It makes reference and comparison possible at the prospective customer's leisure and whenever the buying inclination is on. There are places where the store confronts many difficulties in securing an effective distribution of information. Here is where the price list will also be of considerable value from an advertising point of view.

The price list here referred to is easily carried in the pocket or muff, and may thus be easily referred to by customers at all times.

Retail Accounting

Most retail merchants are so busy with the selling end of their business that they have very little time to devote to the recording of sales, cash and purchase, and very frqeuently an enormous amount of detail work is performed, which is actually unnecessary, and from which no better results are obtained than with a shorter method. To illustrate: A bookkeeper of a retail dry goods store had a large number of credit sales to post from month to month. The usual sales slips were made out in duplicate, the original going with the goods to the customer, the duplicate to the bookkeeper.

From the duplicate sales slip, the bookkeeper copied the items into a day book, from the day book to the sales ledger in detail, the last step being necessary, or at least considered so, as the customers sometimes insisted on an itemized monthly statement. The next step is quite obvious, and that is the necessity of re-copying from the sales ledger to the monthly statement of each purchase in duplicate. Each item sold is recorded four times—think of the work involved!

Here is a shorter method:—If the customer insists upon a detailed list of purchases on the monthly statement, which is not usual, when he has already been provided with his detailed invoice, have the check made a triplicate copy when making the sale, one for the customer at the time, a second for your own record, which is posted to the ledger, not in detail, but simply date and amount, and a third for the customer, if required, and to be attached to his statement each month.

Discussing the possibilities of a mail order trade in Birmingham, Eng., and district, Trade Commissioner McKinnon writes: Little apparently is being done here except by the large departmental stores of Paris. These send out regular and special catalogues from time to time, and some of them have found it worth while to establish offices in London for the purpose of receiving and forwarding heavy goods to British purchasers. This trade appears to be extensive and remunerative, but in considering the prospects for Canadian houses, it must be borne in mind that Paris goods, such as dress materials, silks, laces, gloves, and ladies' wear generally, have a unique advantage owing to their reputation. It must be admitted that while in some lines this reputation is deserved, there are many others in which as good—or better—value can be obtained at home.

A large, hand-made bedspread has just been placed in the "Women of All Nations" Exhibition at Olympia, London, Eng. It is 8 feet square, and has taken one woman twenty-three years to make. She has devoted three hours each day during that time to the work. It is made up of over 7,000 small pieces of different colored velvets, silks and satins, and each piece has been carefully bordered with gold silk. The bedspread, in which there is over £50 worth of material, is valued at £200.

GLOVES

To the Wholesale Trade:

The complete 1910 Maple Leaf range of Lined and Unlined

CANADA

TRADE MARK.

Gloves and Mitts for Ladies, Men and Children

ALSO

Men's Working Gloves and Mitts

now in our agents' hands.

To the Retailer:

Maple Leaf Gloves are standard for quality and value. Ask your wholesaler for these goods.

THE ROBERT RYAN CO.

LIMITED

THREE RIVERS, QUEBEC

SELLING AGENTS:

E. H. Walsh & Co. Montreal

Toronto

Stewart M. Campbell Hammond Block, Winnipeg

Differences Between Partnership and Joint Stock Co.

Conditions Which Make Reorganization Advisable — Division of Shares and Responsibility of Investors — Increasing Number of Partners — Position of Creditors — Suggestions in Retail Accounting.

By Howard R. Wellington.

WHY is it that so many partnership concerns are forming joint stock companies out of old established businesses? Probably one of the most important reasons is to give a permanency to the business which could not otherwise be secured. In case of death of one or more of the partners, there may be considerable interference with the progress of the business by the heirs of such a partner. In fact, the cases are not rare, when an old-established business will be discontinued on account of disagreement between the remaining partners and the heirs of an estate. Should a shareholder in a joint stock company die, the heirs of his estate simply hold shares in the company, and unless they control the stock, have only voting power in the affairs of the company according to the number of shares held.

Advantage of Joint Stock Company.

Probably, the main reason for forming so many limited liability companies to-day is that an investor may put his money into a number of companies and if his stock be fully paid up, no further demand may be made upon him in case of the failure of the enterprise, so that in case of failure he is not ruined financially, as would be the case in a partnership, but simply loses what he has invested in the enterprise.

Should the investor have subscribed for stock, and only have paid a certain portion of it, he must pay in the balance for the benefit of creditors in case of failure.

In the case of a bank, as is generally known, each shareholder is liable for double the amount of stock held by him, thus ensuring the depositor against any loss in case of forced liquidation.

Increased Number of Partners.

When it is desirable or necessary to take in other partners, as in the case of a father admitting sons into a business, the formation of a joint stock company, dividing the share capital according to arrangements, is certainly the most satisfactory method to pursue. In a case where there are already a number of partners and there is considerable disagreement in regard to remuneration, probably on account of the fact that one partner invests his services, another his capital, etc., the only satisfactory adjustment of the differences is the formation of a joint stock company, in which each partner holds his share of the stock and which has a voting power, the profits being divided in the form of a dividend on stock held, and the active shareholders being remunerated as officers of the company.

Necessity of Increased Capital.

Very often, in a business, it is necessary that certain improvements should be instituted for the advancement of an enterprise, and, while the existing partners cannot command the necessary capital, they do not care to admit another partner, whose services will probably be useless to the business, but whose money is very essential. By forming a joint stock company, the prospective partner may be given a certain number of shares for his investment, the partners also receiving shares for their business, and still retain their positions as officers of the company, for which they receive remuneration.

The Position of Creditors.

Persons doing business with a limited company have a right to know just how the stock of the company is divided, and also what amount has been paid in and remains unpaid, and they trust the company on the strength of the capital stock, which, they naturally suppose, has actually been at some time in existence, though it need not all have been paid at one time.

Suppose that five persons wish to form a joint stock company, each one to take twenty shares of $100 par value each, making in all the capital stock of $10,000. Upon organization each one pays into the company 10 per cent, of the amount he subscribed for. This payment might be enough to carry on the enterprise temporarily, and there would be no further call for payment on the amount subscribed. After several years the company gets into difficulties and then the holders of this stock at the time would be liable for the unpaid portion of the stock, or at least sufficient to satisfy all claims, the fact that a holder supposed it to be fully paid up, and paid value for it accordingly, does not render him less liable.

Capital Stock and Capital.

The capital stock is the amount in money or property, subscribed and paid in, or secured to be paid in by the stockholders. The capital stock of a corportion remains the same year by year, unless changed by legislative authority.

In a partnership the capital is increased or decreased year by year according to the profits or losses of the firm, and also the drawings from profits by the members of the firm.

Terms Used by Joint Stock Companies.

Treasury stock—Capital stock unsubscribed; stock set aside for sale in order to raise working capital.

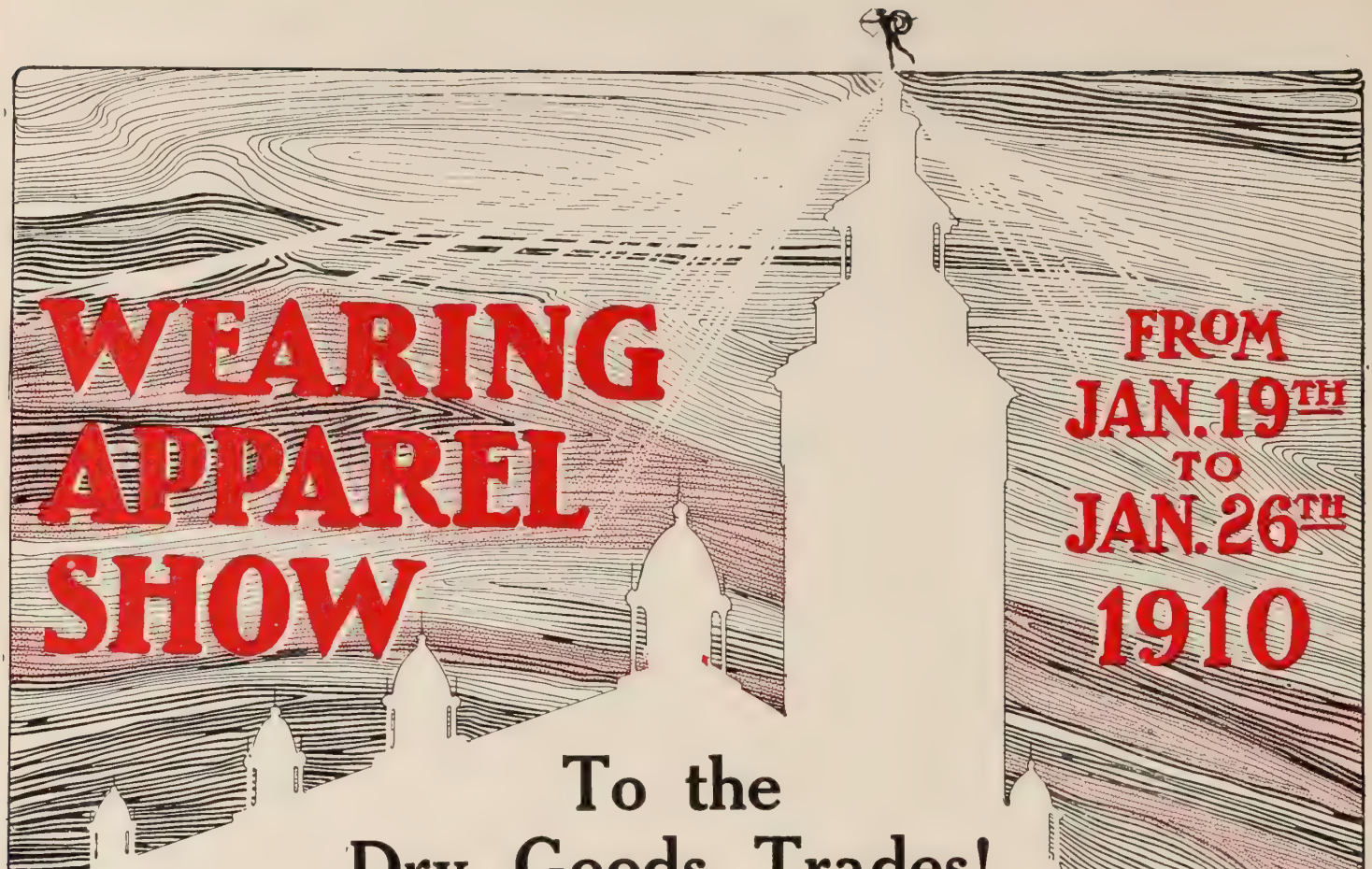
Reserve Fund—An amount set aside out of profits to provide against unforeseen contingencies, or to provide for depreciation of certain assets which will at some future date have to be replaced.

Common Stock—The ordinary stock of a corporation on which dividends are paid from the surplus earned.

Preferred Stock—A special stock issue on which a specified dividend is guaranteed, and which dividends must be paid prior to the holders of common stock receiving any distribution from the profits of a business.

When a business is very prosperous, common stock may be a much more valuable investment than preferred stock, as it may receive larger dividends according to the increase of profits available for distribution, whereas, preferred stock can never receive more than a specified percentage.

Cumulative Preferred Stock—Preferred stock which is entitled to all arrears of unpaid dividends prior to any distribution of profits among the common shareholders.



WEARING APPAREL SHOW

FROM JAN. 19TH TO JAN. 26TH 1910

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THE next WEARING APPAREL SHOW at Madison Square Garden, New York, January 19 to 26, will be the *biggest* and most *brilliant* Commercial Exposition ever held in the world. It will *far* outstrip the Show of last August in beauty and *sales-multiplying* opportunity for exhibitors and buyers alike. ¶ It rests with Manufacturers, Jobbers, Importers and Selling Agents of Dry Goods to *display* and *demonstrate* their productions—to draw the buyer compellingly—to have exhibits truly representative of the *Dry Goods Trades* and their amazing advances. *Reserve your space!*

For *Advertising Space* in the de luxe Catalogue and Official Directory of the SHOW, apply to Sherman & Bryan, Inc., 79 Fifth Avenue, New York. Phone 4444 Stuyvesant.

To Buyers—Arrange *now* to be at the SHOW and be sure to be there. It will teem with Spring style-hints and Spring selling-suggestions, that you can turn into money. "The House of a Thousand Lines" will be a veritable *fashion-course* and *idea-mine* to the quick-witted buyer.

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For *Floor Space* in the SHOW and complete information, including diagrams, apply to Harry A. Cochrane, President and Manager, Room 1303, Flatiron Building, New York. Phone 3984 Gramercy.

Some Seasonable Hints to Buyers

From information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

HOLIDAY NOVELTIES.

The attention of the trade is drawn to the line of holiday novelties shown by Hambly, Oakley & Wilson, Toronto. The line is strong in new designs and novel ideas in hand-painted, and tinted embroidered articles that have every element for successful selling, as they are dainty, artistic and useful. They can be sold at popular prices, and are appropriate for gift giving as they are useful as well as pretty.

Christmas merchandise of this class is indispensable under modern selling conditions, and those merchants who put in a well selected assortment of those goods will find they are not only profitable to handle, but thei



Memo pad, assorted designs, tinted linen, pad and mounts complete—Shown by Hambly, Oakley & Wilson, Toronto.

presence in the store will prove an introduction to the sale of higher-priced goods. They will give an atmosphere of Christmas to the store that will attract customers.

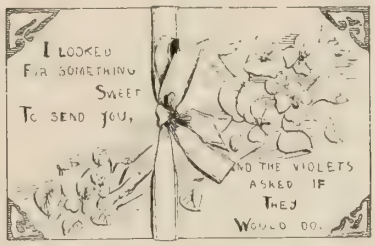
All stores sell handkerchiefs, but here is an opportunity to get out of the rut and to show something different. Put in even a $15.00 assortment and you will find that it will do you a good $100 in enhanced sales in other departments, brought into the store by the attractiveness of your holiday goods.

The line chiefly consists of new and attractive designs in hand-painted, tinted and embroidered linen novelties in such articles as hat-pin holders, match-holders, and scratchers, pipe-holders, memo-pads, blotting-pads, tie-racks, towel-racks, key-holders and racks for baby's wardrobe, shavers, whisk-holders, clipping books, photo frames, darning bags, string bags, etc.

Now is the time when quick action is needed to keep up the assortment in the art needlework department Hambly, Oakley & Wilson carry a full line of both staple and novelty goods and all letter orders sent in will receive the fullest and promptest attention.

IVORY AND PEARL BUTTONS.

The large line of buttons shown for Spring selling by Frank Goudy, Toronto, is receiving a constant augmentation as novelties are introduced. The garment and the retail trade are placing good orders for ivory and pearl buttons. The latest novelty in ivories is a line of buttons specially colored for use on dress linens, cotton suitings and other wash materials and these come in all the shades shown for Spring selling. In solid colored and two-tone and mottled effects, and in combination of satin and bright-finished designs there is a big selection of designs and a large color range to select from. When inspecting this line ask to see Princesse and Queen, also the sample line to match the new homespun fabrics.



Hand-painted satchel bag, assorted flowers — Shown by Hambly, Oakley & Wilson, Toronto.

Frank Goudy also reports that he is having success with his line of pearls. These are to be a strong selling factor in the coming Spring, when handsome pearl buttons will be used to trim both suits and coats. In real ocean pearl buttons he is showing one of the best ranges ever put on the Canadian market, and at prices that are most reasonable when the price of the shell is considered. Engraved pearls, tinted and inlaid pearls, particularly those with a tinted pearl centre, in both black and natural, are selling freely.

Among late novelties mention may be made of a line of fancy buttons specially designed for ladies' tailored shirt waists.

EXTENSIVE LINE OF HOUSE FURNISHINGS.

So diversified are the decorative treatments recognized in the modern house, that the furnishing department of the store must be equipped to meet a very wide demand. Individuality is asserting itself to a greater extent than ever before.



Hatpin holder, assorted flowers — Shown by Hambly, Oakley & Wilson, Toronto.

In the warerooms of Geo. H. Hees Son & Co., 52 Bay St., Toronto, is shown a range of curtains, draperies and fixtures which is strongly illustrative of present tendencies in interior adornment. It is representative of their Spring line, of which illustrated catalogues are now being prepared.

Madras muslins were in great demand during the past season and will be equally popular for Spring. This firm is showing an exceedingly rich assortment in the range of colorings which now have recognized vogue. The designs run from the dainty appliqued effects to the bolder all-over patterns. The period note is strong in all essentials of home adornment and the patterns shown

in this line of Madras muslins are a decided tribute to this tendency.

Greens, browns, old rose and golds are among the leaders in preferred colorings in the heavier draperies and Venise lace curtains in the Spring line.

What has been said of the other departments of their business applies with equal force to the firm's window shade department. A perfect manufacturing equipment has enabled the firm to build up a great reputation in this particular, and a very extensive Spring line, in which quality and style are the outstanding features, has been prepared for the retail trade.

Delfosse & Co., of Hermine St., Montreal, are showing a large variety of fur stands, bust forms, with or without their fine French make wax heads.



New Factory of the Campbell Manufacturing Company, Limited, Campbell Building, Elmire St., Montreal.

portieres, and a beautiful line of plain silk and linen velours with silk linings to match, is shown. This section includes a heavy double face velour requiring no lining.

Strongly featured in the house furnishing department nowadays are the made-up effects in which curtain cloths, monk's cloth and similar linen materials are employed. To these, galloons or borderings in brocade effect are applied, and stenciling is also much used. This firm is carrying an extensive range of materials for the dealer who desires to exercise his own orginality in producing these goods.

New and very beautiful are the effects in Arabian, Battenburg and

---

AN ENLARGED FACTORY.

Daly & Morin, manufacturers of window shades, Montreal, have made a large addition to their factory at Lachine, in order to handle increased business. They have also booked large orders for tapestry curtains, portieres, and table covers.

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ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513, No. 83 Craig St. W., Montreal, and 129 Bay Street, Toronto.

2 SALESMEN want a line for Eastern Ontario Quebec and Maritime Provinces. Good connection. Speak French fluently. Salary or commission. Address, P.G.L., care DRY GOODS REVIEW, Toronto.

TRAVELER—Maritime Province man acquainted with maritime dry goods and millinery trade wants any good line on salary for above territory. First-class references. A steady and reliable young man and a hustler who can get results. Box T.C., care DRY GOODS REVIEW, Montreal.

MISCELLANEOUS.

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IMPORTANT TO TAILORS AND CLOTHIERS—Buy your cloths, tweeds and serges direct from Scotland. We supply pattern cards free, containing all the newest and up-to-date goods and the best value obtainable. Orders sent by post carriage paid. Patterns for 1910 ready in December. Write for them now to A. Oliphant & Co., Wholesale Woollen Merchants, 133 Trongate, Glasgow.

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SHOW CASES, COUNTERS, SHELVING and Wardrobes a specialty for Dry Goods trade. Send for illustrated catalogue. Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto, Ontario.

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THE MERCHANTS RECORD AND SHOW WINDOW shows you how to get more money out of your advertising and show windows. The only monthly journal devoted exclusively to the selling end of retail business Each issue contains 50 or 60 illustrations of the best window displays, specimens of show cards and practical sales ideas worth many dollars to any merchant. $2 per year. Special holiday number out November 5th. Price 25c. per copy. Merchants Record Co., 313 Dearborn Street, Chicago.

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To the Trade *November, 1909*

Stock-Taking Sale

THIS month we figure on how much profit we are going to lose in clearing out lines. *In some lines* not only will the profit disappear, but part of the cost price. There are odds and ends in every department *that have to go.*

¶ After the first of December we will be receiving our Spring Season Goods for 1910, and require *all available space*, as our purchases for the season are large. We anticipated the advance in textile goods and therefore can show you *superior value for Spring, 1910*, samples of which are now in the hands of our travellers.

¶ If you want any *hurry-up orders* try our Letter Order Department. Our Quick System of Filling *Letter Orders a Specialty.*

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LIMITED
TORONTO

The Review extends the Season's Greetings to its readers and wishes them a prosperous year in 1910

DRY GOODS REVIEW

Vol. XX

No. 12

December, 1909



Posed for
The Dry Goods Review
by Miss Leonora Harris
New York

MacLean Publishing Company, Limited
Montreal Winnipeg New York Vancouver London, England

Publication Office, 10 Front Street East, Toronto

Cleaning Up Stocks

THE close of the year and the opening quickly of a New Year is directly suggestive to the dry goods merchant and milliner of the importance of looking over his stocks and giving value to those lines that are unsalable because window-faded, soiled or otherwise off color.

Our business is to meet your requirements in this way. With our large and completely-equipped dyeing and finishing plants we can take your off stocks, whatever fabrics, and make them like new again, dyeing them such colors as will make them as salable as any goods on your shelves.

In the re-dyeing, cleaning and curling of fine plumes and feathers we give most complete satisfaction.

For more than thirty years we have been giving satisfactory service to leading wholesalers and retailers in all parts of Canada.

Write us for any information.

R. Parker & Co.

Dyers and Finishers **TORONTO, CANADA**

Rooster Brand



Shirt Vogue for 1910

Stock Collar Shirts

with **Ties** to match and **Gilt Ascot Pins.**

ALL SET UP IN BOX

We make a large variety of these in Anderson's Scotch Zephyrs, Scotch Flannels, Crepe, Poplin, etc., Self Shades and Fancies. To be correct you should have them.

Khaki Clothing, White Duck Clothing,
Overalls, Trousers, White Coats

Robert C. Wilkins Co., Ltd. - Montreal

Spring, 1910

OUR travelers in every province of Canada are showing Spring Samples from all departments—the range of Samples is the largest and most varied in our history, and values will please you. In view of market conditions, place orders early for your requirements.

Use Our Stocks to Secure a Record Holiday Trade

When you want things in a hurry this month—write us.

Greenshields Limited

Montreal

New PRIESTLEY Materials

For Winter and Early Spring Trade

MAYFAIR
COSTUME CLOTH

CHEVIOT
COSTUME CLOTH

Present fashion calls for diagonals and wide wale serges. The materials that best meet these demands are

Priestleys'

Mayfair Costume and Cheviot Costume Cloths

They are 52 inches wide, correct weight, and are shown in the latest colorings. : : : : : : :

Do not fail to make a showing of these lines.

Samples will gladly be submitted



SOLE CANADIAN AGENTS

GREENSHIELDS LIMITED

MONTREAL

The Specialty Dress Goods House

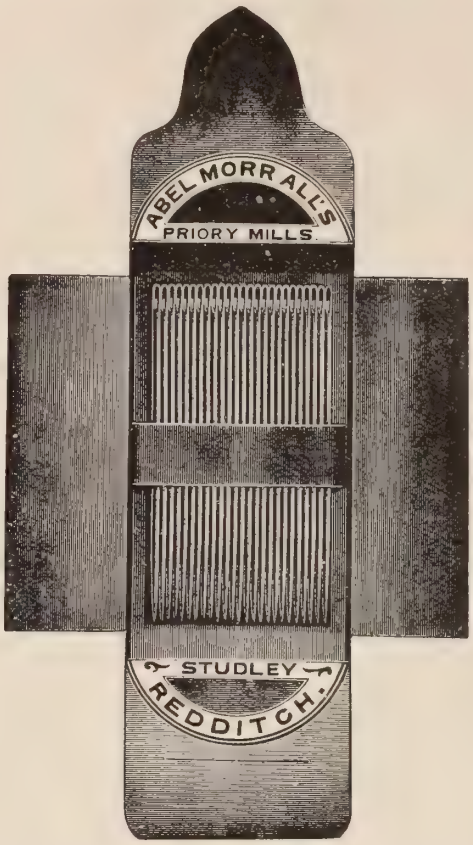
An Appreciation

We wish to thank our customers for their generous trade during this year, and we wish you all a splendid Holiday Trade and a very Merry Christmas.

We assure you that we will continue to show the same large assortment in Dress Goods and attend to your wants with prompt and courteous attention.

William Agnew & Co.

305 St. James Street :: Montreal



England's Premier Needle!

"ABEL MORRALL'S"

☛ *Every Needle Perfect*

Have you seen our new Patent

"BAYONET POINT"

HAT PIN?

(Patent No. 1679) 10 and 12 inches long

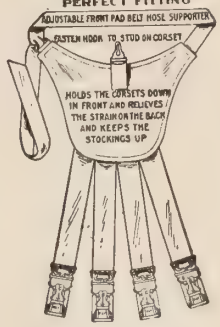
Enquire of your Jobber

Manufactured at Clive Works

REDDITCH, - ENGLAND

STANDARD SHAPE
with
SHUR-ON-CLASP

Kleinert's
IMPROVED
Favorite
PERFECT FITTING



BELT SUPPORTER
PATENTED DECEMBER 17TH 1900

Cuts furnished free for advertising these supporters.

Everybody Uses Them



LATEST

Kleinert's
NU-METHOD
Supporter
WITH
ADJUSTABLE
HOOK



PATENTED 1909

Cuts furnished free for advertising these supporters.

Increase Your Sales by Handling Advertised Goods

SOLD BY ALL LEADING JOBBERS

I. B. Kleinert Rubber Co. - Toronto

Please mention The Review to Advertisers and Their Travelers.

DEBENHAMS FOR NOVELTIES

For your

Christmas Trade

We remind our customers that our stocks are kept fully assorted at all times, and that Mail Orders can be executed by return.

Ribbons Taffetas, Moires, Satins, in all shades, widths and qualities.

Silks Paillettes, Taffetas and Satins in the latest and most scarce shades.

Dress Goods Chiffon Cloths in the newest colorings, including Pastels.

Velvets Velveteens Taffetines

Debenhams (Canada) **Limited**

Montreal Toronto

Quebec Ottawa

London Paris Lyons

New York

For Christmas and Sorting Trade

Silk Handkerchiefs

Plain, Initial, Fancy Colored Borders—from **$2.25** to **$13.50** per dozen.

Knitted Silk Mufflers for Men

in White, Pearl, Black, Myrtle, Wine—**$21.00, $24.00, $27.00** per dozen.
Rich Silk Squares—from **$4.50** to **$24.00** per dozen.

Imported Lined Mocha Gloves

$12.00 and **$15.00** per dozen.

Scotch Knit Wool Gloves

for Men and Boys,
in Greys and Heathers.

One Big Special in Overalls

7-oz. Black and Blue with Gold Back. First quality denim at **$7.00** per doz.
This keeps our competitors guessing how we do it.

Special Announcement for Fall, 1910

of our own **controlled line** of

Unshrinkable All Wool Elastic Ribbed Underwear

Red Scotia, to retail at **75c.** per garment.
Blue Scotia, to retail at **75c.** per garment.
Black Scotia, to retail at **$1.00** per garment.

In our travellers' hands January 1st. See them before you buy.

SEND US A SAMPLE LETTER ORDER AND SEE HOW WELL WE CAN ATTEND TO YOUR SORTING NEEDS.

The Gault Brothers Co., Limited

St. Helen Street, MONTREAL

THE GAULT BROTHERS CO., LIMITED

ST. HELEN STREET ✦ MONTREAL

We Wish You a Record Christmas Trade

LET US HELP YOU TO GET YOUR FULL SHARE OF BUSINESS

Our Stocks in all departments of general dry goods and tailoring materials are of a size and variety to please and satisfy you. *And We Ship Promptly.*

We Extend the

Season's Greetings

To the Trade in General and Our Customers in Particular

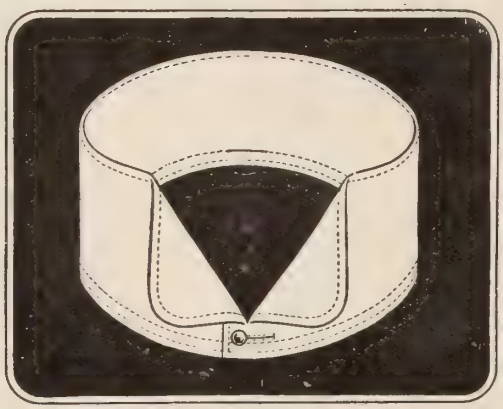
IMPORTANT. – We desire to draw your attention to the fact that a serious advance in price has been declared by the manufacturers of the great range of celebrated Belwarp serges, vicunas and linings controlled by our firm. We were fortunate enough to place a large order before the advance and we intend to give the benefit of this contract to our customers. We will not advance the price while our contract lasts. Will you please ask our representatives to show you these lines? Orders by mail will also be accepted.



Success Collars

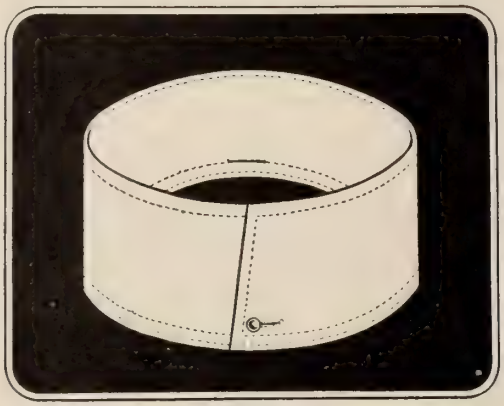
THE IDEAL CHRISTMAS GIFT

DISPLAY SUCCESS COLLARS FOR HOLIDAY SHOPPERS
.:. .:. .:. SORT UP FROM YOUR WHOLESALER .:. .:. .:.



EARL GREY
Heights 2, 2½

Retail two for 25c



LAURIER
Heights 1¼, 2¼

You can suggest to your lady customers nothing more appropriate for a Christmas present for husband or gentleman friend than a dozen Success Collars.

Allow the privilege of exchange in style or size

Success Collars are boxed attractively. They make a useful gift at a moderate cost, besides you have your 50 per cent. profit.

Success Collars are acknowledged the best collar value in Canada.

Success Collars are made in the latest styles. Sold by the leading wholesalers.

Manufactured only by

The Canadian

When Bill Smith, Mechanic, Buys a Working Shirt

¶ he wants one that will wear a long time; one that is big enough to feel free-and-easy in; that is strongly made; and the color of which will stay in the shirt—not print off on his skin. The dry-goodsman with a reputation for selling a working shirt like this gets the bulk of the workingmen's trade. *You* can clinch the workingmen's trade in your locality by selling the

"Black Prince" Shirt

(The Shirt that IS Fast Black)



Black Prince Shirts are made of Black Serge, Fleece Back Cloth, specially dyed and printed for us.

They are generous in size; full yoke; seams are double-stitched throughout, and all Black Prince Shirts have fine pearl buttons.

Black Prince Shirts sell at a popular price and return you a handsome profit

¶ PROMPT DELIVERY. SOLD BY WHOLESALERS—ASK YOURS

MANUFACTURED ONLY BY

Converters' Co. Limited. Montreal

Established 1832 Cable Code: Law-Bradford

Spring 1910

"Lawrus" Fabrics.

REGISTERED

Exclusive Designs

These goods are rolled on special boards and stamped every **five yards** "Lawrus"

SPECIALTIES

Mayfair and Blenheim Suitings

(in our Combination finish **PIRLE AND SUEDENA**)

Showerproof Goods

in latest styles and in a great variety.

Mohair and Alpaca Linings

Buyers visiting England can see a full collection in Bradford and London.

Law, Russell & Co., Limited

Converters of Bradford Fabrics

BRADFORD AND LONDON, ENG.



Corticelli



B. & A. LINING SATIN

Show Your Customer This Guarantee

"B. & A. Lining Satins are guaranteed for two seasons' wear. If in any instance our lining does not fulfill the terms of our guarantee, return the garment with our Certificate of wear, giving the date and place of purchase, and we will reline it without charge."

When Selling B. & A. Gilt Edge Lining Satin

Many merchants are featuring B. & A. Lining Satin because they realize is is to their advantage to sell "the best lining satin in the world," charge no more for it than any good satin, and make the same profit.

This lining satin question is going to become a very interesting one. People are not going to be contented with just any lining satin offered. They will want to know the quality, and they will want a guarantee as to wear.

Now everyone knows that only a satin of superior wearing quality can really be guaranteed. The safe course of the merchant and consumer, therefore, is to buy B. & A., a Lining Satin which really sells on its merits, but in addition is guaranteed.

If you have not Written us for Information in Regard to B. & A. Selling Plans for Satin Linings, do so. They will Interest You.

Keep well Assorted in B. & A. Wash Embroidery Silk, Corticelli Spool Silk, Corticelli Skirt Protection.

CORTICELLI SILK COMPANY, LIMITED

Head Office : ST. JOHNS QUE.

ADDRESS NEAREST OFFICE

Sales Rooms—22 St. Helen St., Montreal **138 Homer St., Vancouver** **56 Albert St., Winnipeg**
24 and 26 Wellington St. West, Toronto **91a York St., Sydney, N.S.W.**


BDA
THE
SPRING MOHAIRS
ARE BEAUTIFUL
BEYOND COMPARE
In all the lines of dress fabrics displayed on the counters of the modern store —
There are none in the Mohair class of utility that can approach the B. D. A. measure of beauty.
The B. D. A. process of dyeing and finishing as exemplified in the new spring patterns, strike the highest note of textile perfection.
Fabric fads may come and go, but the refined lustre of English Mohair is forever fashionable.
BRADFORD DYERS' ASSOCIATION
of
BRADFORD, ENGLAND
BDA

Cotton Up Lawns at Old Prices

RATHER an interesting assertion to make to a keen business man. We are offering first quality Lawns at the lowest price which prevailed before the rise in cotton goods. Early and large buying is the explanation.

"LINON FINISHED" LAWNS 39-40 ins. wide, now quoted at 12½c and 10c, we are offering for 10c and 8c respectively.

The same excellent value prevails throughout our large range of these goods.

We would be pleased to receive a request for samples. Every one sent out is a sure bid for future business.



JOHN M. CARLAND, SON & CO.

OTTAWA, ONT.

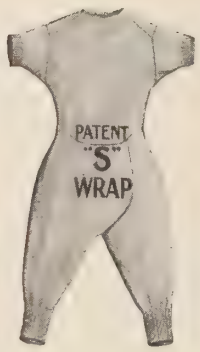
Please mention The Review to Advertisers and Their Travelers

JAY

THE JAY FINISH TRADE MARK UNSHRINKABLE.

UNSHRINKABLE WOOL

UNDERWEAR



LADIES'

Combinations fitted with the Patent "S" WRAP, affording complete protection where this is most necessary.

No button is needed, and the garment does not drag when the wearer is sitting.

GENTLEMEN'S

"STAR" Seated Pants and Drawers. No seams at fork, up back, or down inside of leg to chafe, or give way. All wearing parts are strengthened and extra spliced.



These Specialities are made of Unshrinkable Wool and can also be obtained in Merino, and Silk and Merino.

ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

Please note the above TRADE MARK should be upon every genuine JAY FINISH Garment.

Wholesale only

Messrs. I. & R. MORLEY and Geo. BRETTLE & Co., Lon., ENG.

THE LEADING ENGLISH UNDERWEAR.

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchants

181-183 McGill Street, MONTREAL

James Stanbury & Co., Toronto

Australian Trade

is worth looking after. The following figures are extracted from the official statistics of imports into Australia:

1906.

	Canada	Other Countries	Total
Cosies, Cushions, etc.	£ 495	£ 154,047	£ 154,542
Curtains	190	87,675	87,865
Fancy Goods	313	279,452	279,765
Piece Goods, Cotton and Linen	11,894	3,297,724	3,309 618
Flannelettes	1,688	251,965	253,653
Boots and Shoes	4,951	114,003	118,954
Rubber Sand Shoes	2,319	47,998	50,317

The Draper of Australasia is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway. We will also supply specimen copies on application.

Publishing Offices

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 112 Wood St., E.C.
New York, 29 Broadway

Philips' Specialities in Dress Linings and Flannelettes

All Dry Goods Importers should stock them.

Opaline and Opalette

The best substitute for silk lining yet produced. Equal in bloom and superior in wear to silk, at one fourth the price.

The "Neu" Moiré

This lovely fabric is specially adapted for lining Directoire and other clinging dresses. It makes a charming skirt.

New Brocade Lining

Very best quality Egyptian Cotton, fast woven designs, all fashionable colors. Equal in appearance to real silk, and more durable.

Arpekas Flannelette

Cheap, warm, healthy and safe. These goods will neither flash nor flame, either before or after washing.

Eider Lambskin

An entirely new fabric that will soon become a necessity in all families. Delightful for ladies' and children's underwear, and exactly adapted for dressing gowns.

"Own Make" Window Holland

Made in the best **Whitepark** Irish Linen Finish, and sold to large importers at 20% off usual list. It runs sweetly on the roller, throws a delicate shade and gives unlimited wear. White, cream, ecru, green, &c.

J. & N. Philips & Co.

Manchester, England

Mills—Tean and Cheadle

Branch—20 Cheapside, London, E.C.

OFFICES

211 Lindsay Building,
St. Catherine St. West,
Montreal

611 Empire Building,
Wellington Street West,
Toronto

Facts of Interest—Mainly About Ourselves

COMING-OF-AGE NUMBER BEGINS NEW YEAR

With the special January or Coming-of-Age number, to be issued the first week of the New Year, The Dry Goods Review enters upon its twenty-first year. No effort is being spared to make it a record number in every essential of practical interest and value to its readers. Notable among its features will be the ready-to-wear department, in which styles of the new season will be described and illustrated and helpful information given with reference to stock-keeping methods and merchandising ideas.

The other sections will likewise contain reliable news relating to the advance season, and in addition to departmental topics, special articles will discuss, in an informing way, topics of daily interest to the dry goods merchant.

✝

REVIEW IN EACH DEPARTMENT

A Nova Scotia subscriber writes that he divides The Review each month into sections, and distributes them among the various departments of his store.

While this is a suggestion which many of our readers might follow out to advantage, a better plan and one which would give members of the staff an opportunity to inform themselves on a still broader scale, would be to place a full copy of The Review in each department of the store.

✝

EXPERIMENTS THAT RETARD SALESMANSHIP

A retailer in one of the smaller Canadian cities decided that, for one year, he would not advertise. He was doing good business, and was not altogether dissatisfied with results from his advertising, but he thought he could afford an experiment.

This man had specialized strongly in certain lines to such an extent that his store had a reputation, which he was inclined to weigh against the efficacy of his newspaper publicity. The man put an individuality into his merchandising, and this also counted for something.

The year wore on. Other merchants did not diminish the pushfulness of their advertising. They reached out for business, wherever there was a prospect. There was close competition for the trade possibilities of a progressive centre. They not only held their own customers, but made new ones, and it was their privilege to calculate that, as one merchant had decided not to advertise, they could reasonably expect to get some share of the business that he might have got.

At the end of the year the man who made the experiment discovered that he had not cut into new business to the extent desired, although he had saved his advertising appropriation.

The reputation of the store had certainly brought him the business from his old customers, but he realized that that this was not the progressive plan, and that, while he did a comfortable, a "nice, quiet" trade, he couldn't afford to lose his identity in a rut.

Talking it over with the newspaper man at the beginning of the New Year, he said: "It may be a difficult matter for a man to make up his mind to advertise, but it is a good sight harder for him to quit. The people have to be told about your business, and the man who does this most attractively is the man who leads. In this competitive age the power of advertising has to be recognized."

That man had just signed a contract with the newspaper man for a half-page. His space two years before had been one-quarter that size.

There is a point in this, which The Review has frequently emphasized. It is useless for the manufacturer or the wholesaler to content himself with the delusion that the dealer is going to dispense with means at his disposal to post himself upon market conditions and style tendencies or to inform himself as to the manner in which those from whom he must buy are measuring up to those conditions.

It is an age of inquiry. The consumer wants to know and the dealer wants to know. The editorial pages of The Review tell the dealer of up-to-the-minute developments, and methods whereby he will be guided in his buying and assisted in his selling. It is in connection with such information that the manufacturer and the wholesaler must bring all of the elements of salesmanship into play, for advertising in salesmanship. A store may have the finest line of goods in the city, but, through the lethargy of its salesmanship, it loses its value. That stock must be given an individuality which will bring it close to the people. So with salesmanship, which finds its expression through the trade paper, and which will supplement that of the warehouse or the traveling representative. It must be interesting always, instructive where necessary, and must repeatedly recognize the fact that those who read it are themselves skilled in salesmanship and capable of weighing the significance of every point.

The Review receives inquiries now and then from merchants who want to know where they may buy this, that or the other line. This indicates that some men are either experimenting or confining their selling possibilities. These inquiries are welcome and will always bring from The Review the information desired, when it can be secured. The manufacturer or wholesaler should seriously ask himself, however, whether he would not have made a better impression with the dealer had his goods been given a distinction and an identity through the columns of The Review.

Nor can the dealer who would keep in touch with his market overlook the educative value of that salesmanship which finds expression through the advertisements. In their announcements and honestly stated facts there is that which not only tells the dealer where to buy, but frequently reflects the development which is taking place in the means of production, often instructs him in certain things, which are of practical value to the selling end, and facilitates intelligent buying by him or his representative.

✝

THE REVIEW'S QUEBEC REPRESENTATIVE.

C. D. Chown, of the Montreal Office of The Review has been appointed permanent subscription canvasser for The Review in the Province of Quebec. Mr. Chown will cover every section, calling upon subscribers, and those who should be. His appointment is a result of The Review's desire to still further increase its usefulness to readers in the Province of Quebec.

Mr. Chown is a retired retail merchant with sound knowledge of mercantile methods. To the end that The Review may be as thoroughly representative as possible of all that is best in progressive merchandising, we ask for Mr. Chown the co-operation of our readers in furnishing him with their views upon problems which confront them and with practical ideas in dealing with them.



McCALL PATTERNS ARE MADE TO SELL. We state this frankly as we have before done in these pages. They are known from Maine to California as "The Paper Patterns that SELL." They are sold to-day by nearly—if not quite—10,000 merchants throughout the United States. Women buy them because they are stylish, accurate, easy to use and absolutely reliable. In short, they are practical patterns. They have this reputation among women.

The sale of McCall Patterns is increasing all the time. That they are the paper patterns that sell is evidenced by the fact that right now we are obliged to run our factory nights to fill the orders for them, and this factory, too, the largest in the world devoted to the manufacture of one make of paper patterns. We do not believe there is any pattern increasing in sale as fast as McCall Patterns.

The well-established McCall Canadian Office and Factory in Toronto, the largest and best-equipped Pattern Plant in the Dominion, make it possible to offer Canadian Merchants the celebrated McCall Patterns and Fashion Literature, with all the advantages of terms, prices, deliveries, etc., United States Merchants enjoy.

Mr. Merchant, we believe it would be to your interest to write to us and learn something about what we have been able to do for other merchants in the way of increasing their business. It will only cost you a cent or two to do so and you will be under no obligation whatever.

THE McCALL COMPANY

MAKERS OF FASHIONS

236 to 246 West 37th Street, New York

CHICAGO SAN FRANCISCO TORONTO, CANADA

Not in the Trust *No Connection Whatever with Any Other House*

1505

The W. R. Brock Company (Limited)
Toronto

Christmas and Fancy Ribbons



Mistletoe
Merry Christmas
Happy New Year
Yuletide
Holly

Holly Green and Red Ribbons in dice checks.

Broad Two Tone Stripe, Narrow Stripe Effects.

Bebe Ribbons in Taffeta—Gwen and May.
Bebe Ribbons in Satin—Gem and Ada.

Satin Moire effects in Fancies, the latest productions of French and Swiss Looms. Moire Sash Ribbons, Taffeta and Satin Duchess Ribbons, Fancy Ribbons in Dresden Stripes and Effects, Black and White checks and stripes.

Please mention The Review to Advertisers and Their Travelers.

RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

DRY GOODS REVIEW

Issued Monthly Office of Publication, 10 Front Street East, Toronto December, 1909

SUBSCRIPTION PRICE:

Canada, Great Britain, United States, Australia, South Africa and the West Indies - - - $2 a year
Other Countries - - - - - - - - $3 a year
Single Copies - - - - - - - - - 25 cents

Invariably in advance.

DIRECTORS:

J. B. MACLEAN, Montreal - - - - PRESIDENT
W. L. EDMONDS, Toronto - - VICE-PRESIDENT
A. B. CASWELL, Montreal - - MANAGING DIRECTOR

Cable Address:

Macpubco, Toronto. Atabek, London, Eng.

CHIEF OFFICES:

CANADA—

MONTREAL - - 701-702, Eastern Townships Bank Building
TORONTO - - - - - - - - - - 10 Front Street East, Telephone Main 7324
WINNIPEG - - - - F. R. Munro, 511 Union Bank Building, Telephone 3726
VANCOUVER, - - - - - - - - H. Hodgson, Room 21 Hartney Chambers

GREAT BRITAIN—

LONDON, ENG. J M. McKim, European Manager, 88 Fleet St,, E.C Telephone Central 1296
MANCHESTER, - - - - - H. S. Ashburner, 92 Market Street

UNITED STATES—

NEW YORK - R. B. Huestis, 1109-1111 Lawyers' Title, Insurance and Trust Co. Building, 160 Broadway, N.Y. Telephone 1111 Cortlandt

FRANCE—

PARIS - - - - - John F. Jones & Co., 31 bis Faubourg, Montmartre

SWITZERLAND—

ZURICH - - - - - - - Louis Wolf, Orell Fussli & Co.

ADVERTISING RATES—12 MONTHS

One page	$300
" half page	180
" quarter page	100
" eighth page	60
" inch	30

The Spirit of the Season.

CHRISTMAS is at hand. The season of the open heart and the cheerful spirit is here. Crowded stores evidence the generosity and enthusiasm so characteristic of the occasion. The well-wisher is everywhere. Joy will illumine many a gloomy corner; old regrets must be supplanted by fresh hopes. A new year is approaching.

In Canada there will be a spontaneity and a sincerity to that manifestation and expression, which, the world over, make men feel better because it is Christmas.

There may be those who are inclined to measure the season's full significance in dollars and cents, or material favors. A cynic has stated that the angelic proclamation, "Peace on earth, good will to men" was being used as a display card, rather than an inspiration to the inner selves of men.

It is impossible, however, to disassociate the season from plans material and triumphs commercial. At no time of year is there the same incentive for the merchant to show the best that is in him as a business man, a time which tests more severely his foresightedness, bringing him face to face, as it does, with the necessities of another year.

But, while self-ward things will claim a great deal of attention, there is enforced a broader consciousness, through which the season's message will find true expression. Self-confined joy and indifferent wish will form no part of the Christmas season which is conscious in the true sense of the word.

Men cannot experience the hallowing and the cheering influence of the time without feeling more fit for the year that approaches. While that which is now passing has been a trying one in some respects, the close has been more propitious than pronounced optimists dared foretell, and the prospect is very encouraging.

That their Christmas may be a merry one and that the New Year may bring them happiness and prosperity is the wish of The Review to its readers.

Sifting and Planning.

THE end of the year approaches. Men will now be judging of results in the aggregate and carefully sifting the experiences of the past twelvemonth in planning for the future.

It has been a test year for the optimist. Signs of prosperity and reasonable cause for doubt were in the balance at the close of 1908. During that year there was depression throughout the business world. While 1907 had been a bumper year that which followed was seriously reactionary. Failures in Canada in 1907 numbered 1,361 ; in 1908 they swelled to 1,712, and the falling off in the trade of the Dominion was enormous. Money was scarce.

With the beginning of the New Year, Canadian commerce showed signs of returning vigor. No good reason

appeared why the year should not make towards normal conditions. The winter over, the stride of prosperity quickened, and business men became hopefully prophetic: everything looked good.

To the manufacturer it was a period of self-examination, lest, in his curtailment of production, he had over-estimated the effect of the panic. The wholesaler asked himself whether he was prepared to meet the enquiry from dealers whose stocks had been cleared out during the lean year; while to the retailer it was a time of readjustment of his enterprise to the quickening of industry and to the improved ability of the people to buy.

The year's prosperity developed steadily. Crops were good, manufacturers have been well employed, the demand in many lines is taxing the means of production, prices are firm, there is a better feeling throughout the country, the year will close with a record far in advance of 1908.

What of the future? Business men do not hesitate to predict that 1910 will be one of the most prosperous years in the history of the Dominion. The same plans that were applied to the present year may not answer for that which is approaching. The merchant has a clearer vision. It will be a year of clean stocks, of intelligent study of all influences which contribute to efficiency in buying and selling, and, as The Review has frequently pointed out, a greater appreciation of mutual interests throughout the trade. Men will still be cautious. They will visit the market frequently, and in the saneness of their policy will place no handicap upon the development of high merchandising standards.

Many a merchant approaches the end of a year determined to improve upon some part of his working plan. Changes can frequently be made which will not only give him better control of his business, as a whole, but improve some of the departments and please the customer. Where a credit system has multiplied problems, why not try cash? A prosperous year is generally considered an excuse for postponing such a step. It is also the best time to make the change. Are any of the departments handicapped by poor location or inefficient management? Is it not time to consider the installation of a better equipment than has been?

Bad Insurance Legislation.

BUSINESS men are just becoming aware that certain clauses are being introduced into the Insurance Bill now before the Senate, whereby every business in Canada will be seriously affected sooner or later.

The instigators of the clauses referred to are chiefly the members of the Canadian Fire Underwriters' Association. This is an organization composed of companies controlling nearly nine-tenths of the business reported to the insurance department at Ottawa. By their vast organization, consisting of managers, directors and agents throughout the country, this association can move quickly and effectively, as will be appreciated by those familiar with the progress of the bill at the last session of Parliament.

At the last session of Parliament, the interests of the public were but hurriedly represented at the last moment, and but for the protest at the last moment, it is possible that the Bill might have become law. It passed the Commons, imposing a tax of 15 per cent. on the premiums paid to any insurance company which was not domiciled in Canada.

The intention of this tax was to force the owner of property to offer his business first of all to the local companies. Further restrictive clauses incorporated in the bill as passed by the Commons placed the business man in the position of having to offer his business to the local companies first, and after refusal by them, to have to write to the superintendent of insurance for permission to try elsewhere.

The Insurance Bill was originally drawn up to protect the public against the insurance companies, and those who have already experienced the effect of the virtual combine in the insurance business, will look askance at any legislation which will build up and strengthen so strong an organization. Many associations, including the Canadian Manufacturers' Association, and meetings of commercial and financial interests, have already passed strong resolutions, and have taken active measures to restrict the Bill. The Montreal Produce Merchants' Association have passed a strong resolution against the proposed changes and are urging the dairy interests to take a similar stand.

Retail merchants throughout Canada should look after their own interests in this matter and drop a card of protest to their representative in the House of Commons.

Let Merchants Assert Their Rights.

IN some provinces of the Dominion many are wondering why they cannot get as cheap school books as may be secured in Ontario. Those who have made a study of the matter, however, possess the knowledge why Ontario readers are supplied at such low prices, and no surprise will be expressed when it is realized the vast amount of advertising the company which publishes the books receives. It simply means that the T. Eaton Co. can afford to print the school books at a figure stated by experts to be less than cost, and charge the loss to the "advertising expense" account.

Nova Scotia is the next province to be considered. An effort is being made to secure cheap school books for that province, in view of the low prices in Ontario, and unless the retail merchants there begin early to point out to the Government the undesirable consequences of giving such a contract to a mail-order house, they will be up against the same difficulty as is now experienced by Ontario merchants.

Nova Scotia merchants are therefore advised to be on the alert. Quick and decisive steps should be taken to see that no mail-order house that will use "cheapness" as a blind to circulate its advertising literature among the homes of the province, is given the contract.



The W. R. Brock Company (Limited)

Montreal



Dry goodsldepartment, Crow's Nest Trading Co., Fernie,ŽB.C. On one side of the store is a series of low tables for displaying waists and dress acce sories.

How Western Store Has Overcome Serious Setback

SHAKING off the ashes of the fire of August, 1908, in which their store was completely destroyed, the Crow's Nest Trading Co., Fernie, B.C., has, in vigorously overtaking the serious setback, been doing things. Here are some statistics:

The business was established four and a half years ago, with dry goods, grocery, crockery, men's furnishings, boots and shoes, and furniture departments.

Immediately following the fire, which destroyed not only the store, but also the warehouse and stables, the company began the erection of temporary buildings. These were completed on August 17 of the same year, with a stock of dry goods, boots and shoes, men's furnishings, and groceries.

The construction of a $25,000 building was begun on October 1, 1908, and the new store was opened for business on December 4, 1908, this being considered a building record in the west. The store is 60x114 feet

The first floor is used for groceries, dry goods, men's furnishings and boots and shoes; the second floor for furniture, millinery and dressmaking parlors. The present staff of the store numbers twenty-four, and seven horses are required for delivery. The business is conducted on the cash principle.

The arrangement of the dry goods department is somewhat unique in that there is a counter on one side only. On the other a series of low tables, for the display of waists, neckwear and other lines of dress accessories runs the entire length of the department. The goods thus shown are arranged on fixtures, are easily inspected by the customer, and the plan would appear to be one well calculated to assist salesmanship. The shelving on each side is low, and thus an effective display is not only facilitated, but, as in the case of the tables, change of trim may easily be made at frequent intervals.



The men's furnishing and boot and shoe department, Crow's Nest Trading Co., Fernie, B.C.

Store Kinks that are Giving Good Results

CHRISTMAS WINDOW TO INTEREST YOUNG PEOPLE. A unique Christmas window was that used last year by the Jas. D. Tait Co., St. Catharines, for two days before Christmas. In the large window on the corner of St. Paul and William Streets was a bedroom with an iron bed covered with mattress, sheets and white spreads taken from stock in the store. In the bed were two colored boys about ten years of age. An arch draped with curtains divided the window into two rooms and in the other room was a fire place on which was hung stockings filled with Christmas packages. Other suitable Christmas gifts to be found in the store were also displayed on a Christmas tree. A man dressed as Santa Claus sat on a chair, with an order book taking orders. He would take a look every once in a while in the room where the two boys were, when they would cover up their heads with the bed clothes. When Santa was not looking they would dance and eat candy and oranges, supplied from the store. Two window cards were displayed, one reading "Will morning never come," and the other, "Joe, I can't sleep; will Santa Claus never come?"

During the two days that this window was displayed a crowd of two and three deep constantly watched the antics of the boys and Santa Claus, and during the busy parts of the day it was hard to get near enough to see what was in the window. Did it bring results? On the evening mail the night before Christmas a letter was delivered to the Jas. D. Tait Co. for Santa Claus by the mail carrier and one little girl telephoned to the store and asked to speak to Santa Claus. When Santa Claus asking her what she wanted, she named over a list. He promised to bring them to her and asked if she was going to bed yet. The reply was that she was just going to have supper but she would go to bed right after and that the back door was being left open so that he would not have to come down the "chimley."

✣

PULLING TRADE BY HIDDEN HAND SALE. A method of arousing interest in special merchandising events, and one which has been employed with great success by retail stores, is the "Hidden Hand" sale.

Circulars are used, showing a hand of the natural size, printed in red or any color preferred, on white paper. On the palm of the hand the main features of the sale may be announced, and on the fingers, short, snappy statements bearing upon the sale, may be printed. On the wrist a number is printed, and as the circulars are numbered consecutively, no two circulars have the same number. The number of circulars to be sent out should be decided by the amount of business done by the store, or by the size of the town. Some can be mailed, others distributed from house to house, and others given out in the store.

A large number of articles, perhaps a quarter or half as many as there are circulars, should be carefully wrapped, and each of these should bear a number in plain, readable figures, corresponding to the number on one of the hands. The numbers on the parcels should be well distributed, so as to extend well over the numbers of the circulars. If there were 10,000 circulars, the highest number used on the parcels should be, say, 650. These parcels should be distributed throughout the store, and in the windows, where the numbers may be seen. The idea is that, if a customer discovers a parcel bearing a number identical with the number of the circular which he or she has, the article may be claimed, and will be given by the store free of charge. As it is not likely that more than half the articles will be claimed, the expense to the store need not be heavy, while the advertising value of the scheme should exceed, by far, the outlay entailed.

As the parcels should be distributed through all departments, attention will be attracted to all parts of the store. Where this method has been employed, it has been found very helpful in increasing sales to a marked extent.

This idea may be carried out in various ways, it not being necessary to adhere strictly to the hand idea.

✣

GIFT PLAN THAT INDUCED CASH PAYMENTS. For a gift plan a Columbus, O., firm advertised that $700 would be given away absolutely free to customers between Monday morning, April 5, at eight o'clock, and Saturday evening, May 1, at 9.30 o'clock.

This gift plan was advertised as a special money-saving benefit to those people who found it more convenient to buy their house furnishings on credit than for cash. Every article bought on an instalment basis required an initial payment in proportion to its value, and the scale of first payments ran higher than when the goods were purchased under ordinary conditions. For every dollar a customer paid as a first payment, the buyer was given receipts for just double the amount. In detail, if a customer purchased a bill amounting to $10 and paid one dollar down, a receipt was given for $2. A $25 purchase required a payment of $3 and a receipt was given for $6, and so on up to a $100 purchase, which called for a payment of $20, entitling the customer credit for $40.

The generous rebate offer brought a rush of buyers and a large amount in cash payments, and caused a quick distribution of the $700.

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DINNER HOUR AND AFTER SUPPER SALES The Saturday "After Supper Sale," is a new feature which has recently been introduced in connection with the dry goods business started here some eight months ago by Smith & Ash, of Sarnia.

The first "After Supper Sale" was held the first Saturday night in October. A list of bargain prices was advertised in the local press, while dodgers were also widely distributed. The idea has been very successful here—so much so that, in connection with "After Supper Sale" No. 4, which was held on October 23, the firm deemed unnecessary to specify any price, merely making the announcement that the sale would be held.

The sale opens at 7 o'clock and lasts till 10, the closing hour. The bargains quoted are for these three hours only. The bargains have the effect of stimulating buying before 10 o'clock, which is undoubtedly an improvement upon letting it drag along till midnight, as is the case in some places.

"Dinner Hour Sales" have also been introduced with good results by some retail stores. The previous day's advertisement announces that certain articles will be specalized between 12 and 2 o'clock. This feature has been very attractive to people who otherwise might not enter the store during their spare noon moments.

Practical Suggestions for the Holiday Season

Importance of Noting Deficiencies for Future Guidance—Appearance of Departments and the Christmas Advertising Should be Strongly Suggestive to the Shopper—Listing Articles to Assist Decision.

WHILE plans for Christmas selling are now in operation, and Christmas trade is well under way, there are sure to be many things which need readjustment, in order to make the machinery of the store run smoothly during the increased business prior to Christmas.

One good idea which should be carried out by all stores is to make a note of any deficiences in management, or in any other respect, and utilize this knowledge for next year, thus avoiding the mistakes of the present season. If new ideas are being worked out this year, and are proving successful, also keep a memorandum of them for use next year.

Lists of gift suggestions are utilized, both in advertising and in different parts of the store, by some firms, and are of value to shoppers in deciding what to buy for the different members of the family. A good idea is to publish in the advertisements of Christmas goods lists of articles suitable for Christmas gifts, which may be purchased at certain prices. These might start even as low as 10 cents, and run as high as space, or the class of trade done by the store, will permit.

Consider the Employe.

During the days previous to Christmas, while the store is open during the evenings, employes should be given

	FROM A MAIDEN	FROM A BOY	FROM A GIRL
TO A MAN	House Coats $3.75 to $18 Dress Suit Protectors $1 to $5 Handkerchief Box for three ties $2 Initial Sets $5 to $15 Brass Ink Stand $4.50 to $7.50 Scarf Pins $1.25 to $25 Purse Chains $7.50 to $20 Sterling Silver Shoe Brushes $3 to $6 Cigarette Holders, Cigar (Quarter-pound Size) Humidors $1.25 to $2.50 Photograph Frames Assorted Sizes $1.25 to $5 Silver Shell Nail Sets $2 Shoe Mitts, Horse $2.50 to $3.50 Initial Handkerchiefs (Quarter-dozen) $1.50 Pipe Racks $1 to $3.25 Shaving Mirrors $2.50 Canvas Chairs $1.50 to $5 Canary Birds $2.50	Slippers, $1.50 to $6 Golf Sticks, $1.50 to $3 Fisherman's Fly Books 50c to $4 Sweaters $3.50 Shoe Polishing Set $1.25 to $6.25 Shaving Paper Case 25c Coat Hanger to Bag $1 Safety Razors $1 up Boxing Gloves 50c to $9 Pipe & Case $1.50 to $3.50 Cigar Holders $1 to $1.75 Wicker covered pocket flasks 65c Turtle Cuspidors $1.25 Napkin Rings $1.25 to $3.50 Cigar Cutter $1.50 Ash Trays 25c to $3 Books—at all prices Dress Suit Protectors $1 to $5	Stocking Garter Tags, $1.50 Razor Straps 50c to $1.50 Neckties 25c to $2 Handkerchiefs 10c to 65c Revolver Cases 40c to $1.50 Book Racks 60c to $1.50 Sofa Pillows $1 & $2 (especially priced) Knickerbocker Waste Baskets $3 Canes $1 to $45 Silver Peanuts 50c to $5.75 Paper Clips $1.25 to $2.25 Box of Stationery 25c to $3 Fountain Pens $2.50 to $7 Paper Cutters 35c to $5 Magazine Racks $2 to $9.75 Sectional Book Cases $3.25 to $4.75 (tops & bases $1 each) Tobacco Jars 50c to $2.25 Cloth Caps 50c to $2 Foot Rests $2.75
TO A WOMAN	Leather purses 50c to $5 French chemise $1 Hand mirror $1 Traveling Bag $6.50 Real Irish lace chemises $15 Embroidered French collars & Cuffs $5.50 Fancy shell comb 50c Leather covered foot rest $2.25 Belt Buckle 50c Subscription to Book News 50c After Tan 1 $1 Pair street gloves $1.75 Silver paper weight $1.75 Brass pen tray $2 Imported stiff collars $1.25 Hat pin holder 50c Elastic belt $1.50 Hand bag $1 Long evening gloves $1.50	Skates $1.25 to $4.25 Silver collar pin with rhinestones 75c Veil pin 25c Strap Pocket-book $1 Waterman Fountain pen $1.60 Leather belt with buckle $1 Fancy stock 25c Box of writing paper 30c Sealing wax set 50c Silver thimble 75c Handkerchiefs, 6 for 25c French pin-cushion-&-button box 65c & 85c Book $1.08 Pen knife 50c Sewing box $1.75 Japanese cup & saucer 25c "Ideal" Retract perfume $3.50 Brass letter rack $5	Novelty camel tape measure 25c Sponge bag 25c Book 90c Hat pin 25c Hair barret 50c Lingerie ribbon holder 75 Pair of ribbon bodkins 25c Stamped corset cover 25c Sofa pillow, stamped, 25c Laundry bag 50c Liberty black ruff $5 Pair of stork scissors 50c Calendar 25c Bed room slippers $1 Book cover, leather, $1.50 Emery pin cushion 15c A golf club $1.50 Hot water bottle $1 Stamped ribbon belt to embroider 75c Stamped linen belt 25c
TO A YOUTH	Mandolins $2.50 to $150 Guitars $3 to $63 Banjos $4.50 to $75 Violins $2 to $500 Leather collar bags $1.25 Ribbon watch fob $1.50 Travelers' cases $1.50 to $40 Photograph frames $2 Silk umbrellas $3 to $25 Walking sticks $1 to $30 Neckties 25c to $2.50 Tennis racquets $1 to $8 Leather cigar case $2.50 College pillows (felts) $1.50 to $3 Silver match safe $2 Riding whips 50c to $21 Mission book holders 60c to $1.50	Indian clubs 35c to $5 Roller skates 50c to $9 Fishing outfit $1 Hockey sticks 10c to $1.50 School bags 50c to $1 Silver plated hat brush $1.25 Leather book covers $1.50 Riding crops $1.15 Spurs 65c to $1.25 Leather bill folder $1 Leather card case $1 Gold collar buttons $1 up Silver pocket knives $1.25 Desk pads 25c to $4 Leather memo. books 10c to 75c Razor strops 25c to $2.25 Banjo cases $1.50 Mandolin cases $1.50	Handkerchiefs 3c to $1 Scarf pin $1.75 Razor strop 25c to $2.25 Box writing paper 40c Pocket diary 1908, 15c to $2.50 Postcard album 25c to $1.25 Leather mats for table 40c to $2.50 Mission hat rack $2 Mission taboret $1.50 to $2.25 Tapestry pillows 50c to $2.25 Leather panels $1 to $5.50 Neckties 25c to $2.50 Silver handle paper cutter $1 Suspenders 50c to $2.50 Neckties 25c to $2.50 Silver match box $2 Leather collar bag $1.25 Ribbon watch fob $1.50

	FROM A MAN	FROM A WOMAN	FROM A YOUTH
TO A MAIDEN	Solitaire diamond rings $25 to $400 Gold bracelets set with diamonds etc., $40 to $135 Set of regal ermine furs $250 Squirrel lined coat, with Persian lamb collar $45 Sewing machine—the Standard $50 The Angelus piano player $250 Half a dozen pair long Kersier gloves $25.50 Handkerchief with real lace, $5 to $20 Imported evening cloak $35 Desk set of brass $12 to $40 Gold mounted tortoise shell back combs $5 up Riding boots $15 Gold belt buckle pins $20 up Victor talking machine $40 Riding astride saddle $25 Paris vests $2.50 to $20 Gold trunk $10	Oriental Rugs $12 & $15 up. Thermometer painting $5 up. Skating Shoes $4 Screens $2 to $75 Ivory Toilet Sets, comb, brush & mirror $40 75 Beaded Bags $2.50 up Picture Braun photograph frames $2 to $20 Tailored suits $7.50 to $175. Dresses $12.75 up Lace robes $12 to $325 Real Irish lace all-over $22.50 & $25 Silk waist patterns $2 up Kimono wrappers $1 to $65. French blouses $12 Set of hand made lingerie $10 up Staffordshire cup & saucer from the Curio Store $1 Gold bags, diamond studded, $200 Pearl necklace $250	Dozen afternoon teaspoons. Chafing dish $4.50. Brass tea kettle & stand $2. Utility box $1.75 to $13.75. Music roll 50c up. Traveling slippers in case $3 Book—Dream of Fair Women—H. Fisher, $2.40 Quaintly framed miniatures in Curio Store $6 to $12. Muff of one Entire Eyes $45 Marabout boa $4.50 to $15 Linen table cover with real lace $20 Pearl brooches $12 Mahogany desk chair Pair of sewing slippers $3.50. Fur-lined gloves for motoring $4.50 Riding crops $1.50 to $15. Quaint silver bracelet in Curio Store $5.25 Leather suit case $5.
TO A BOY	Electric train $12 Magic lantern 50c to $3 Billiard tables $45, $50, $75. Bicycles $16 to $100 Boxing gloves $1.25 to $6 Whiteley exerciser $1 to $5 Rubber boots, Storm King, $4.25 Sweaters $1.25 to $3.50. Phonographs $10 Pocket flash lamps 65c to $1.25 Silver watch $5.50. A Bible 75c Basketball $2 Reefers (from father) $5 to $12. Soft hats $1, $1.50, $2 Drinking cup $1.25 Health vibrator $1.25. Leggins $1	Umbrellas 50c to $2. Suit case $3.75 Toilet sets $1.50 & $2. Desk for his room $8 up. Blackboards 50c to $3.75. Kaleidoscopic tops 50c. Tool chests 85c to $1.75. Velocipedes $1.60 to $15. Comomation game board $2.25. Kodaks $5 up Desk sets $1 to $1.75 Three sets of underwear (from mother) $1.50 to $13.65. Golf clubs $1.50 to $3. Golf bags $2 to $13.50. Winter caps 50c, 75c & $1. Penknives 50c up Neckties 25c & 50c.	Fountain pens 50c to $7.50 Boxing gloves $1.25 to $6 set Footballs 75c to $5 Catching mitts 25c to $8 Pair sled skates with 2 runners 50c & $1 Tennis racquets $1 to $5 Air rifles 75c, $1, $1.50, $2 Pair ice skates 60c to $6 Diabolo sets, 75c, $1.25, $2.50 & $4 Paint boxes 25c, 50c, $1 Flexible flyer sleds $2.50 to $12 Rattling drum 50c & $1 Simplex typewriters $1, $2.50, $5 Napkin rings 15c Case of suit hangers $1 Bath robes $3, $5.50 Bath slippers $1 Wood dumb bells, 40c, 45c & 50c
TO A GIRL	Set of gray squirrel furs $16.50 Shirtwaist box, burlap or cretonne covered $1.75 to $2.75 Gold bracelet $3.25 Brownie camera, $1, $2 & $3 Silver watch $5.50 Umbrella 50c to $2 Desk pad (brass corners) $2.75 Box of stockings 25c, 40c & 60c Music cabinet, $7.50 to $50 Elsie books 75c each Manicure set $1 up Mahogany finished desk $10 Set of water colors 75c to $5 Small gilt clock, $1.75 Canary $2.50 Japanese tea set 65c Fountain pen 50c to $7.50	Gold watch $17.50 to $30 Locket & chain $5 to $25 Signet ring $2 to $6 Opera glasses $5 to $25 Mandolin $2.50 to $85 Bathrobes $2.25 to $7.50 Sweater 95c to $3 Nightgowns 50c to $3 Evening coat $15 Silk waist length $2 to $3 Slippers 75c to $3.50 Suit case $5 to $8 Set of lynx furs $50 to $100 Brass bed $26 to $52.50 Jabot 50c to $2 Boa, $4.50 to $15 Sewing box 25c to $40 Dress goods patterns $1 to $1.50	Umbrella 50c to $2 Book 65c Pair gloves $1 to $1.50 Hand bag $2 up Perfume 25c up Chocolates & bonbon 25c to $3 Picture 25c to $3 Fan 75c to $8.75 Kodak $5 to $75 Desk set $6 to $7.50 Silver penholder $1 Photo frame 50c up Golf clubs $1.50 to $3 Photo album 10c to $3 Chafing dish $4.50 Silver buckle $2.50 to $6 Silver purse $10 Developing tank $2.50 to $7

A kriss-kross form of ad. for the gift season. This ad. may be extended by placing one section under the other, or each section with its gift suggestions may be published at different times in the local paper. This is a type of ad. used by the Wanamaker stores.

Make Shopping Easy.

Keep up the holiday appearance of the store throughout the month of December, and also take particular care that inflammable decorations are not placed where there is any danger of fire.

Departments should be arranged so that lines which are active sellers for the Christmas trade are easy of access, while staple, every-day sellers may be put in a less prominent part of the store. Toys and small articles will benefit by being arranged in pyramid form. This does not necessitate intricate carpentry. Aisle tables should be removed, unless they are an absolute necessity, in order to give more room for moving about. Space should be allowed for the demonstration of mechanical toys, as this always proves a great selling feature in the toy department.

every possible opportunity for rest. This is decidedly to the advantage of the store, as well. Arrangements might be made for allowing a certain number of salespeople to commence the day's work a couple of hours late on certain mornings.

The use of holly boxes or other fancy receptacles during the Christmas selling increases in volume each year, and the merchant who is wise ordered his supply at an early date. The heavy demand for boxes of this nature has made it difficult for manufacturers to fill orders. Usually it is necessary to add a small amount to the price of goods with which boxes are given, but this is not really necessary, unless in the case of the more expensive boxes. The boxes may be regarded as an advertising outlay, as they certainly have a marked selling value. Placards, in connection with the goods which are supplied in boxes, should be used, stating that boxes are provided. Where

it is advisable, as in the case of high-class goods which require better boxes, these may be sold separately. Artificial sprigs of holly, and holly ribbons for tying parcels, can be sold in connection with the boxes.

Specials for the Evening.

In the case of stores which keep open evenings during the few days previous to Christmas, a good plan is to make special offerings to men during the evening, say from 6 to 10 o'clock. These should include the things that men are most likely to buy, and will help to attract a greater number of men during the evening.

"Shop Early" is advice which retailers should urge upon the buying public. It is very important and has a great many advantages, both for the shopper and the store. Goods are fresher, service likely to be better, and sales are more apt to prove satisfactory all around.

Small parcels are a nuisance in the delivery department during the rush season, and in order to prevent loss, delay and disappointment, the suggestion should be made to customers, that they carry all small parcels when at all possible. Placards posted up throughout the store could advise this, and salespeople can tactfully suggest this to customers. The following might be used on the placards: "Small parcels frequently lost or mislaid in delivery. Kindly take them with you."

In the case of toys, or goods which are not to be weighed or measured, these may be wrapped in advance, thus saving delay in serving customers.

The Holiday Advertising.

In the store's advertising, particular care should be taken to dissipate the popular idea that goods will be cheaper nearer Christmas. It is quite likely that it will be advantageous to mark down certain lines to a lower figure, but the buying public should not be allowed to expect this, if the much-desired early shopping is to be done.

The preparation of the stores advertising during the Christmas season will entail considerable work. Lists are always helpful, and when cuts are not available, a well balanced typographical effect may be secured by arrangement of panels. Special offerings could be featured in such a way as to give better effect to generalized lists. The ad. must be brimful of suggestion.

A unique plan and one which is quite feasible in any printing office is that worked out in the section of the Wanamaker ad. shown in this connection. It will be noted that there are different lists, each with a distinctive index, with donor designated at the top, and the recipient at the side. It can easily be imagined how the children and, in fact, every member of the household, would pore over such a list. No cuts are required, Nor is it necessary for the merchant to run a large ad. in adopting this plan. It can be used in series in order to have the proper display in space available, each list with its heading being used on successive days, according to frequency with which the merchant finds it possible to change his ad. Extra copies of the list might be printed and distributed to customers. The great majority of people find it somewhat of a problem each year to know "just what to give." The list and prices serve the purpose.

The Hardman Hat Manufacturing Co., will open a factory in Vancouver, B.C. The head of the prospective enterprise is H. S. Hardman, formerly with the Lundstrom Hat Co., San Francisco.

FOLLOW THIS LEAD

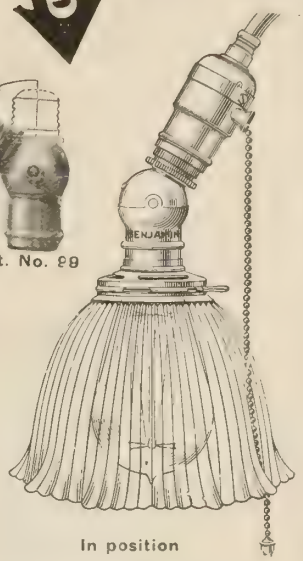
No More Trouble with Tungsten Lamps if you use the BENJAMIN TUNGSTEN ADAPTER

No New Fixtures are Necessary

- You can adjust your lamps at any angle.
- You can use it on any fixture, with any standard shade holder.
- ¶ Anybody can attach it ready for service in a minute's time—it just screws into the socket.



Cat. No. 99



In position

For sale by all Electrical Dealers, or sent postpaid on receipt of price, 45 cents

Benjamin Electric Mfg. Co.
64 York Street
TORONTO

COIFFURA "TIDY-WEAR"
PATENTED REGISTERED
FRINGE NETS

THE ONLY PERFECT-FITTING REAL HUMAN HAIR NETS

NOTE THE TIGHT HAIR

Are made in all Human Hair Shades to tone with the hair of the wearer, the Net being quite invisible whilst keeping the Coiffure in place without flattening.

5 Sizes R 20 Medium R 22 Large R 23 Extra Large R 24 Allover R 26 Superfine

ROSENWALD BROS. Sole Manufacturers & Patentees
LONDON, PARIS, VIENNA
Makers also of every kind of Hair Nets, Hair Frames, Hair Rolls, etc.
Sole Agents for Canada: DIECKERHOFF, RAFFLOER & Co., Ltd
Cor. Simcoe & Wellington Sts., Toronto, and 525 St. Paul St. Montreal.

Plain Cards Made Attractive by Use of Illustrations

Artistic Effect of Picture and Lettering Must be Well Balanced —Should Have an Expressive Value—Specimen Cards and Hints to Beginners by Practical Men who Know the Business Thoroughly.

WHILE most card writers can execute a clever lettering design, there are few who will trust themselves to the execution of sketches sufficiently high-class to use in their display cards. They must have recourse, therefore, to magazine or poster illustrations. These undoubtedly may be so used as to convert an otherwise painfully plain card into one that is immediately attractive. Care should be taken in the selection of the illustrations to secure those which, while suggesting life and action are not so diverting as to spoil the desired effect.

The Expressive Value.

The wording of the card may be such as to make actual use of the facial expression or the action portrayed. This may be done by putting appropriate words into the mouth of the figure in the form of a quotation, or by using as a catch line the phrase which describes the action, making it applicable to the idea to be conveyed. The picture shown and the lettering should balance in artistic merit, and the good taste of the writer will tell him what particular form of lettering is best adapted to the illustration. Elaborate ornamentation or anything tending to an overdone effect in lettering would certainly appear to be out of place where a neatness is desired.

Special care should be taken in applying the illustration, as it is easy to blotch or blue any part of the card, and cleanliness is one of the important essentials.

Hard Practice Necessary.

In describing several of his cards shown here, Roy N. Theobald, with J. N. Halliday, dry goods merchant, Merlin, Ont., gives a number of hints which beginners may find helpful.

"Hard practice and careful planning is necessary," he states. "In first attempts I was much discouraged, as I could never satisfy myself that my cards were sufficiently catchy. About two years ago I equipped myself with a No. 4 shading pen and a bottle of letterine and gradually turned out a fairly good card. I prefer the soennechen pen for fine price tickets, and use red sable round and ox-hair flat brushes for filling in large letters. I make all of my own ink except white, which I buy ready mixed.



Cards by A. A. Arnold, of Jos. Stark & Sons, Vancouver, B.C. The two central cards are on brown mottled board with branches of holly leaves entwining the letters. Size of word, 14 in. by 24 in. The card on the left is on grey board, the panel being in a bronze yellow, shaded with air-brush. Long green rushes, capped by red flowers, extend from top to bottom of card on panel side, drooping over at top. Size of card, 11 in. by 20 in. The "spring" card is on white board, the oval shaded with air-brush and entwined with small floral sprays.

To make colored paint, cut your chosen color with wood alcohol, use mucilage for a body to the thickness of a thick syrup. If the paint cracks a few drops of glycerine will overcome this trouble.

The specimens shown are some air brush effects in clothing and millinery cards, 14x22 inches. Magazine illustrations are used to good advantage, tinted with air-brush in blue, lettering in black. The millinery card has a black mask fastened on with neat brass clip.

Descriptive Details.

The details of the cards shown are as follows:—

Tinted Cushion Covers—Drawing to imitate an ar-

tist's palette, mahlsticks and brushes. Palette done in gold shade to pink, with black brushes and mahlsticks. Lettering done in black, size of card 14x22 inches.

Dress Goods—Blue shading, black book-edged with gold, lettering in black.

Easter Greetings—Easter emblems in natural colors, the lily and rabbits are quite natural. Lettering was done in gold; black card, size 11x14 inches.

Umbrella Card—Size 11x11 inches, black card, with white lettering.



Cards by Roy N. Theobold with J. N. Halliday, Merlin, Ont., showing use of poster illustrations.

These cards have all been used in the window displays from time to time.

The photo of the group from which the accompanying cut was made was taken by Mr. Theobald.

Success Through Personality.

In the shadow of every large store several smaller ones are building and prospering in the face of threatened failure, states System. The large store has its limitless variety of stock; world-wide organization for buying; its ability to get the lowest possible price out of manufacturers; its highly organized advertising department. The small store has none of these, yet it grows and finally becomes a big store itself.

An Englishman moved to America and started a haberdashery in a good sized western town. His store was scarcely larger than a kitchen; in fact, it was actually only sixteen feet wide and twenty-four feet from the front of the show window to the rear wall. The interior was as compactly arranged as a camping outfit. Across the street a large clothing house devoted more space to collars than the Englishman had in his entire storeroom.

He Tried Advertising.

The first few weeks the Englishman spent most of his time at the front door watching customers go into the rival establishment. He pondered considerably over American business methods and decided that advertising was the road to success. He spent more money than he could afford buying space in an afternoon paper, and then spent a quarter of an hour looking for the advertisement. It was buried under a half page telling of his rival's bargains. Obviously that road was not open to him.

Among the things he had brought over from England with him was a curious old horn book, a printed sheet protected by transparent horn and mounted on a handle, a relic of the day when printed books were rarer far than shillings. He showed it to a chance customer.

"Why don't you put it in your window?" the customer suggested.

He took the advice, and curious people stopped at all hours of the day to look at it and conjecture its possible use. That gave the haberdasher his advertising idea. He hunted up more antiques and managed to change his window exhibit every week. People soon formed the habit of looking into the show window as they passed, knowing they would always find there something of interest. Later on the Englishman noticed the popularity of cartoons and began using them in his show window. Some he clipped, some unpublished ones he bought from local cartoonists. The drawings in India ink on drawing board made a much better appearance than the newspaper reproductions and they attracted a new class to the show window.

Window Displays Did It.

These show window displays gave the haberdasher the start he needed. They made his store talked of and well known. In his closely packed shelves he carried a dependable quality of goods and the customers grew in number.

Successful newspaper advertising is not always impossible for the small retailer, even if his announcements are overshadowed by those of his large competitors. Some advertisers who use only one column four or five inch spaces have been able to make these spaces stand out on the pages as if they were printed in red. Individuality in type display is the easiest way of doing it for not every one can write good advertisements which are distinctive. For a few dollars the merchant can buy a few fonts of type, which are entirely unlike anything else in town. This will give his advertisements an individuality of their own so distinct that readers of the paper would recognize them even if the firm name were omitted.

It is personality, individuality, which makes the success of the small store. To the customer the big stores are all alike. Much as the managers may strive to give them an individuality of a machine, apparent only to those who understand the mechanism. To the casual customer each one is an organization of salesmen aod bundle carriers and counters and shelves of goods. Through this intricate mechanism the policy of the store is occasionally manifested, but the machinery at best is not very human.

In the little store the man across the counter is the boss. You deal, not with an organization, but with a man, and if this personality is of the right sort it brings customers back.

The James M. Purvis Co., Toronto, have been incorporated to manufacture and deal in cotton, felt, cotton batting, surgeon's cotton, jute, tuffts, mattresses and mattress supplies, the provisional directors being J. M. Purvis, Etta J. Purvis, and Henry Devitt.

No merchant can expect satisfactory results from an ad. which exaggerates. The customer who is disappointed will do some good advertising for the other fellow, the one who is agreeably surprised by finding articles a little better than represented will not only be a ready purchaser, but she will tell others and in that way bring more business and unconsciously make herself a live advertising medium.

To all Merchants who are Dissatisfied with their Cash and Package Carrier System

There is a drygoodsman doing business in an Ontario town in whose store there used to be an old-fashioned cash and package carrying system. It wasn't a very satisfactory affair—it was a relic of the days when store carrying systems were in the experimental stage. One day a salesman appeared, and started to talk to this drygoodsman about the Gipe System of Cash and Package Carriers, but couldn't get a hearing.

"Nix," said merchant. "This blankety-blank system that you see strung all over my store has done more, through its blamed inefficiency, to increase the size of my bald spot than all my other worries put together. Don't talk to me about Cash and Package Carriers—I'm experienced! I paid money for it and so I've tried to get my money out of it; but the blessed thing can't be relied on two days at a time."

"Right, brother, right!" chimed in the salesman. "Looks to me as if the system you're using was in vogue when Noah built his ark. But, I want to show you something up-to-date, that can be relied on to work right every minute of every day. Moreover, you don't need to separate yourself from one solitary cent until I've proved it to your utmost satisfaction. Let me put in a Gipe System on these terms. I will put the system of Gipe Carriers in your store for so much. You use this system ten days before you pay a cent. If at the end of ten days you find the Gipe System does not give you better and quicker service than any other wire Carrier, Pneumatic Tubes, Cable Carriers or Cash Registers, we will remove it at our expense." "That's a fair offer," said the merchant, "Let her go."

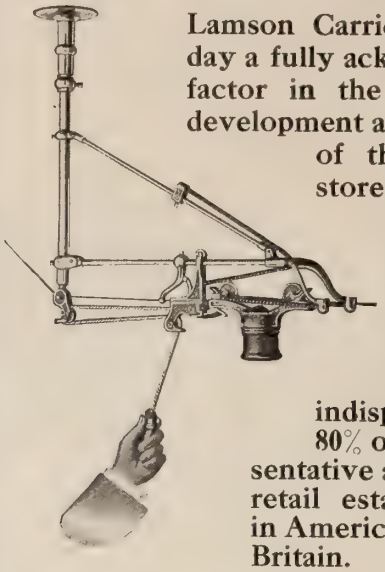
When the ten days' trial had been completed the drygoods merchant was an enthusiastic advocate of the Gipe System, and he feels that way yet, although the incident is over two years old.

The same guarantee and free trial offer is open to you, Mr. Dissatisfied Merchant. Before you do another thing sit down and write us for Gipe Catalog "D.G." It will prove an inspiration.

The Gipe Carrier Co.

99 Ontario Street, Toronto

LAMSON



Lamson Carriers are today a fully acknowledged factor in the successful development and conduct of the modern store, and in one or another of their many forms are found absolutely indispensable in 80% of the representative and leading retail establishments in America and Great Britain.

Systems Leased or Sold
Send for Bulletin M.

LAMSON CONSOLIDATED STORE SERVICE COMPANY
126 Wellington St. W., Toronto, Ont.

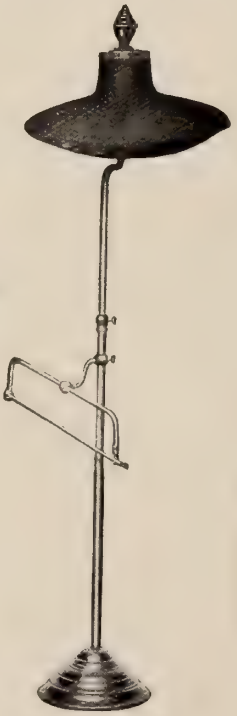
MADE IN CANADA

SERVICE

FOR THE COMING FUR SEASON



Latest Models in Collarette and Muff Stands



Write for our Fur Specialty Circular.

No. 87E No. 87G

J. R. PALMENBERG'S SONS
Established 1852

Factory, 89-91 W. 3rd St. 710 Broadway, New York

ART OF DISPLAY

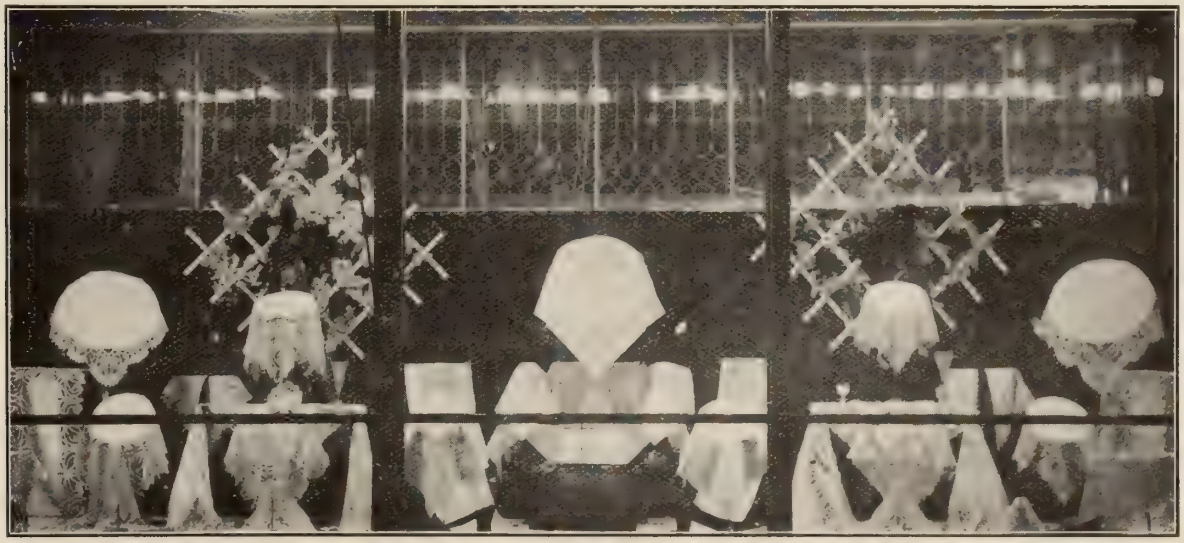
Decorative Suggestions for January White Goods Sale

Window and Interior Trim Will Have Much to do With the Success of the Sale—Floral Decorations Will Give Handsome Effect to the Store—White Goods Sale Frequently Merged into Clearance Event.

WHITE sales in January have a firm hold and in the greater number of stores as the month advances the sale is frequently merged into a general January clearance sale. This sale of white goods has been found good policy, as it fills a gap, and draws customers to the store at a time when trade is slow. Before the white goods sale was instituted this period was regarded as the deadest part of the year. White cotton underwear, lawns, muslins, linens, laces, embroideries and household goods—in short, anything that is white comes under the heading for white sales, though of course it is in the whitewear department that the sale centres. All these goods are in use the year round, and fashion changes only affect the major portion of these stocks slowly. Therefore when it is made worth while women can both safely and profitably purchase such goods at the January sales. Thus the white goods sale serves as an inducement to women to visit the store, and the up-to-date storekeeper always profits by these visits, for once in the store women will shop around. Under modern conditions—even the fact that times are fairly prosperous, and that people have money—once get them into the store and business will result.

As early January trade is what may be termed made trade—that is trade chiefly resulting from store attractions and special inducements—there is always plenty of work for the store trimmer and his department.

Though good windows are necessary, particularly to induce early buying, the Christmas shoppers, once inside the store, will buy anyway and therefore special store decorations are not really necessary at this season as people are intent only on buying. Many stores, of course, use with good effect elaborate decorative schemes at this season, but it may be taken that there is some special end to be served when this is the rule.



Display of Christmas linens for Richard Hall & Son, Peterboro, by H. C. Macdonald, now with the W. A. Murray Co., Toronto. The background was of green plush curtain hung over a brass rod. The lattice was made from one-inch lumber, painted white; the foliage used was cedar dipped in alabastine and then sprinkled with diamond dust. In the centre of each lattice work was hung a red tissue paper bell, and from each bell were long streamers of red ribbon. The floor was of green velvet; four pieces of cut-glass were used. The goods were displayed on tea stands, pedestals and glass shelves.

Interior Decoration.

Just the reverse holds good for the January sale and not only should the window trims be striking, but there should be some characteristic scheme of interior decoration that the people will talk about and flock in to see.

Luckily this need not be expensive to get up, for there is nothing that better expresses the purpose of the sale than white cotton, and white cotton should be the chief decorative material used. White goods and the midwinter sale, are the points the decorations have to impress upon the buying public.

If the merchant have a light well in the store it is there the decorative scheme may be centralized. White



Suggestion for trimming light-well for January sale. White cotton, spruce branches and bark are used, powdered over with batting and diamond dust.

cotton should be draped along the front of the balconies, but something more elaborate is needed for the corners.

A good idea, used by one trimmer, was to make a platform across the corners of the well, of rough boards, covering the under side, seen from below, with fan pleatings of white cotton. He nailed irregular pieces of bark on the front edge. Spruce trees were obtained and some cedar branches and were arranged on over branches and bark, and used to spatter over the paper and batting, and the whole was treated to a liberal coating of diamond dust.

For pillar decoration, flags of white cotton mounted



Aisle pillar trimmed with white cotton flags for January White Sale.

on staffs, painted white or gilded, are good, or calico cut out and painted to represent icicles can be used and more cedar boughs.

If the store management will stand for the expense



Whitewear window, by T. W. Byam, with the Ritchie Co., Belleville.

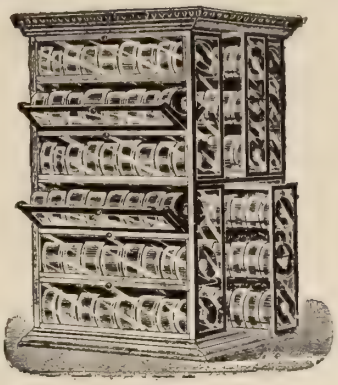
the platform, and lightly bedded in with white paper and cotton batting. Batting was caught in the branches to simulate heavy snow, and to make the appearance more realistic a brush dipped in glue or varnish drawn there are any number of handsome floral decorations that will give an exceedingly handsome appearance to the store. Chief among these, from the novelty standpoint, comes the new poinsettia effects. Poinsettia

Profitable Display Demands Practical Fixtures



No. 2—Practical Ribbon Cabinet

Practical Ribbon Cabinets Made in Eight Sizes



No. 3 -Practical Ribbon Cabinet

Holding From 50 to 700 Bolts of Ribbon

PRACTICAL RIBBON CABINETS

PRICE LIST

Cabin No.		Capacity Bolts	
0	27¼x 6½x26½	50	$ 6 00
1	28¼x11 x26	100	10 00
2	28¼x14 x38	150	13 50
3	28¼x18¼x38	250	18 50
4	28¼x23¼x38	325	23 00
5	28¼x27¼x38	400	26 00
6	28¼x32½x38	475	30 00
8	28¼x42¼x43½	700	42 00

MADE OF OAK



PRACTICAL HOSIERY RACKS. Two sizes, holding 72 and 100 pairs Hose.

Practical Hosiery Racks

Made of steel, nickel plated. ¶ Slip the stocking in the spring pair by pair. Place the spring in the frame at the top of the rack. ¶ A quick jerk disengages the pair desired without interfering with the others. When handled and inspected they hang tight and fast, keeping their position and shape. There can be no disorder in the stock when this rack is used.

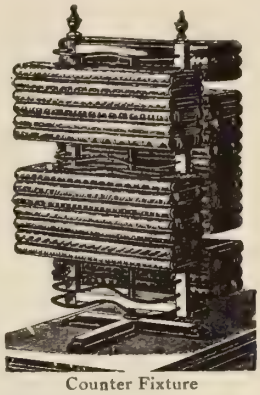
No. 1—34 inches high, 16 inches wide. Has four springs. Capacity 72 pairs hose, $5.75.

No. 2—34 inches high, 17 inches wide. Has eight springs. Capacity 120 pairs hose, $6.75.

Practical Piece Goods Fixtures

The proper display of ginghams, prints, and piece goods in general requires a Practical Counter or Floor Fixture. Either holds forty pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in., 20 in. counter space. Price, $6 50.
Practical Floor Fixture, height 5 feet. Price, $7.50.



Counter Fixture

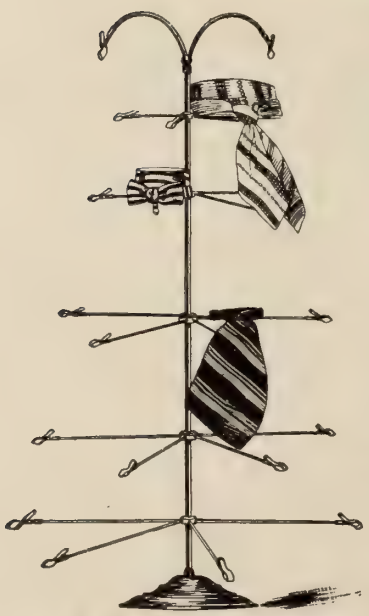
FOR SALE BY THE WHOLESALE DRY GOODS AND NOTION HOUSES. SEND FOR CATALOGUE.

A. N. RUSSELL & SONS CO., Manufacturers, ILION, N.Y.

AN ATTRACTIVE

GENTS' FURNISHING AND MILLINERY

DISPLAY



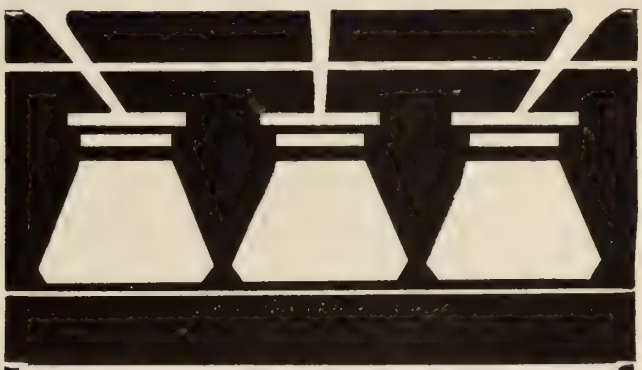
No. 32 DISPLAY STAND

of Gloves, Ties, Handkerchiefs, Veilings, Flowers or Ribbons

can be made by using this most useful stand.

Write for complete Catalogue D. Our display stands and fixtures will prove real money-makers for you.

Toronto Brass Mfg. Co.
17-21 Temperance St.,
TORONTO - - ONT.



Show-Card Writing

The Modern Money-making Profession

We teach this very profitable art right at your HOME in your spare hours under CANADA'S FOREMOST AND ONLY RECOGNIZED SHOW-CARD WRITER AND TEACHER

Experts Earn $15 to $50 per Week

MANY A CLERK has DOUBLED HIS SALARY BY LEARNING TO WRITE SHOW-CARDS.

CARD-WRITERS are very SCARCE. Just the other day we were asked to fill three vacancies.

Write to-day for our interesting literature and OUR SPECIAL CHRISTMAS OFFER.

THE SHAW CORRESPONDENCE SCHOOL

391 to 397 YONGE ST. : : : TORONTO

wreaths, vines, and sprays can be had in the natural, brilliant red and green, or with both flowers and foliage white. White smilax and white poinsettias form one of the most delicate and graceful decorative effects ever produced. Large frosted oak sprays in tan or plain white, or with tinted edges can be had and these are equally attractive for store or window effects.

If white foliage is used, electric lights with colored bulbs should be mingled with the foliage masses. Sets of tiny lights in varied colors are on the market and, considering the effect produced, the price is not high. A store decorated with white floral effects and colored lights would present a glimpse into fairyland that people would come miles to see.

Should the colored lights not be available, paper shades for the electric lights in the store would furnish the required note of color. These shades are made up of the flower, petals of the tulip, rose, fleur de lis, chrysanthemum, etc., in almost any color or shade desired, and for a small extra charge they can be fire-proofed.

Display of Matting.

Messrs. A. E. Rea & Co., (Montreal), Limited, recently had an unusually attractive display of cocoa mattings, which do not lend themselves any too well to decorative effects. In the centre of the window, stairs, consisting of three or four steps, were arranged, covered with the matting, and on the stairs, a wax figure of a small boy in Winter costume, was placed. Cocoa door mats and rolls of the matting were attractively displayed in the window,



Doll, handkerchief and ribbon window by Warren Andrews, for the Anderson Co., St. Thomas. In the centre of this trim ribbons radiate from a huge bell in centre of the trim. Several of the dolls are arranged on swings, and the regularity of the rows of handkerchiefs is broken by a panel consisting of Christmas florals on a dark ground.

Handkerchief Background.

A good idea for a background which may be utilized during the holiday time very effectively, is the use of handkerchiefs. These goods are always big sellers for the holiday season, and by using them as a background, a big display may be made without interfering with the display of fancy goods, or other dress accessories, which may be shown to advantage in conjunction with the handkerchiefs.

A colored background of felt or some other material to which the handkerchiefs could be fastened, should be used. A border, wide enough to permit a handkerchief to be opened out to full size should be outlined with cord, or in some such way. The handkerchiefs, which should be pretty in design, for the border, should then be opened out flat and fastened to the border between the square and diametrically with the border. Below the border, the background, or a portion of it, could be covered with handkerchiefs caught up by the centre and pinned to the felt in diametrical rows, close enough together to show only a small amount of the colored background.

Red is very suitable for a background of this nature during the holiday season. To further accentuate the Christmas idea, the border might be outlined with holly trails, instead of cord.

✣

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✣

Novel Idea in Shop Fronts.

An enterprising draper in one of the London suburbs has just initiated an innovation which illustrates the practical benefits of originality in ideas. This trader's shop frontage is only eighteen feet, yet by a most ingenious manipulation of display methods he is able to command over 100 feet of glass for exhibition purposes. It embodies a combination of an extended entrance hall and arcade. The obvious disadvantages of the "island" type of frontage are absent from the new design, which combines the utmost freedom for inspection with the maximum of display space. There is an entrance hall 46 feet in depth, 11 feet in the widest part, and 7 feet at the narrowest, flanked on either side by show-case win-

Money Saved on Running Expenses is Clear Profit

The fact most familiar to the average merchant is that *running expenses*—rent, light, heat, etc.—usually take the *cream off his profits*. Consequently, we are certain of your interested attention when we tell you that



Luxfer Prisms

will effect an immediate and permanent reduction in the cost of your artificial lighting. No magic; simply the practical application of a *prismatic principle* that is as old as the sun itself to your window and door lights, resulting in *giving you more daylight* for a *longer time each day*. And while greatly reducing your lighting ex-expenses, Luxfer Prisms indirectly *add* to your profit by making your store into a brighter, more *efficient* place of business.

Ask *Any* Architect!

Luxfer Prism Company, Limited

TORONTO and MONTREAL



SECTION OF MODERN STORE EQUIPPED WITH OUR SYSTEM

We Have Purchased

THE ENTIRE ASSETS OF

Weir Wardrobe Co. of Canada

LIMITED

and are selling off at REDUCED PRICES their stock of store wardrobes

Sectional Wardrobes—each complete in itself.

Fitting Rooms, Stairways or Dummy Fronts, all of uniform style and size.

Capacity—

High Boys—with 30-in. frontage—50 suits.

Low Boys—25 Suits and 25 pairs odd Trousers.

Hardwood Slides.

Centre Section	- -	**$30.00**
End Section	- -	**$33.75**

Prices of Fitting Rooms, Dummy Fronts and Stairways REDUCED IN PROPORTION.

CUT PRICES being offered on SHOWCASES and SILENT SALESMEN.

Write for illustrated circular

Shaw Woodworkers

MOUNT FOREST - ONTARIO

dows set obliquely, culminating in a fine 15-ft. window at the end of the arcade.

Elaborate Christmas Decorations.

The interior Christmas decorations of the A. E. Rea (Montreal) Ltd. store, are particularly attractive, and while adding to the appearance of the store, very little space which would be valuable for display or in any other way, is utilized for decorative purposes. Red and green are the only colors used. Shelves and tables are covered with red crepe paper, and any goods which need to be displayed over a color, are shown over red.

On the ground floor the pillars are decorated at a reasonable height with greenery and poinsettia blossoms, and at opposite points on each pillar brackets are fastened from which electric lights are suspended within art lantern shades. Below this greenery, wreaths of green, with the brilliant red poinsettias, are hung. On the ledges, jardinieres filled with ferns and poinsettias are placed. Cash desks are arranged with greenery in bower effect.

In all departments, such as dress goods, silks, ribbons, fancy goods, hosiery, etc., red and green goods are displayed. In the centre of the neckwear department a pillar is arranged to give the idea of a Christmas tree.

The second floor is decorated with festoons of greenery, suspended from the ceilings and pillars, and handsome baskets of ferns and poinsettias are also suspended from the ceiling. The same idea is carried out in the decorations of the third floor, tinsel and paper festoons being used instead of the green foliage.

Three or four decorative stands are used on the second floor formed of graduated tiers of ferns, with tiny electric lights.

The whole effect is very pleasing, the color scheme, which includes nothing but red and green, with the exception of the tinsel festoons, being much more attractive than the mass of colors, which are so often utilized for Christmas decorations, and which give a store somewhat the appearance of a fancy bazaar.

An Effective Window.

One of the Montreal shoe stores, the windows of which attract a great deal of attention, is the Boston Shoe Store, on St. Catherine Street. The method of lighting the window has a great deal to do with this. The sides, back and ceiling of the window are entirely of bevelled plate mirrors, the ceiling being arranged in squares about 10x10 inches. In alternate squares of the ceiling, single electric lights are placed, being arranged in diagonal rows. Lights also frame the window. This lights up all the goods so that those at the back are seen as readily as at the front.

While a great deal is displayed in the window, the arrangement is such that it is attractive, and the fact that price tickets are attached, in plain, readable figures, gives the window a great selling value. Display stands are used and shoes are suspended from the ceiling at regular intervals, by means of tape or ribbon.

Probably one of the best ways—if not the best way—to reduce the cost of doing business, lies in the ability, either as a buyer or salesman, to turn the stock oftener. The article of merchandise that stays on the shelf for nine months of the year keeps that amount of money tied up for just nine months, and upon this article taxes and insurance have to be paid, and at the same time it depreciates in value; while the article that is sold after being on the shelf two weeks is unquestionably a cost reducer, as the money invested is turned and is returned a number of times each year.

The secret of keeping down the cost is not necessarily in reducing the expense, which is always a large factor in conducting a business, but in the turning of the stock, and in this lies the secret of a profitable department.

The article which cost $5 and speedily sold for $6.50 and is bought and re-sold six or seven times in the year, is manifoldly a greater profit producer if the merchant makes a sale at a greater percentage of profit and only once during the year.



Fancy goods display by H. H. Garon, formerly with Paquet, Quebec. Background of sateen in wave p'eating style, with bows of ribbon at each corner. The frame was art nouveau and the scenery a real Xmas one—the three kings in the desert and the two angels each side with their palms. White felt covers the floor. Goods were displayed on pedestals and tables of mahogany. This window was a good seller.

The profit in any business lies not always in the percentage at which the merchant marks and sells his goods, but in the number of times he may turn the stock during the year.

DISPLAY YOUR SKIRTS

and Petticoats to the best advantage on the

BUCKINGHAM

Sunflower Skirt Rack



It is the only practical and efficient method of displaying them.

It keeps the goods in first-class condition and retains the original folds, thus avoiding pressing expenses.

It has no dark sides and gives YOU more light. Price, F. O. B. Guelph, $16.50

Send for One

Use it

We will take it back if it fails to satisfy

Buckingham-Rae Co.

177-179 Adams Street,
CHICAGO
Illinois

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - - $3,570,000
Income for 1906, over 3,609,000

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W. R. BROCK, Vice President
W. B. MEIKLE, General Manager

C. C. FOSTER, Secretary

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

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How to Figure Profit on Complete Stock Turnover

The Importance of a Right Percentage Basis — Error in Figure Gain on Cost Instead of Selling Price—Net Profit to the Dealer—Examples Which Prove the Process — A Table Descriptive of Proportions.

By Howard R. Wellington.

A MERCHANT is obliged to do business under a very heavy expense, say 25 per cent., and decides that for the present he cannot add more than 25 per cent. to the net cost of his goods. He is under the impression he will come out all right and can increase his margin from time to time. He is under the impression that he will neither make nor lose on this basis, but will break even. He does not stay in business very long, and the reason why will be found in the following illustration: Supposing the cost of his goods to be $100, he will add 25 per cent. for profit, making his selling price $125. But his expenses are 25 per cent., and as these must always be figured upon selling price, he realizes that from the $125 must be taken $31.25 (or 25 per cent.). The net proceeds of sale are, therefore, $93.75, a loss of $6.25, or 5 per cent. of his sale price.

Again, supposing his cost of doing business is only 10 per cent., and that he advances cost of goods 25 per cent. for profit. It will work out this way: Cost, $100; add 25 per cent. for profit, gives $125 selling price; less 10 per cent. of selling price for expenses, $112.50 net proceeds; $12.50, net profit, or 10 per cent of selling price.

Another example, to make the process of calculation still clearer: Cost of doing business, 10 per cent.; advance on cost for profit, 50 per cent; selling price, $150; $15, or 10 per cent. for expenses; net proceeds, $135, less cost, $100, makes profit $35. Sel'ing price divided decimally into profit gives 23½ percentage profit.

The accompanying table may be of value to merchants. The top row of figures represents the cost of doing business, while at the right side is percentage to be added for profits. The horizontal columns show profit percentage on selling price as figured from top and side figures. Take the first example. Say that the cost of doing business is 10 per cent., and that 25 per cent. is added for profit. Selling price $125, less 10 per cent., or $12.50, for cost of doing business, gives $112.50 net proceeds. The selling price divided decimally into the net profit gives percentage of profit, which in this case is 10 per cent.

Goods advanced 25 per cent., and selling at an expense of 25 per cent., show a loss of 5 per cent.

If an article costs $100,and is sold for $150, the cost of doing business being 25 per cent., the result is not a profit of 25 per cent., but of 8½ per cent.

The process is this: Subtract cost from selling price, the difference, of course, being profit. Divide the latter decimally by the selling price and the result will be the true profit. In other words, ascertain what proportion of sale was or would be profit—never try to arrive at percentage of profit by adding to cost a percentage of that cost equal to the amount of profit desired, or, by adding 50 cents to a dollar, assuming that the profit will be 50 per cent., The profit must be reckoned on the selling price.

To effect a given profit on the sales, the percentage to be added to cost is as follows;

—Cost of doing business —

ADD FOR PROFIT.	10%	11%	12%	13%	14%	15%	16%	17%	18%	19%	20%	21%	22%	23%	24%	25%
25%	10	9	8	7	6	5	4	3	2	1	00	Loss 1	Loss 2	Loss 3	Loss 4	Loss 5
33 1/3%	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	00
40%	18 3/5	17 3/5	16 3/5	15 3/5	14 3/5	13 3/5	12 3/5	11 3/5	10 3/5	9 3/5	8 3/5	7 3/5	6 3/5	5 3/5	4 3/5	3 3/5
50%	23 1/3	22 1/3	21 1/3	20 1/3	19 1/3	18 1/3	17 1/3	16 1/3	15 1/3	14 1/3	13 1/3	12 1/3	11 1/3	10 1/3	9 1/3	8 1/3
60%	27 1/2	26 1/2	25 1/2	24 1/2	23 1/2	22 1/2	21 1/2	20 1/2	19 1/2	18 1/2	17 1/2	16 1/2	15 1/2	14 1/2	13 1/2	12 1/2
75%	32 6/7	31 6/7	30 6/7	29 6/7	28 6/7	27 6/7	26 6/7	25 6/7	24 6/7	23 6/7	22 6/7	21 6/7	20 6/7	19 6/7	18 6/7	17 6/7
100%	40	39	38	37	36	35	34	33	32	31	30	29	28	27	26	25

A table that will be found of service in figuring cost of doing business and profits. The top line of figures represents percentage to be added for expense in selling, while the vertical column on the left is the amount to be added for profit. The horizontal columns represent the net profit resulting from practical application of these figures. For further explanation see article.

5 p.c. added to cost is 4½ p.c. profit on selling price.
10 p.c. added to cost is 9 p.c. profit on selling price.
20 p.c. added to cost is 16 2-3 p.c. profit on selling-price.
33 1-3 p.c. added to cost is 25 p.c. profit on selling price.

It is our purpose to deal with this matter of percentage exhaustively in the next two or perhaps three issues of The Review, and any criticisms of the plans suggested will be welcomed.

G. M. Mills and R. C. Bell, of the A. E. Rea Co., Montreal and Ottawa, will represent their house as resident buyers in London, Eng., and Paris, respectively.

The Marr Millinery Co., St. John, N.B., have purchased the large brick building in that city now occupied by F. W. Danil & Co., dry goods and millinery. The Marr Millinery Co. now have two stores in St. John in addition to the original store in Moncton.

Gave Up Butterick Patterns

Tried Another Make

CAME BACK

Howland Dry Goods Co.	Bridgeport, Conn.
H. H. Sturtevant Co.	Zanesville, Ohio
Anderson Brothers	Portsmouth, Ohio
Kaufman & Haines	Nortonville, Kan.
H. H. Story	Merrimac, Mass.
Wright-Dalton-Bell Co.	Poplar Bluff, Mo.
Landis & Easton	Oxford, N.C.
W. E. Jenkinson Co.	Manning, S.C.
W. U. Sickles	Toulon, Ill.
Playfair, Preston Co.	Midland, Ont., Can.
F. M. Sisson	Unadilla, N.Y.
G. W. Richards & Co.	Houlton, Maine.

Here are a few merchants, whose names we are permitted to mention, who gave up Butterick Patterns to try another make, and who came back to Butterick.

Others have come whose names we are obligated not to give, and still others are coming, though contract obligations continually get in the way of business inclinations.

We admire these men. They are big enough to try a thing they believe in, and they are big enough to admit a mistake. It takes a good man to do the first. It takes a better man to do the second.

Who is the next Big Man?

The Butterick Publishing Company

33 Richmond St. W., Toronto, Ont., Canada

BOOT & SHOE DEPARTMENT

Tendency in Favor of Fewer but Better Styles

Smart Footwear for Spring — Dull Black Leathers in Good Demand — Tans and Browns in Shoes and Fabrics — Black Buckskin or Suede Tops in Dressy Styles for Men — Midwinter Sales.

EVERY effort is being made to turn out smart styles in ladies' footwear. The fact that such short skirts will be worn, furnishes obvious reasons for the desire for smart footwear. Handsome hosiery matching costumes will also be a feature.

This condition of affairs should strengthen the position of pumps and fancy slippers, as well as attractive



Attractive window shown by Geo. G. Gales and Co., Montreal, showing rubber footwear in the different processes of manufacture. Trimmed by A. A. Daoust, window trimmer for Geo. G. Gales & Co.

boots. The introduction of the ankle strap makes the pump much more satisfactory as a shoe for general wear. The strap prevents the foot sliding forward in the shoe and crowding the toes uncomfortably, as well as tending to stretch the shoe out of shape.

Following the popularity of tan and brown leather footwear there seems to be increasing interest in tans in fabrics.

High-class black shoes often show perforations over white underlay. The effect is rather striking. Black suedes are in good demand, in low-cut shoes particularly. Colors are in some demand, but not to any marked extent. All dull black leathers are prominent.

Men's Footwear.

Naturally, men's styles do not show the same variety as ladies' shoes. There is a growing interest in the broad toes, something on the lines worn a few years ago.

Tans for Summer wear, 1910, will be even more popular, as all orders call for a good proportion of tans. There is a strong inclination to take the darker shades of tans, though these are not really brown.

Some of the new styles of men's dressy boots have black buckskin or suede tops. Dark grey tops are also favored.

Black satin pumps for evening wear are selling to a moderate extent. They are favored because they are not so brilliant as the patent leather, nor so dull as dull calf, forming a pleasant go-between.

Fewer but Better Styles.

There is said to be a tendency on the part of all branches of the shoe trade to manufacture or to stock fewer and better styles of footwear. This is a good feature, lessening the liability of being loaded up with a stock of goods which will not sell, except at a sacrifice. A multiplicity of styles means more money tied up, with the absolute certainty that more stock must be cleared out without making a profit. It is a good plan to avoid goods that are freakish. A few pairs of this variety might sell during the season, but the turnover would not be sufficient to warrant including many pairs in the stock.

High Prices of Rubbers.

The increase in the cost of raw rubber already amounts to from 150 to 200 per cent., and, according to the manufacturers of rubber goods, the public, so far, has only been paying a very small increase on manufactured goods. It seems likely, however, that very soon prices must go up in a way which will astonish buyers of rubber goods who are not aware of conditions in the rubber market, though as yet retailers are selling rubber footwear practically at old prices.

This heavy increase is due to a scarcity of rubber. This scarcity is attributed to the general increase in the rubber business, particularly in the manufacture of rub-

ber tires for automobiles. It is also due to shallow water and no rains in the Amazon region, the chief source of supply. It is thought that heavy rains would have the effect of bringing down prices.

Canadian manufacturers are going ahead to fill orders for rubber footwear, though they state they are not getting prices which are commensurate with the enormous increase in the cost of the crude material.

The Buyer's Responsibility.

Discussing the question, "How often should I turn my stock?" an observer in boot and shoe matters states :

"Dealers claim that they have to buy to get a certain price. This is not necessary, but is rather more the fault of the buyer than any other reason. A good buyer will buy whatever quantity he likes at a fair price or at a price which will enable him to retail the goods and realize a living profit. Other dealers claim that they have to carry a large stock in order to satisfy their customers, but this is not the truth of the matter. There is no "have to" about it, but it is an error into which they have allowed themselves to fall, through a poorly organized selling force. The trouble is with the selling end of your business and not with the public demand.

"Take a merchant, for example, who claims that his business for the past five years has netted him on an average of 10 per cent. each year. Estimate that his sales have been $50,000 each year and then ask him to show you a bank account for $25,000, which is the amount of money the business would earn under those conditions. He will tell you that it is all gone into increased stock, but this very fact cancels his own argument. There are indeed a few cases of record where a merchant turns his stock twice each year and shows a profit, but these cases are very rare and upon investigation, it will be found that the proprietor has figured his services are no value and that if a man credit himself with a salary of $1,500 or $2,000 a year, which a modest investment of $10,000 should warrant, his net profit will be entirely wiped out and his business will hardly be said to have become self-sustaining.

"Take a half-dozen retail shoe dealers who claim that they are making anywhere from 10 to 20 per cent. on their investment, and look up their rating in Bradstreet's or Dun's. We will assume that the majority of them have been in business over five years and you will find the majority of them are not rated more than $3,000. Where then, has all this percentage of profits gone to? If it were there, the credit bureaus would most assuredly give them the established line of credit which they presume they have. Take a longer list than half-dozen and take the best and most careful dealers of your city and you will find that nowhere do the facts prove the statements. We have stated the difficulties in the case in our first paragraph. "Too many dealers buy more goods than they really need and at the end of the year, instead of being able to figure a cash profit, their books will show an increase in the stock ledger."

Mid-winter Shoe Sale Methods.

There are few stores that are able to conduct their shoe department on the ideal basis of a sale of regular goods at regular prices, and at regular profits. Clearance sales are regarded as an accepted necessity, in mid-Winter, particularly, and generally in the Summer. The clearance sale is supposed to be what its name implies, the time for closing out odds and ends, the cleaning up of stock before the goods of the next season have arrived.

A common form of clearance sale is the old-fashioned method of a stated discount off any shoe in the department. Important stores still use this method, giving 10, 20 or 25 per cent. reduction. Unless this sale is particularly well conducted, it is certain not to accomplish the desired result of clearing up odds and ends. The clerks must be instructed to push certain lines, and not show others. This breeds trouble. Flat reductions of this nature usually indicate that entire stock is too heavy and that the turn-over is not as active as it should be.

If the clearance sale is absolutely essential, the most feasible plan is to use bargain tables, placing odd sizes and broken lines at various prices upon them. Ladies' shoes from $2 to $4 are sometimes cleared at $1.69. Men's shoes from $3.50 to $5 are sold at $2.48. This plan may be varied according to the merchant's needs. The idea is to clean up all odd lines that will not be renewed, and to get rid of lines that Fashion is forsaking. The great trouble with a sale of this nature is the fear of permanently displeasing a customer. Even if a pair of shoes is secured at a bargain, if they don't fit well, the store is sure to suffer. See that shoes fit properly. Some stores vary this particular sale by introducing job lot shoes, that are really not worth any more than the price asked for them. This is always disastrous in its results. Keep away from junk lots, unless you desire to sell nothing else.

THE BEST VALUE IN CANADIAN SHOES
are those made by
AMES-HOLDEN Limited
Canada's Largest Shoe Manufacturers TWO FACTORIES
HIGHEST GRADE OF FINE SHOES AND SOLID LEATHER STAPLES
Complete Stocks for Immediate Shipments at
Montreal, P.Q. Toronto, Ont. St. John, N.B. Winnipeg, Man. Calgary, Alta.
Edmonton, Alta. Vancouver, B.C.

ESTABLISHED 1852



QUALITY *QUALITY*

MOOSE HEAD BRAND

THE STANDARD OF EXCELLENCE IN

FURS

represents no cheaply made furs but

FURS OF QUALITY

To the merchant priding himself upon carrying

HIGH GRADE FURS

the Moose Head Brand is especially commendable. You need the line to qualify your stock. Your customer needs them for perfect satisfaction.

HIGH GRADE for HIGH TRADE

Something to sort up your stock for Christmas trade. We carry a full line.

L. GNAEDINGER, SON & CO. - - 90-92-94 St. Peter Street MONTREAL

CANADIAN FUR TRADE NEWS

Manufacturers Receiving Late Orders for Special Goods

Fine Weather Delayed Retail Season — Importance of Effective Advertising in Pushing Furs for Christmas — Black a Popular Color — New Effects in Scarfs — Cape-like Stoles — Long Astrachan Coats.

OWING to the fact that cold weather was so late in setting in, fur selling at retail was late in opening up actively. However, in spite of this, the early sales were encouraging, and it is expected that the total business will be very satisfactory, though later than usual. In some parts of the country, where cold weather set in earlier than in other parts, early business was splendid. Improved financial conditions favor a good retail season. The sorting trade is particularly good. Wholesalers are sending out their salesmen with furs to be sold from the trunks, and are finding a ready demand. Manufacturers are receiving late orders for special goods which require to be manufactured.



An attractive fur window display by E. A. Ste. Marie, Montreal.

✣

Furs for Christmas.

As Christmas gifts furs occupy a place all their own. A good proportion of retail newspaper advertising space, advertising furs as Christmas gifts, is advisable. In connection with retail fur advertising, there is a noticeable improvement this season. Wise retailers are talking quality, and giving fuller descriptions of furs advertised. Further, there is a tendency to use sensible introductory matter telling about the vogue of furs and the suitability of certain furs for certain purposes. This condition is highly commendable and worthy of more followers. Retailers cannot do better than be guided by large department store newspaper advertising of reputable firms.

✣

Popular Furs.

Black furs, owing to the popularity of black in millinery and costumes, are very popular for the present season. Black lynx and fox are big sellers. Mink is always in active request, and its numerous imitators are called for. Ermine is favored to a certain extent.

Muskrat is one of the most extensively used furs for coats and linings. At the present time it is high in price and according to all indications will go still higher. A few ladies' auto coats of raccoon are sold, chiefly in country sections.

The New Scarfs.

A recent showing of stylish furs included long fur scarfs, which were rather out of the ordinary. These were simply a long straight piece of fur, about nine inches in width, lined with brocaded satin. Where the scarf fits about the neck, a fold was made in the fur for a short distance, making the scarf narrower.

The new stoles are wider about the shoulders, being almost cape-like. This seems to be an indication of the return of the fur cape. Many of the new stoles are trimmed with silk fringe tassels instead of tails.

There has been a good demand for the small Pirrot ruffs, while there is the usual call for the throw-over stoles.

Long Jackets Selling Well.

Long fur jackets are big sellers, and are rapidly taking the place of fur-lined coats for city trade. Muskrat coats are big sellers, and though this is only an ordinary fur, it commands a high price. Manufacturers treat this fur in such a way that it makes very handsome coats. Aside from muskrat, the imitations of mink, marmot, pony, electric seal, Baltic seal, etc., are also used for the long coats.

Considerable interest is being taken in the question of astrachan jackets. It is thought that owing to the high price of other furs the long coat of astrachan may win a place for itself, as it is sightly and not too expensive. In former years the astrachan jacket was a big feature, particularly for country trade, but owing to the fact that the pelt was very tender, it gradually lost its popularity. In later years improved methods of manufacturing and dyeing have enabled manufacturers to turn out astrachan jackets which possess good wearing qualities. It is quite likely that the flatter varieties of astrachan will prove more popular than those which are much curled. Owing to the weight of the long coats, it is necessary to use the better qualities, in order to turn out coats which are durable.

The Barrel Muff.

The fact that the elaborately trimmed muff has been brought out in the very cheap furs, has led the fashionable trade to look for something different. As a result manufacturers are showing the barrel muff. This is somewhat on the lines of the old fashioned barrel muff. The new muff, however, is a vast improvement upon the old style. The old muff was small, and rather hard, but the new muff is long, roomy and soft. It is perfectly round, and the openings are finished with shirrings and ruchings of silk or satin.

This does not mean that the immense, elaborately trimmed muff has dropped suddenly from fashionable fancy. It is very popular, and the muffs for carriage wear are, if anything, larger and more elaborate than ever. A profusion of heads and tails are used for trimming. Some of the new muffs are finished with fringe tassels, to correspond with the fur neckwear trimmed in this manner.

Fur Association.

The necessity for a Fur Association has been frequently commented upon in The Review. In view of fur conditions at wholesale and retail this season, there is every inducement to manufacturers to form an Association. There is a growing feeling on the part of manufacturers that such a step is a necessity. An association would tend to do away with consignment evils, excessive discounts and long terms. The fact that it has worked out successfully in the case of dry goods, hardware, and glove lines is a decided help in forming an association. It is confidently expected that the association will be formed and in working order by the time the new selling season begins.

Fake Bargain Sales.

One of the vexed and serious problems in the fur trade, the evils of which The Review has consistently pointed out, both from the manufacturer's as well as the retailer's viewpoint, is the consignment of furs. The evil varies in intensity according to the method of consignment, and united action on the part of manufacturers is the only way to stop it.

Evidently this has developed to a more marked extent in the United States, and the Fur Trade Review, New York, sounds the following note of warning. Conditions in Canada are fortunately not so bad, but the lesson is worth heeding.

"Again we feel that it is incumbent upon us to protest vigorously against the "sale" of manufactured furs on memorandum to concerns whose only ambition is to get rich quick and get out of the trade, leaving a trail of disgusted customers whose unpleasant experiences create in their minds an antipathy to every one connected with the fur business.

"It seems that one of the leading dailies, in particular, is the medium through which these fur fakirs approach the public. Their methods vary, but are similar in that the firms advertise themselves to be what they are not and their goods to be what they are not. In every instance the misrepresentations in their advertisements are so bald, so direct, that were they to be made orally or in writing, or indeed in any way other than in an advertisement, they would be actionable in any case in which they resulted in a sale of goods.

"Is the fur trade so miserably unconcerned about its position among the honorable trades of the country that it cares nothing for such despicably dishonest practices? Are the manufacturers so blind to all that is decent that, for the sake of a few paltry dollars, they will support, indeed foster, this trade evil that is a public curse and a menace to every reputable retail concern in the trade?

" 'The oldest and largest fur corporation in the world.' 'You may have read of this institution in history.' 'If a furrier wants Hudson Bay seal—which are caught by our own trappers—he has to buy the skins from us.' 'From trapper to wearer and save 50 per cent.' 'Fifty-four-inch 'Russian Broadtail Pony,' $45.'

"It may be all very well to say 'there should be a law against fraudulent advertising'; but we venture to repeat what has often been said, namely, that legislation cannot create honesty. The cure for this evil lies with the manufacturers. We have seen a manufacturer treating one of these crooked retailers as if he were the Mayor of New York and the manufacturer an office-hunter. The sight was unpleasant. It gave one a feeling of utter disgust to see a wholesale manufacturer truck-

The Compass of the Fur World

as seen
by all the prominent merchants of to-day
points to

Beaver Brand Guaranteed Furs

N
OVELTY

W — E
ORKMANSHIP — XCLUSIVENESS



S
UPERIORITY

"THE BRAND WITH THE MEANING"

We have an exceptionally well-assorted stock of Ladies' Fancy Furs and Long Coats, as well as a heavy line of Men's Staples for Christmas Trade.

WIRE OR PHONE US YOUR RUSH ORDERS

"We Ship the Day we Receive"

The Redmond Company, Limited

Long Distance, Main 5290 — 187-191 Inspector St., MONTREAL

Do you receive our weekly circulars?

ling to the miserable offscouring of humanity, just because, forsooth, he was a successful crook. That same manufacturer has customers who would scorn the very touch of such a creature.

"The major part of the fur manufacturers in this city are honorable and respectable. If it were not so the trade here would go to the dogs. It is time this better element that is represented in just as large a proportion among the small manufacturers as among the large, among the poor as among the rich, should show its power for good and make some effort to stamp out the opening crooked practices that are entirely due to the abuse of the memo. system. The trade will benefit immeasurably by such a crusade against commercial vice.

Elegant Fur Creations.

Staff Correspondence.

New York, Nov. 26.—Furs are more elaborate than for many seasons. The finest skins are mixed with chiffons and satins or with other pelts, until it is a wonder that their own richness is not lost in the hodge-podge of fabrics.

Beauty of line, suppleness of material and variety of cut are the prevailing notes of the latest fur models, and although it cannot be said that any particular fur is dominant, sealskins, ermine, bison and the brown, short-haired furs are all being utilized.

The new poulain, or Russian foal, is one of the real novelties. Their skin is now being made so supple as to be treated and handled exactly as fine cloth would be. The combination of different kinds of fur in the same wrap is noticed in many of the shops. Sealskin coats with skunk collars and cuffs ; seal with chinchilla, etc., are among the popular combinations.

Everything in furs is soft and light of weight. Muffs continue large, but not unreasonably so. The sumptuous effects gained by placing rich fur as trimming on the latest creations of the American dressmakers is undeniable. Bands of fox, lynx or skunk on otherwise severe costumes give just the necessary softening effect.

Some of the furriers have lately discovered a method whereby they have been able to render skunk practically odorless. The fact that skunk is exceptionally durable is a point in its favor, while the great depth of the fur adds both to its warmth and to its becoming effects. Scarfs in this fur are long and very wide, and made in the fashionable styles as the Empire scarfs, with pleated chiffon or gauze stripes.

The popularity of Australian Opossum was never so great as it is this season. This fur is not an uncommon skin, but little thought of until this year. Handsome sets are being worn of it, as well as costumes and wraps being extensively trimmed with it. It is a fur that closely resembles chinchilla, only it is not as pretty.

WANTED

by two Western Travellers for January, 1910, first-class lines of Gloves and Mitts, Furs, Hats and Caps, for Manitoba, Saskatchewan and Alberta on commission basis. Know lines thoroughly and have good trade connections.

Box 75, Dry Goods Review, Winnipeg

Furs for the Holidays



¶ Every day counts from now until Christmas. You needn't lose Fur sales, considering the modern means of communication and the advantages of our stock at the other end. Use our catalogue and price lists.

¶ Our stock of Ladies' Fur-lined Coats is particularly representative.

¶ Wishing you a record holiday trade.

Musk Ox Brand
Everything in High-Grade Ladies' and Men's Furs.

TRADE MARK
REGISTERED

Boulter, Waugh & Co., Limited

Established 41 Years

Fur Manufacturers and Hat Importers

491-493-495 St. Paul St., 57 St. Peter St., Montreal



To the Dry Goods Trades!

THE next WEARING APPAREL SHOW at Madison Square Garden, New York, January 19 to 26, will be the *biggest* and most *brilliant* Commercial Exposition ever held in the world. It will *far* outstrip the Show of last August in beauty and *sales-multiplying* opportunity for exhibitors and buyers alike. ¶ It rests with Manufacturers, Jobbers, Importers and Selling Agents of Dry Goods to *display* and *demonstrate* their productions—to draw the buyer compellingly—to have exhibits truly representative of the *Dry Goods Trades* and their amazing advances. *Reserve your space!*

For *Advertising Space* in the de luxe Catalogue and Official Directory of the SHOW apply to Sherman & Bryan, Inc., 79 Fifth Avenue, New York. Phone 4444 Stuyvesant.

To Buyers—Arrange *now* to be at the SHOW and be sure to be there. It will teem with Spring style-hints and Spring selling-suggestions, that you can turn into money. "The House of a Thousand Lines" will be a veritable *fashion-course* and *idea-mine* to the quick-witted buyer.

INTERNATIONAL SHOW CO.

FLATIRON BUILDING
NEW YORK

For *Floor Space* in the SHOW and complete information, including diagrams, apply to Harry A. Cochrane, President and Manager, Room 1303, Flatiron Building, New York. Phone 3984 Gramercy.

To Improve Your January Business

Run a Special Smallwares Sale

In January of this year we drew the attention of many of our friends to the importance of holding a

Special Sale of Smallwares

along the lines of other special sales which are put on by most retailers in the early part of each year.

We are glad to say that our suggestion drew a ready response from our customers all over Canada, and

The Special Sale Proved a Success

with all those who tried it.

We have prepared full particulars regarding this sale. Complete list of the merchandise, fully described, giving cost and your selling price.

We also furnish you suggested advertisements for use in your newspapers. These "ads." have proven to be "pullers."

Don't delay. Send for full information.

Greenshields Limited

Montreal

Fancy Goods, Notions and Trimmings

Department Should be Made an Attractive Centre for Christmas Season—Appropriate Cards a Good Line — Featuring Other Lines of Smallwares — Valentines — Demand for Larger Shopping Bags.

THIS is the season when trade in the bag department should be very active. There is a pronounced demand for large bags with deep frames which afford a wide opening. Small bags are not in demand, except in metal. The large bags are fitted up with mirror, change purse, card case, etc. Fine walrus, natural seal grain and velvet calf are leaders in leathers. Many of the bags show decided severity of shape, and are neat and plain rather than ornate. Velvet calf in many cases is ornamented with soutache embroidery or embossing.

The envelope-shaped strap purse is the favorite style, as it seems to present more desirable features than any other kind.

✣

Hair Ornaments.

The introduction of the turban style of hairdressing will have some effect on the sale of hair ornaments, if it is taken up universally, as this style does not admit of much in the way of ornaments. A barette and a bandeau are all that can be worn, with the exception of the large pins which are necessary to hold the braid or coil in place. Of course the turban style is very severe and cannot be worn by everyone, but it may have the effect of bringing other simple styles of hair dressing into favor. The turban style will help in the sale of switches, etc. A switch is an absolute necessity for the majority. The strenuous treatment which the hair has had to undergo, in order to keep up with the styles has served to reduce the average woman's hair to such a state that it would be impossible to produce the turban effect without the aid of additional hair.

Pads are provided for the turban style, and wavy hair attached to a comb is used to cover the wearers own hair at the back or a pad, around which the switch is pinned.

Curls and puffs are still selling in large quantities. Hair is steadily going up in price owing to the immense demand for it.

Bandeaux, to be worn at the front of the coiffure, are growing in popularity. Some of the newest are of two or three strands of pearls, sometimes mixed with colored stones.

There is a slight falling off in ribbon ornaments, but ribbon flowers in white, sky and pink are still selling actively. There is a big demand for barettes.

✣

Hat Pins.

There seems to be no limit to the size of the present day hat pins. These are so large and striking they really serve as part of the trimming of the hat. The use of cabochons in millinery has made the hat pin with the large flat top very popular. Different shapes are favored. Large flat, square or round tops of shell or amber, in some cases set with brilliants, are fashionable, while jet is still very strong. Art tops of metal with different imitation stones are also favored. Entire tops of brilliants are in good demand. Hat pins are good sellers for Christmas gifts, and should be pushed with that idea in view.

✣

Valentines.

An enormous business is done in valentines each year, and every year there seems to be an improvement in the class of goods sold. A few years ago, valentines were not in such high favor as they are at the present time. They seem to run so much to the coarse, comic variety, usually the reverse of complimentary to the recipient, that refined people did not like to be considered guilty of sending a valentine. However, this condition has changed, and the valentine is gradually at-



Mary Garden Barette — Shown by J. Palmer & Son, Ltd., Montreal.

LIDDELL'S LINENS
procure patronage!

As an attraction to the best class of buyers—those with dollars to spend on "quality goods"—no articles you handle are so effective as GOOD LINENS!

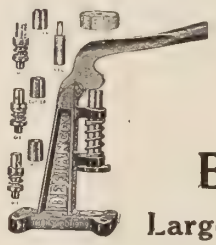
Wm. Liddell & Co. have been awarded 7 Gold Medals at International Exhibitions for their linens! Stock

LIDDELL'S LINENS

They pull trade.

Let me hear from you—I can point the way to big profit in your Linen Department if you will handle Liddell's.

R. H. COSBIE
30 Wellington St. West - Toronto



Every Dry Goods Store
should have a
Defiance Button Machine
Large Profits Covering Buttons
with your customers' own material.
PRICE, including any three of the following sizes, 16, 20, 24, 30, 36 or 18.
$7.50
SEND FOR CATALOGUE
DEFIANCE BUTTON MACHINE CO.
53 EAST 8th St., NEW YORK

WANTED

Manufacturers' lines for the Wholesale Dry Goods or Millinery Trade in Maritime Provinces ON COMMISSION. SPECIALTIES PREFERRED. Ten years' connection with this trade.

Address, E. B. NIXON,
Manufacturers' Agent
P.O. Box 268, St. John, N.B.

Bankers, Union Bank of Halifax
St. John, N B.

Best of References Furnished

tained a place in popular favor, on a level with the Christmas card.

Much less of the comic is seen, and when it is called for, it is usually the refined comic, generally coupled with an element of sentiment that is wanted.

The great demand, however, is for the purely sentimental. In comics, the figures with movable eyes or limbs are good sellers. Folding cards which when opened disclose a pretty design and verse are popular sellers. The trade in valentine postals is enormous and grows each year. The sending of appropriate postals on special occasions has become a habit, and at Christmas, New Year's, Thanksgiving and other holidays, the mails are flooded with these special cards. St. Valentine's day is not behind the rest in that respect.

The popular prices range from one cent up to 75 cents. Above that amount a few are sold, but the expensive ones do not figure largely.

It might surprise the general public to know that the expensive valentines are not bought by the upper classes who buy other expensive things. A lumberman, perhaps, who wishes to give his sweetheart in the country something which is particularly striking, will pay an unreasonable price for a gaudy creation of lace, satin and celluloid. He does this because he does not have the same opportunity for spending money for her entertainment that the man in the city would have. The upper classes would pay five, ten, or twenty-five cents for a neat little valentine, as the idea would be simply to convey a wish to the recipient.

The valentine display should be either in connection with the stationery department or in some conspicuous part of the store. A good of displaying them is by means of a booth, tastefully decorated in crepe paper, or other material. Valentines may be suspended from clips or to wires or strong cord running around the booth in clothesline style. This method serves two purposes, display and decoration. It is not a good plan to pile them on counters in large quantities, as so much handling detracts from their selling qualities. Better smaller displays, and frequent replenishing from stock, in order that goods may present a fresh appearance.

Began Business in a Tent.

Isaac Taylor, of Taylor & Drury, general merchants, White Horse, Yukon terrirory, visited Montreal recently on business, preparatory to spending a winter's holiday at his old home in Yorkshire, England. Mr. Taylor has been in business in White Horse for over ten years, and from a beginning in a small tent has built up a trade that utilizes a large store in White Horse, and several branches in the surrounding territory. He states that the mail order question, particularly in dry goods, is a serious problem for them. They endeavor to counteract this influence by keeping good stocks, and using aggressive methods of display and advertising.

The cash basis is not absolutely adhered to, as thirty day credit is often given. Clerks receive salaries of from $150 to $175 a month, but living is very expensive, and amusements limited.

Their store is departmentized and purchases and sales of different lines kept separately. White Horse has only a population of about 250, but the transient trade and outfitting of camps make possible a large turnover.

Victoria Button Co., Montreal, has been incorporated with $20,000 capital to manufacture buttons, the incorporators being T. C. Haynes, J. B. Gayer, J. F. Gayer, Jos. Haynes and W. Haynes.

"You Can't Improve on the Buster Brown Stocking"

The largest item in the outlay for hosiery in every family is for the boy. Read between the lines and be prepared. If you have not already handled this popular brand of boys' hosiery we solicit a trial order.

Look for this Registered Trade Mark which appears on every pair of genuine Buster Brown Stockings.

The BUSTER BROWN STOCKING



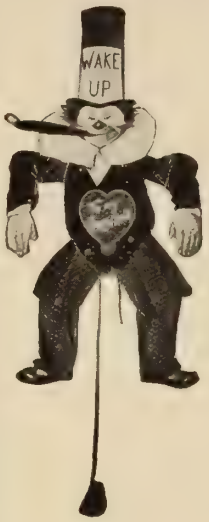
Sold by all Wholesale Houses

The Chipman-Holton Knitting Co.
Limited

Hamilton - Ontario

E. H. WALSH & CO., *Sole Selling Agents*, Toronto and Montreal

Tuck's Valentines for 1910



The Most Complete and Comprehensive Line in the Market

Original in Conception **Perfect in Execution**
Quaint Effects **Unique Designs**
Dainty Love Missives **Humorous Conceits**





Heart Shapes
In All Sizes

Comical Climbers
Seven Designs
New and Startling

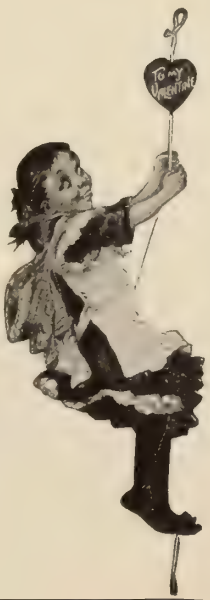
High-Class Comics

Dainty Novelties

Unique Mechanicals

Valentine Post Cards
in bewildering variety from original designs of well-known artists.

Write for our Handsomely Illustrated Booklet.



The best interests of the trade will be served by withholding their Valentine orders until they have had the opportunity of inspecting the line offered by



Raphael Tuck & Sons Company LIMITED

9-17 ST. ANTOINE ST., MONTREAL

London Paris Berlin New York

Please mention The Review to Advertisers and Their Travelers

Peerless Hair Rolls

REGISTERED

Every roll guaranteed made from pure material

CLEAN, LIGHT and COMFORTABLE

Made in all sizes 12, 14, 16, 18, 20, 22, 24 in.
Come sorted shades to dozen.

Attractive packing display show card in each box.

Order from your Wholesale House.

If your wholesale house does not carry Peerless Rolls we will furnish you with list of houses that do.

Geo. H. Evans & Son MANUFACTURERS 117-118 Board of Trade Building **Montreal, Can.**



Facsimile of our Envelope.
Price List Post Free on Application.

M. CRISCUOLO & CO.

MANUFACTURERS OF

"THE PERFECTION" Human Hair Net

The Best on the Market *Always Reliable*

Special quotations to shippers and large buyers.
Prompt attention given to Colonial Orders.
Acknowledged the cheapest House for Value.

PLEASE NOTE. WE ARE MANUFACTURERS NOT MIDDLEMEN

19 Cross St., Hatton Garden, E.C., London, England



Toilet Cases

Fancy Leather Goods

We make an extensive line suitable for dealers in Fancy Goods, Stationery, Haberdashery, etc.

Send for Illustrated Catalogue

TRADE R MARK **C. F. Rumpp & Sons** *Established 1850*

PHILADELPHIA, PA., U.S.A.

New York Salesrooms : : : : : 683-685 Broadway



Auto Luncheon Outfit

THE

Wm. Anderson Zephyr

has the largest sale of any imported cotton fabric on the Continent of North America; it is in demand all the year round.

TO BE SURE OF YOUR SUPPLY YOU SHOULD

THE WORLD'S BEST FOR VALUE AT THE PRICE

Place Your Advance and Import Orders When

THE WORLD'S BEST FOR STYLE AND WEAR

the leading Canadian Wholesale Dry Goods houses show you the goods—the finest range ever offered.

For your "Ready to Wear" departments, buy only garments made of

Wm. Anderson Zephyr

if you would establish these departments on a solid basis.

Wm. Anderson & Co., Ltd.

PACIFIC MILLS

GLASGOW, - SCOTLAND

Serpentine Crepe

THE New Patterns for this season of this superb crinkly Cotton Fabric are commanding the attention of the best retailers everywhere.

Ask your jobber to show you the full line.

If you do not find satisfactory assortment of patterns or shades, write us.

PACIFIC MILLS, 70 Kilby St., BOSTON

SUESINE SILK

READY TO SERVE YOU

GREENSHIELDS LIMITED
VICTORIA SQUARE MONTREAL

SUESINE DISTRIBUTORS FOR THE DOMINION OF CANADA

Write to-day for samples and full information. Be ready to meet the big demand for Suesine Silk---the widest advertised, best known and most popular silk of its kind. It is a strong seller and is in great favor. It MAKES good because it IS good.

GREENSHIELDS LTD., VICTORIA SQ., MONTREAL



Diagonals in Strong Position for Spring Selling

Merchants Buying Plain Cloths—Black and White Checks and Crepe Weaves—Big Color Season Expected—Shantungs and Pongees Leading in Silks—Fancy Ginghams Well Taken.

NOVELTY COLORS, 1910

Amethyst Shades	Mustard	Pruelle	Cherry
Rose Shades	Gold	Gobelin	Bright Red
Lavender Grey	Copper	Bright Blue	

GREYS

Silver	Steel	Lead

GREENS

Reseda	Lichen	Olive	Artichoke

BLUES

Grey Blues	Purple Blues	Navy

ONLY a fair amount of orders have been placed so far for Spring, 1910. Many buyers are waiting to see what the European markets have to show, before placing the bulk of their orders. So far buyers have inclined to plain cloths with diagonals in the lead. Those firms that have bought diagonals as a late Fall fabric have done exceedingly well with them, and this has given them confidence in this class of fabric for Spring selling.

Though the rougher finishes have sold, it is the soft, smooth-finished goods that have been most freely taken. The vogue of diagonals is bringing twills in favor, and some buyers expect to do a nice business with soft serges, henriettas, etc. Though broadcloths are not usually regarded as a Spring fabric, most buyers have placed orders for a selection of colors in this cloth—of course, in light weights. Wool batistes and wool taffetas are also selling.

In high-class fabrics, the tendency towards fancies is manifested by a feeling for melanges and mixtures, and most buyers look for a further development along this line in the coming season, also towards an increasing vogue for the rougher finishes.

The French manufacturers have made an extensive showing of crepe weaves, and these have been given a fair representation by the majority of buyers.

In the cheaper cloths, stripes have figured to a fair extent.

More fancies are being taken in black than in colors. Black crepes are well thought of, and these are shown with silk stripes. The novelty in blacks are the jacquard weaves, and cloths of this kind will constitute the novelty end in the black dress goods department. Black voiles are staple, but the predicted movement in favor of voiles generally has yet to come on this market.

Silks.

So far as the Canadian market is concerned shantungs and pongees in semi-rough weaves will lead. This class of silks has been selling well, in spite of the fact that there is no novelty attached to shantungs and pongees, they will be the leading sellers in the silk section in the coming Summer. This class of silk has proved its usefulness for Summer wear and has become a standard fabric with the trade.

Soft satins are still used for foundation purposes, and for the many uses to which taffetas used to be put, messaline is now the favored weave.

Mention should be made of the silk and cotton fabrics in imitations, both of the raw silk and of the cord weaves. Many of these silks are shown for the Spring with neat jacquard figures, and as there is some tendency in this direction, they should achieve some success.

Printed silks, headed by foulards, have been very fashionable in Paris, during the past Summer, and it is expected that they will sell in America in the coming Spring and Summer. Patterns seen so far indicate favor for neat conventional designs, rather than floral patterns.

Cotton Fabrics.

With the opening of the Spring season so near, and the upward tendency manifested, there is an active demand for cotton fabrics. Buyers are hastening to round off their stocks of cotton fabrics in view of the present curtailment movement, which is now so wide-spread. This curtailment is due to the feeling that though there is some grounds for the advance of raw cotton, the present values are altogether too high. The feeling is that they are due to manipulation, and speculation, rather than to the prospect of an absolute shortage. Therefore, the buyer who is in close touch with the situation, while making every provision for his wants during the coming season, is not buying one yard more than he will absolutely need.

Cotton suitings, with the mercerized linen finish, is a line all buyers have taken. These are selling in the same novelty shades as are being taken in linen dress fabrics.

Buyers in the larger centres are interested in the position of cotton crepes. Both plain and fancy cloths are shown. Cord stripes on a crepe ground are a new feature in this fabric.

Mannish Effects, Mixed Yarns and Broadcloths Favored

Tendency in New York Dress Goods Market for Spring Favors Fine Serges, Plain and Fancy Panamas, Mohairs, Batistes and Kindred Lightweight Weaves — No Likelihood of Extremely Fancy Season.

Staff Correspondence.

Office Dry Goods Review,
160 Broadway, New York, Nov. 26.

DESPITE the continued high price of worsted yarns and the growing interest in woolens, all worsted cloths have thus far received the most attention, with French serge leading.

The price, however, places the soft-finished, all-worsted cloths beyond the reach of manufacturers of cheap and medium-priced garments. The latter have consequently exploited the manipulated and hard-finished storm serges.

While plain fabrics have been selling best, there is a decided movement toward fancies. Diagonals play an important part in many of the spring collections and are shown in various sizes from the large bold patterns which characterize the Fall offering to the fine narrow twills. Some two-tone effects in the latter weave are very striking. Fabrics on which are being placed a proportional amount of orders, include hop-sacking, worsted canvas, warp cords, hairlines, pin checks, panama, granite and basket weaves.

The colors are soft and include many striking new tones in the novelty series. Those most in evidence comprise light mustard, artichoke, steel blue, saddle brown, reseda, tomato red, ashes-of-roses and the grey shades. In the darker tones, navy, dark brown, olive and black are having a successful run.

Serges, Cheviots, Mohairs.

Woolen suitings are following the lead of worsteds as regards design and general effect, the only difference being that in many cases threads of high colors are used in both the warp and filling to brighten the fabric.

Plain mohairs, mohair and wool and silk and wool fabrics are all shown extensively. They are selling for the present as well as promising well for Spring.

Fine French serges are perhaps just as strong as they ever were in the favor of the buyers, but cheviots and rougher serges, together with diagonals of various widths, are very much stronger now than they were early in the season, and it looks as though the rougher effects will be the novelties for Spring.

In the matter of materials, there are curiously conflicting tendencies. On one hand an increasing richness and body of texture, on the other hand a desire for the flimsiest and sheerest of stuffs. Velvets, velours, brocades, moires, failles are well to the fore on fashion's list, and while all these fabrics are much lighter than the old-time favorites they have more body than any of the modish stuffs of recent years.

The Spring Fabrics.

For Spring, fine serges and plain and fancy panamas, mohairs, batistes and kindred light weight weaves in piece-dyed worsted dress goods are the fabrics chosen for the bulk of the business. Voiles will hold their position as strong staples. Silk and wool voiles and marquisettes are good right now and also promise well for Spring. With these goods there will doubtless also be a revival of interest in wool and silk and wool crepe weaves.

There are any number of mannish mixtures visible among the assortments shown, consisting of grey mixtures, novelty pin checks and subdued mixed and hair-line stripes.

Many fabrics are introduced of a semi-plain variety made of mixed yarns and appearing in the form of beiges, batistes, serges, corded effects, etc., and this feature of the dress goods business forms the most notable change.

Broadcloths have been received with great favor on account of the extreme beauty of the fabrics and the richness of the colors.

Greys, Blues, Greens, Violet.

Blues are again for a leading position, with navy, peacock and gray-blue strong. Greens are in evidence in a wide variety of shades, including olive and reseda. Grays are especially good in silver and steel. Castor and fawn are prominent colors and rose will be taken although not quite as strongly as during this season. Violet, lavender, mauve, copper, yellow on the green order are all represented in the novelty colors. Black will retain its strong position. There is a new red that resembles a deep tomato red that is claiming some attention.

Twill homespuns, tricots and tropical cloths have been used as a basis on which have been built many attractive lines of patterns shown in suitings, diagonals, hairlines and narrow stripe and check effects being all represented.

While the trend of fashion is toward novelty cloths, there is no likelihood of an extremely fancy Spring season. Materials which coincide with the vogue for semi-fancy effects are neat black and white patterns and subdued stripes and diagonals in mixed grey and two-tone colors.

Silks for Next Spring.

Running a close race with messalines are silk cashmeres, and these are quite sure of a good season, because in weave and weight they are so well suited to present demands in dress. Many novel weaves are being presented in these goods, perhaps the most successful being the cashmere grounds with jacquard figures.

Messalines are receiving much attention in the silk centres. Bengalines, ottomans, and failles are to be used extensively for outer garments and for trimmings and millinery purposes. Also for costumes and separate waists. Moire silks have been very successful in all grades and with all classes of retailers for use in outer garments and millinery.

The call for pongees and shantungs have been insistent and these, along with various rough weaves of a similar order, will doubtless be good all through the season.

The brocades are asserting themselves more emphatically as the season advances, though so far they appear chiefly in very exclusive models. The rich brocades in white, black or color with gold or silver are being effectively used and are by no means so barbaric as they sound.

The three favorites for the Spring season are pongees, foulards and satin-faced goods. Silk and cotton weaves come next for their share of favor. There is a confidence in foulards which promises much for their popularity. Light of weight, clean in appearance, even washable, they appeal to the careful and economical shopper.

The colors favored for Spring are blues, greys, roses, mauves, greens and blacks.

Wash Goods for the New Season.

Staple and fancy ginghams are in heavy demand. Poplins in numerous silk and cotton fabrics and poplins in Jacquard effects, and with satin stripes are among the best sellers. Many rough effects on the shantung and pongee order and on the crepe and crepon style are proving successful. Fine swisses are also popular and lawns and organdies are selling well.

Plain linens of coarse or ramie weaves are good favorites. In solid colors there are also shown wide wale diagonals and hopsack weaves, which are excellent imitations of the woolen fabrics of that class. Piques have come along more slowly than was expected.

While the fabrics for plain dresses and suits generally lor 1910 are universally of the heavier weights, such as linen, nearlinen, rep, poplin, piqué, etc., there is a noticeable trend toward transparent effects and a mercerized finish for dressy wear. Printed effects are not yet strong as it is thought they will be when styles are definitely settled.

Chatham Store Expanding.

Chatham, Nov. 29.—A notable move in the direction of expansion is being made by Wm. Foreman & Co., of this city, as a result of which the firm has secured the entire first floor of the building in which the Foreman store is situated, including not only the floor immediately above their own store, but also that above the adjoining store. Beginning with March 1, 1910, this portion of the store premises will be the home of the firm's millinery department.

The business has been handicapped by the lack of room. Some months ago the ground floor was enlarged by the removal of an old stairway, which gave the store more selling space, and also a small show window at the entrance.

Under the new arrangement the millinery department will all be transferred from the ground floor to the first floor, thus giving much more space for display.

The entire rear of the store now used for a millinery department and millinery workroom will be remodeled and devoted to the display of linens, wash goods and domestics. The space from the front of the store to the grille, on the left hand side, at present occupied by the dress goods, linens and wash goods departments, will be devoted entirely to dress goods.

To facilitate rearrangement of the stock, a forced expansion sale is being conducted, which is proving very successful, the firm making liberal use of printers' ink. A noteworthy fact is that this is the third "sale" in the twenty years and more that this firm has been in existence.

R. A. Briscoe, Galt, is making an addition 90x60 feet to his store, "The Little Giant." The alterations will give him more than twice his present space.

Let our representatives show you the splendid new line of

Ladies' Suitings



These goods are equal in quality to the finest imported lines. Exceptionally choice range of beautiful colorings and patterns.

HARRIS & CO., LIMITED

Rockwood :: Ontario

Representatives

MONTREAL: Hector Prevost, 710 St. Hubert St.
HALIFAX: G. A. Woodill, Roy Building
LONDON: J. A. Irwin, 341 Princess Avenue
WINNIPEG: McRae & Walker, Ashdown Blk.

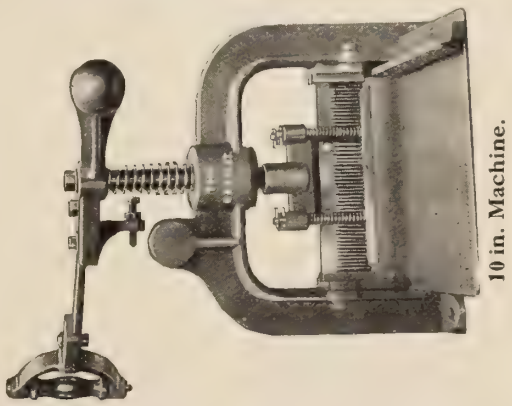
RAGGED OR FRAYED SAMPLES

Do not attract Customers, and will not occur when edges are gimped or notched with

'EASICUT' SAMPLE CUTTER

MADE BY J. T. HARDAKER, ENGINEER, BRADFORD, ENGLAND.

Can be used to cut Tweeds, Dress Goods, Linens, Cottons, Silks, Ribbons, and all fabrics, whether mounted on cards, in books, or loose swatches.



This is our smallest style, to cut up to 10 in. wide. We make all sizes, from 8 to 32 in., and carry stock at Montreal.

SOLE CANADIAN AGENTS

Walter Williams & Co.

525 St. Paul Street : : Montreal
33 Melinda Street : : Toronto

A.A. DUCK

A BIG STAPLE SELLER

Keep Your Stocks Well Assorted



A.A. DUCK is 25 and 26 inches wide, smooth weave and excellent value.

COLORS : Navy, cardinal, red, black, white, cadet, old rose, etc., etc.

PATTERNS : Stripes, spots and floral effects in the newest designs.

A.A. DUCK Gives You a Good Profit

A. A. DUCK is Ideal for Outing Purposes, Children's Wear, etc.

Your Wholesaler has the Stock

Ask for

A.A. DUCK

TEXTILE DOMINION CO LTD

TEXTILE DOMINION CO LTD

There's more profit in Canadian Printed Goods

Situation in Raw Cotton Market Almost Unparalleled

Manufacturers not Covered for Spring Orders Have to Make Purchases with Middling in Vicinity of Fifteen Cents—New Price Lists Issued Frequently—Early Orders Were Large—Will Cotton Soar to Twenty Cents?—Stocks of Staple Cottons Light---Situation in England.

PRESENT cotton prices and speculation regarding the future of the cotton market is the absorbing topic of conversation among mill men and wholesalers. Undoubtedly retailers have been quick to appreciate the exceptional conditions prevailing, as wholesalers state Spring orders are large. In some cases new records have been set by wholesalers. In this connection The Review reiterates its advice to avoid undue speculation, but by all means to anticipate reasonable Spring requirements.

With bewildering rapidity cotton mills have sent out new price lists, marking up quotations. The situation is unparalleled, and some wholesalers are congratulating themselves upon the size of their first orders. On the other hand Canadian cotton mills are in a difficult position and this applies to mills the world over. While the majority of mills have fair stocks of raw cotton, it is certain that they had not enough cotton to manufacture even a fair proportion of Spring orders. It is at this time of the year that they must make purchases and with middling cotton in the vicinity of 15 cents, their situation is precarious. Even their marked advance price lists are not based upon cotton at this price. Wholesalers are in much the same position. In some cases they must have accepted more orders at first prices they went out with than they are covered for with the mills. To protect themselves the majority of houses are sending out constantly new lists of prices to their salesmen. These advances are not quite so marked as the advances from the mills.

New Price Lists Issued.

As far as Canadian mills are concerned they have endeavored to avoid changing prices as much as possible. As pointed out, however, the situation became so serious that the majority of mills withdrew prices altogether. During November the price situation became even more complex. In some instances new price lists were sent out, while other mills refused to commit themselves, though they accepted small orders on a higher basis.

The middle of the month the Dominion Textile Co., Ltd., sent out another list for whites and greys, covering all kinds of cottons of that description. The advance on the coarse cottons was about 10 per cent., while some of the finer whites and sheetings were advanced only about 5 per cent. Mills making a similar class of goods have their prices practically on a par with this new list.

The Montreal Cotton Co. also sent out a new list, covering practically everything of their make. Advances except on the fine lines are about the same.

The Canadian Colored Cotton Mills Co., Ltd., manufacturers of colored woven goods, also sent out a new price list on Nov. 18th. This list showed further advances from 5 to 10 p.c. upon the list recently sent out. In common with other cotton mills they had withdrawn prices for about three weeks, but had accepted small orders upon advances approximately the same as their new price list.

The Dominion Textile Co., Ltd., also issued on November 18th a new price list for printed goods. Discounts were lessened to wholesalers and some patterns in the 10 cent prints were advanced to 10½ cents.

One favorable viewpoint of the new price lists is that the mills, if at all possible, intend to make them standard. This will give a certainty to business that means good trade.

Mills are cleaning up old stocks of grey and bleached staple lines, and wholesalers are welcoming the goods.

The same price conditions apply to all kinds of cottons, white and grey cottons, printed goods and woven goods of every description. The advances are more pronounced where raw material plays an important part.

Twenty Cent Cotton.

To further aggravate the situation, mills have received confidential reports which freely predict that in January raw cotton will be 17 cents, and 20 cents in the Spring. Throughout the greater part of November raw cotton maintained its high level. There never was a cotton corner previously that held up so long in view of supplies coming to the market constantly.

A careful analysis of present cotton prices leads to the conclusion that they are based on twelve cent. cotton, as far as prices to the retailer are concerned. Canadian mills buying cotton from hand to mouth today are paying at the rate of 15 cents for middling cotton. To lay this cotton down in Canada costs three-quarters of a cent a pound extra for freight and insurance. It may thus clearly be seen that mills and wholesalers have to mark up prices quite a bit further before the full advance is felt.

It is significant that the price for May futures of cotton is considerably over 15 cents.

Careful students of the present cotton situation are beginning to wonder how far the general public will stand cotton advances. As far as Canada is concerned the situation is not so serious, as the majority of consumers can afford to pay advances, even though they are decidedly unwelcome. Even then abnormal prices will restrict consumption of certain staple lines. However it must be considered that China, Japan, India and Russia are great cotton-consuming countries. Cotton is sold largely to the poorer classes there, and it is doubtful if they can stand marked advances.

The cotton mills recognize this, and for that reason English mills, both spinners and weavers, are restricting production. If raw cotton should reach the abnormal figure of 17 or even 20 cents it would simply mean chaos. Mills would be forced to close down and then the situation would adjust itself. Undoubtedly 1909 will be a long remembered year in cotton circles. The best authorities do not look for a let-up for another six months.

Stocks of staple cottons in wholesalers' hands are light, and there is decided trouble in securing sufficient quantities of flannelettes and wrapperettes. The Canadian mills have turned their attention to Spring lines, and have not stocks to offer of the above goods.

Quality counts

YOUR interests will be fully safeguarded when you are handling

"Old Bleach" LINENS

The pure, unchanging white, which is a feature of these Linens, is obtained by SUN BLEACHING, and in the growing and selection of the flax employed the utmost care is bestowed.

IRISH LINENS have a deservedly world-wide reputation for quality, and "Old Bleach" is THE BEST IRISH LINEN !

It will pay you to meet the demand of the "quality" buyers by stocking "Old Bleach."

R. H. COSBIE

Irish Linen Agency

TORONTO *ONTARIO*

The British Situation.

The Review has received the following communication from an authority on English cotton, who is in direct touch with that market :

"The cotton market is very high, and the organized short time has hastened the advance of the manufactured goods. Contracts are for the moment suspended and deliveries will soon be late and uncertain. Already it is quite a scramble for yarns, and when weavers get hold of a lot they work overtime. Girls in the spinning mills are working three days at the most and drawing half pay from their trade union funds for the days they are idle.

"A big sensation was made on the Exchange last month when Neill's report came out. It proved that the speculators still have much in their favor and spinners all the world over will be on short time until the end of the year. British wholesalers are advancing prices almost every week."

Estimate of the Cotton Crop.

The following report is regarded as the most authoritative to be obtained. It is a communication from an important group of English cotton mills :

"Neill Brothers, of London, have been very near the mark both with large crops and small ones, and as they have usually been credited with a slight leaning to the bear side of the argument, this recent report, which is extremely bullish, has made a considerable impression on the market. Messrs. Neill estimate the crop at from 10,600,000 to 11,000,000 bales, and if no more than this is realized it will be the smallest since the season 1903-4, when cotton rose to nearly ninepence a pound. Last season the crop was about 13,829,000 bales, and the normal yearly consumption is now generally placed at something like 13,000,000 bales. It is pretty clear, therefore, that even taking into account a large carry-over from last season there cannot, if Messrs. Neill are correct, be anything like full work for the world's cotton machinery.

"Most of the cotton-using countries have already reduced their consumption, and yet prices are extraordinarily high. It is significant, too, that advances in price have not always been made upon the receipt of news which seemed likely to cause an advance. The bullish news, indeed, come to confirm the advances, and it may fairly be contended that the speculators in New York have fulfilled their function in preparing the market and preventing the early squandering of a crop that will have to be spread rather thinly over a good many months."

✠

Cost of Harvesting Cotton Crop.

An authority estimates that the average cost of picking the Southern cotton crop is $1 a hundred pounds or one cent a pound. The weight thus paid for includes, it is to be remembered, the seed, and as a general rule it takes three pounds of seed cotton to make one pound of lint cotton, the seed representing two-thirds of the weight of the cotton when picked.

If the cost of picking be $1 a hundred pounds of seed cotton it is equal to $1 a hundred pounds, or three cents a pound of lint cotton. This is the equivalent of about $15 a bale, and upon a crop of 14,000,000 bales represents the stupendous sum of $210,000,000 in cash which is annually paid for picking the American crop.

There are few who appreciate how far the cost of labor enters into the cost of cotton. Of the cash proceeds of the





MOUNT ROYAL

PRINTS AND BLEACHED COTTONS

Are now being shown by all Wholesale Houses

See that the
Mount Royal Stamp
appears on every
piece

Mount Royal Spinning Company, Limited

SELLING AGENTS

The D. Morrice Company, Limited - - Montreal, Toronto, Winnipeg

crop in an average year, fully 75 per cent. is paid in cash for the manual labor which has produced the crop.

The tremendous economic value of any machine which would eliminate even in a small degree this enormous item of labor cost has long been recognized, and for nearly a hundred years or more inventors have been attacking this problem. There are on file in the Patent Office at Washington records of something over 450 mechanical cotton picking inventions.

A machine to pick it successfully must be one that is automatic in its selection of the ripened cotton, and one that in picking the ripened cotton that protrudes from the bolls will not injure the plant or its leaves. Furthermore, it must leave undisturbed the half-opened bolls, and unbruised and unbroken the blooms or the bolls that have not commenced to open.

Linens.

The most encouraging reports come from the Irish linen centres. Considerable fresh business is reported and there is a still firmer tendency in prices. The Canadian trade is sending over large orders for household linens, damasks and handkerchiefs being just now in special request. There is a good call for dress linens, both plain and fancy, for sheetings, cambrics and soft Hollands.

In the retail trade the stores are pushing all kinds of art linens, and also table linens for the holiday selling. Not only are the retailers boxing these goods, but the wholesale trade is showing tablecloths and table napkins put up in this manner. There is always a big sale of centrepieces, tray cloths, runners, doileys mats, etc., either embroidered, or edged with Cluny or Venise. There is more demand for drawn work than there was a year ago, as there goods can be had at most attractive prices. The newest effects are the Venise edges, and the buying public is taking very kindly to these goods.

Christmas handkerchief trade is just opening up and there is every promise of big business, not in cheap lines alone, but in really handsome goods.

In view of complaints that foreign manufacturers have been taking advantage of the tariff preference for goods finished in Great Britain and sending their goods to Canada, the Minister of Customs will ask for the appointment of an agent to be stationed in London, England. He will have power to investigate the origin of any goods.

Reference is made by a newspaper in one of the smaller Ontario towns to the fact that an Eaton representative is calling upon local customers with the object of soliciting business. The editor remarks. "There are ways and means of meeting the departmental store baits, but there are few country merchants who appear capable of successfully coping with the situation." Commenting upon this, a contemporary states:—"One of the most effective means is through the advertising space of their local newspapers. That this is the case, is well proven by the remunerative contract which a great many local newspapermen receive from mail order houses for large portions of their space. In the majority of cases these offers are refused purely for the general well-being of the town, but if country merchants fail to take advantage of the space reserved for them, they will have no reason to kick if the opportunity is passed on to those who appreciate it."

May You Enjoy a Record Holiday Trade

AND WE WISH YOU

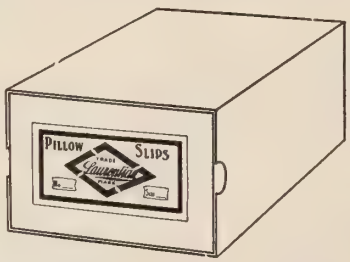
A Very Merry Christmas

Push a Really Useful Gift

LAURENTIAN HEMMED

Sheets and Pillow Slips

Sheets Packed 3 pr. per box.



Slips Packed 1 doz. per box.

Your profit is right. Your goods are right.

LAURENTIAN

Waists and Whitewear

are making new records.

Have you ordered?

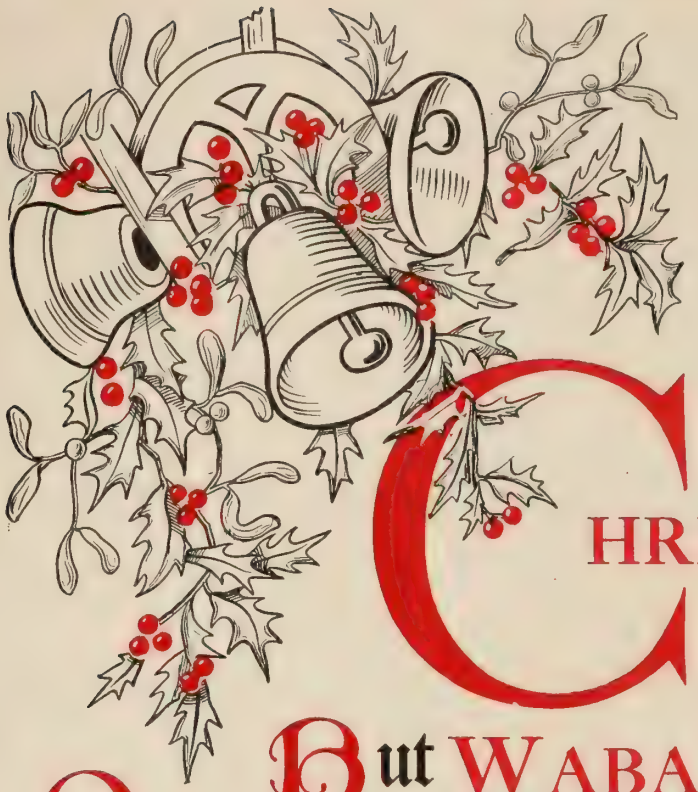
See the Perfection Drawer

See the Specials in $9.00 Waists

LAURENTIAN WHITEWEAR CO.

Address: LEVIS, QUE.

Toronto: W. H. Piton, Empire Bldg. *St. John, N.B.:* Alex Burr, Magilton's Sample Rooms. *Eastern Ontario and Province Quebec:* R. Dionne. *Winnipeg:* Western Fabric Co., 63 Albert St. *Montreal:* Z. P. Benoit, Mark Fisher Bldg.



CHRISTMAS comes but once a year

But WABASSO'S always here

Our Lawns Nainsooks and Cambrics

"Good as Gold
White as Snow"

Unique as to Value, Finish, Color and Purity

Once Used Always Used

Defy Competition

THE CLOTHS THAT MAKE THREE RIVERS FAMOUS

Order from your Wholesaler



THE TRADE MARK OF PURITY
—FOR—
LAWNS, - - NAINSOOKS
CAMBRICS, LONGCLOTHS

The Wabasso Cotton Co., Limited

Address All Correspondence to the Mills

Three Rivers, Quebec

The One Children's Knit Waist to Sell is the One that Sells the Quickest—*that's the*

Nazareth Waist

SLOW-moving knit waists in stock mean slow-coming profit in your pocket. The NAZARETH WAIST is the quickest seller and the greatest seller in the children's knit waist field.

Dealers make more money on NAZARETH WAISTS because they sell more.

They sell more because mothers want more.

Mothers want more because they have found out in twenty-four years' experience that the NAZARETH WAIST is the best made, best wearing, most serviceable and satisfactory children's knit waist there is.

Every one guaranteed perfect by this 

trademark in red on the back centre tape—look for it.

Want a calender for 1910? We've gotten out a dandy—big, readable dates that can be seen across a room. Write for yours—it's free.

The following wholesale houses all carry the genuine NAZARETH Waist:

Calgary, Alta.
W. R. Brock Co., Ltd.

Halifax, N.S.
J. & M. Murphy
W. & C. Silver
Smith Bros.

Kingston, Ont.
Macnee & Minnes

London, Ont.
McMahen, Granger & Co.
R. C. Struthers & Co.
Robinson, Little & Co.

Montreal, Que.
W. R. Brock Co., Ltd.
Gault Bros. & Co., Ltd.
Greenshields Ltd,
Hodgson, Sumner & Co.
A. Racine & Co.
Brophy, Parsons & Rodden
Kyle, Cheesbrough & Co.
McIntyre, Son & Co.
P. P. Martin & Co.
A. O. Morin & Co.

Quebec, Que.
Thibaudeau Freres & Cie.
McCall, Shehyn & Co.
Gauvreau, Beaudry & Cie.

Ottawa, Ont.
John M. Garland, Son & Co.

St. John, N.B.
The Vassie Co., Ltd.
Frank Skinner & Co.
Manchester, Robertson & Allison
Scovil Bros., Ltd.

Winnipeg, Man.
R. J. Whitla & Co., Ltd,
Robinson, Little & Co.

Toronto, Ont.
John Macdonald & Co.
Beatty, Kerr & Verner
W. R. Brock Co., Ltd.
Gordon, Mackay & Co.
Denton, Mitchell & Duncan

Vancouver, B.C
The Gault Bros. Co.

Peterboro, Ont.
W. J. Hopwood



Mills at
Nazareth,
Pa., U.S.A.

Nazareth Waist Co.

350 Broadway, New York

Canadian Representatives:—
E. H. Walsh & Co.,
Toronto and Montreal



KNIT GOODS NEWS

Advance Orders Indicate an Excellent Season

How Manufacturers View the Cotton Situation—Early Business Said to be Fairly Well Covered—Record Year Predicted for Sweater Coats —No Marked Changes in Styles or Colors—One Result of Payne Tariff.

TO manufacturers of knitted goods who are now busy with Spring orders, the cotton situation presents many problems. While enquiries show that early orders were fairly well covered—and those orders were of such volume as to pressage an excellent season—makers have recently been compelled to go into the market and confront the advance. On early lines prices have practically been unchanged, but advances to meet the increasing cost of material will now have to be made. One manufacturer stated that the advance on ordinary lines of balbriggan already amounted to 5 per cent., and he was inclined to the belief that the upward movement had by no means stopped, referring particularly to fleece-lined goods, as likely to be seriously affected.

Prediction as to Cotton Yield.

"Twenty-cent cotton would hardly surprise me," said another manufacturer. "While in Philadelphia recently I had occasion to visit a large supply house and there had an opportunity to form an idea of the intensely speculative tendency in the cotton market. Here was a man who had been predicting things all season, and his tip had proved correct every time. His latest assertion was to the effect that the first figure in the official report of the cotton crop would be a nine, thus indicating less than 10,000,000 bales, and that, in such event, the price would soar to 20 cents. Of course, this looked like pure guess work, but at the present time all signs point to still higher levels, and those who are not covered are now buying from hand-to-mouth.

"Early orders have been very good. In fact, the business up to the present equals the placing and sorting record of last year. The cotton problem comes at a time, fortunately, when the country is approaching a period of undoubted prosperity."

Buyers Come to Factory.

Retailers state that Fall underwear business has followed somewhat the inclination of the thermometer, which has not registered seriously low temperature as yet. There has been a fairly good demand for medium-weight lines. It is in the knitted coat and sweater section that the strenuosities of the season have been most marked. One manufacturer states that a number of large buyers from outside points recently visited his factory—a most unusual thing at this time of year—to urge the execution of special orders in sweater coats. There is a serious shortage in this department and the situation is likely to be aggravated by the demands of the holiday season.

It is safe to predict that 1910 will see the heaviest year's business on record for the manufacture of knitted coats. The popularity of these garments is wonderful and the secret of it all is their adaptability to many kinds of work and play. It has not merely answered the purpose generally assigned the original sweater, and the cardigan jacket, but has cut into fabric lines to some extent. In addition to them there never was a line which the trade took to so readily and spontaneously, with the object of developing every opportunity for business that went with it.

Sweater Coats for Next Season.

Next season's lines show little change in style or color. Women's garments will be longer, though standard jacket lengths will not be ignored. The predicted return to vogue of the short tailored coat will undoubtedly be a potent hint to the makers of knitted coats, which are now certainly following style tendencies very closely. There is this to remember about the sweater coat—that it may correctly form part of the wardrobe of man, woman, boy, girl or infant, and can be produced in almost any conceivable style or grade, and hence the good merchandising sense indicated in lengths ranging from hip to ankle.

Asked as to the price situation, a buyer stated that while the tendency was upward, it was quite evident that in a line so adaptable to every purse, it would require a serious situation in the wool market to affect business.

So far as colors are concerned, the Spring season will produce nothing remarkably new. Tans and browns have probably greater prominence than ever, and there is some showing of green, but whites and greys, with contrasting borders, collars and pockets, and very often entirely plain, are very strong sellers, particularly in the women's department. In boys' and men's garments, the departure from these colors is most marked, as a matching shade is not considered so essential.

Hosiery Colors for Spring.

In the hosiery department, the dictate of fashion is manifested in the present season by the growing demand for lisle goods. Wholesalers state that, particularly in the cities, emrchants are carrying a larger assortment of lisles for women's wear than ever before, and that it is all the result of a demand for a more dressy effect than is possible in cashmere hose.

This tendency contains a suggestion for general application. It may well be questioned whether the average retailer is wise in adhering closely to changes of the season, so far as their hosiery departments are concerned. It is a difficult matter to account for caprices of fashion. The man who has a good range of cashmere is not to be criticized, but when experience has told him that there is

BREAKING AWAY

from a habit is often difficult, though you know the habit is unprofitable! **You** may have formed the unprofitable habit of handling old-style under-garments; break away from it and get busy selling

"CEETEE"

the absolutely unshrinkable underwear. "CEETEE" has no superiors in fit, finish, durability, elasticity and comfort in wear, and you can fix the skeptical customer every time with our unconditional guarantee that every garment is absolutely unshrinkable. Faulty garments willingly exchanged.

THE C. TURNBULL CO.
OF GALT, LIMITED
Galt, - - - - Ont.

UNSHRINKABLE Eureka NOVA SCOTIA WOOL

Eureka Underwear

is the only Underwear made of ALL Nova Scotia Wool

Nova Scotia Wool is the best for making cold weather underwear—the kind most in demand by Canadians. And there is a reason—a real reason for it. It's because the sheep from which the wool is taken live on what is almost an island, thus they receive the benefits of the bracing ocean air and an ideal climate, and they feed on rich grazing land, this gives to the wool that elasticity, silkiness and strength so much desired in wool used in making underwear.

Eureka Underwear is absolutely unshrinkable—not a garment has ever been returned to any dealer or to us. The process which has made the wool unshrinkable has taken nothing from its natural softness and pliability or from its wearing quality.

These are two of the dozen or more reasons why you should stock up on Eureka Underwear. Eureka Underwear for men is made in five heavy weights, to sell at medium prices. The best part of the argument is in the garments themselves—send for samples and prices.

Nova Scotia Knitting Mills Limited

EUREKA, NOVA SCOTIA

a growing demand for cottons, even in cashmere weather, he should ask himself whether he has equipped his department with the idea of getting the best out of it. The large city departments never store away their women's lisles and cottons with the advent of cold weather. They are as available as cashmeres for the demand is there, and what applies to the larger cities will undoubtedly become manifest in the smaller ones.

The leading feature of the Spring hosiery is the great variety of colors in plain and slightly varied effects. Greys, fawns, tans, purple, old rose, reseda and many other colors are represented in the card. Embroideries do not figure to any marked extent, but where introduced are of a very small, neat pattern, sometimes on self grounds, sometimes slightly contrasting, and the same description will apply to side clocks. Vertical stripes, in groups, and contrasting with the grounds, are strong features. One of the novelties shown in half hose has a garter of lace-work below the cuff, and it is evident that the same idea is to be worked out in Fall lines, the garter being in plaid effects. Over-laces appear to be a small factor in Spring trade. Even laced boot effects will be reduced in volume. These are being displaced by cobweb lisles.

Asked for a statement on the price situation in hosiery, a wholeseler stated that prices for 1910 did not have to seriously consider the fluctuation in the cotton market. The foreign manufacturer had his orders in hand at a time when prices for raw material were much lower than at present. He had to cover his requirements far in advance, and hence the cost of the finished article has not been affected. Nor is it thought that there will be much difference in Fall prices.

Effect of Payne Tariff.

"The effect of the new American tariff on the German hosiery market has certainly made unusual temporary opportunities available to the Canadian trade," said a wholesaler. "You will remember that pending the settlement of the tariff at Washington, a great many American buyers were kicking their heels in Chemnitz. Not a few of these men had to return home, however, before the last word came from Washington, but before leaving, they gave provisional orders to Chemnitz manufacturers, based on the calculation of what seemed to them their price requirements if the tariff remained unchanged. The new schedules, however, put the importation of low-priced goods out of the question, and these provisional orders were cancelled. The result is that Chemnitz manufacturers were left with large quantities, on the grey, on their hands. These were immediately finished and have made their appearance on the Canadian market. They are of medium-weight cotton, in a range of colors, to retail at two pairs for a quarter. There is no doubt that the Germans are making a strong bid for Canadian trade, particularly in lines which were affected by the new United States tariff."

Discussing Spring business, a manufacturers' representative stated that not a few manufacturers were now specializing in distinctive designs, the idea being to decide upon patterns far enough in advance to give the manufacturers an opportunity to work them out and otherwise prepare for delivery.

C. Pierce & Co., Ltd., Montreal, have been incorporated with $25,000 capital to take over the business of C. Pierce & Co., and, among other things, to carry on business in dry goods and textile fabrics of every description. The incorporators are C. Pierce, J. K. Pierce, W. H. Thomson, N. Tobias and A. R. Hall.

The Sunshine *of* Prosperity



Never Sets in an Underwear Department that Specializes on

MOODIES' Hygeian TRADE MARK UNDERWEAR

For all-round quality and good value Hygeian Underwear is not equalled in Canada—or anywhere in the world. Sold by the wholesale trade everywhere in Canada.

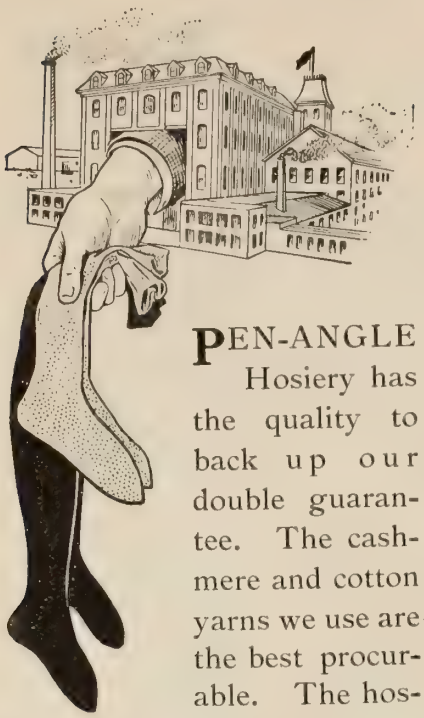
Made only by

Eagle Knitting Co., Limited

Hamilton - - - Canada

To Satisfy Customers, Sell "Hygeian" Waists.

Please mention The Review to Advertisers and Their Travelers.



PEN-ANGLE Hosiery has the quality to back up our double guarantee. The cashmere and cotton yarns we use are the best procurable. The hosiery is knitted by an

EXCLUSIVE PROCESS

We have the sole rights to this process in Canada.

Pen-Angle Hosiery is the only Seamless Hosiery made in Canada that has the Shape Knitted into it. Ordinary seamless hosiery has the shape stretched into it. Such hosiery loses its shape after one or two washings.

Pen-Angle Guaranteed Hosiery has reinforced heels and toes. It is guaranteed to outwear any other cotton or cashmere hosiery sold at same prices.

Wear Pen-Angle Guaranteed Hosiery yourself. In that way you will become an enthusiastic booster for the hosiery that is good enough to merit a double guarantee.

You Can Sell More Hosiery *this* December THAN YOU Did *last* December

Our sales for Pen-Angle Hosiery are booming. The Two Pairs Free Guarantee is a big success.

By taking full advantage of our guarantee you can sell more hosiery this December than you did last December.

Just let the people know you are headquarters for Pen-Angle Guaranteed Hosiery by displaying them prominently in your windows and in your store.

Tell the people about our double guarantee—the fairest and squarest—the greatest sales-producing guarantee in the hosiery world.

Here is Our Double Guarantee

We guarantee Pen-Angle Guaranteed Hosiery to fit you perfectly, not to shrink or stretch, and the dyes to be absolutely fast. We guarantee them to wear longer than any other cashmere or cotton hosiery sold at the same prices. If, after wearing Pen-Angle Guaranteed Hosiery any length of time, you should ever find a pair that fails to fulfill this guarantee in any particular, return the same to us and we will replace them with TWO new pairs free of charge.

Your own business experience will tell you that people simply cannot resist such a guarantee.

We are spending thousands of dollars to let people know about it. We ask your co-operation in spreading the news. It is to your great advantage to do so.

If you haven't a catalogue of our different lines send for one immediately. There is a good profit on each line. And each of our guaranteed lines is a big seller.

Penmans Limited,

PARIS - - - - CANADA

Pen-Angle Hosiery

WARRANTED HIGH GRADE PENMAN'S HOSIERY



Catchy Cuts make Bright Hosiery Ads—This is one of our series of uniquely attractive ad cuts which we supply to Hermsdorf Merchants free

THIS Minute—and Every Minute Thousands of Women are Looking for "the truth on the toe" —the dye truth.

¶ There are millions who buy only black stockings that bear *Louis Hermsdorf's* signature on the toes, none other will do---because they know from experience that it means *absolutely* Fast Black and Pure Dye.

¶ There is no stronger or better known mark in the hosiery world---none other that means *so much* to *so many.*

Leading Jobbers Everywhere Sell Hermsdorf Dyed Fast Black Hosiery

LOOK FOR THE TRUTH ON THE TOES

Louis Hermsdorf
Dyer

Works:
Chemnitz
Saxony

American Bureau
235 West 39th Street
New York

Catchy cuts, original show cards, clever booklets supplied FREE to Hermsdorf Merchants

New Winnipeg Manager.

Geo. Brockbank, recently with the Standard Shirt Co., Ltd., Montreal, has been appointed manager of the shirt factory of R. J. Whitla & Co., Ltd., Winnipeg. On



George Brockbank.

the occasion of his departure from the Standard Shirt Co., Ltd., Mr. Brockbank was presented with a handsome dressing case.

Travelers Elect Officers.

John Gibson, of Gordon, McKay & Co., was elected president, Robert Gemmell, of John Macdonald & Co., 1st vice-president, and S. M. Sterling, of Thos. Ogilvie & Sons, 2nd vice-president of the Commercial Travelers' Association of Canada, all three by acclamation. H. Fielding and J. H. Kenney were nominated for the position of treasurer. Elections will be held December 23rd.

Samuel J. Mathewson was re-elected president of the Dominion Commercial Travelers' Association at a general meeting held in Montreal on November 13th. Other officers were re-elected as follows: Vice-president, J. Bevans Giles; treasurer, Max Murdock. Five retiring directors were replaced by E. Daoust, A. M. Ellicott, J. A. Dawson, (re-elected), Luke F. Moore and Bruno Trudel. No ballot had to be taken.

A good attendance made the meeting an interesting one, and it was announced that the membership had increased to 6,500, a gain of 425 over last year. December 11 was the date decided upon for the annual meeting, which will be held at the Windsor Hotel, Montreal, and the banquet will be held Dec. 20th.

The Canadian travelers of the Dominion Corset Co., Quebec, met in convention there on Nov. 9th and 10th. They were entertained by the President of the Dominion Corset Co., Geo. E. Amyot, who, in an address, stated that all the representatives, even those in Australia, would meet in Quebec on Oct. 11, 1911. Speeches were made by Mr. Buckley, the Toronto manager, and Mr. Bernard, the Montreal manager.

East, West, North and South, to the friends who are making "Jaeger Pure Wool" known and appreciated, we wish all Happiness and Prosperity in 1910.

A MERRY XMAS and a
BRIGHT NEW YEAR

Dr. Jaeger's Sanitary Woollen System
Company, Limited

52 Victoria Square - - Montreal.



A Long Experience Lies Behind Every Zenith Garment

We are one of the oldest established manufacturers of underwear in Canada. Zenith Brand is therefore the product of the longest experience in the making of underwear for the Canadian Market

We know that Zenith Brand is the best quality of underwear made in a Canadian mill; and our extensive list of regular customers know that the quality of Zenith Brand brings in repeat orders.

If you are looking for a line of underwear that will arouse the satisfaction of every customer, just try Zenith Brand.

Travellers now showing Samples of Zenith Brand underwear for fall. It is manufactured by

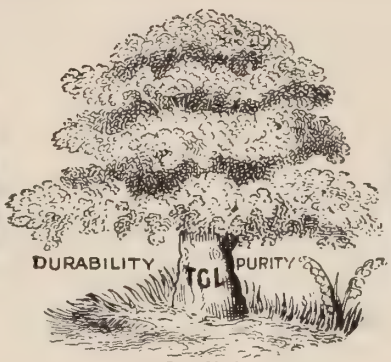
S. LENNARD & SONS, Dundas

RICHARD L. BAKER & CO.
100 Wellington St. W., Toronto, Sole Selling Agents

Zenith
BRAND
UNDERWEAR



27 Dale Street, Manchester.



TRADE MARK



Sun Mill, Littleborough.

THOS. GRIMSHAW & SONS,

LIMITED.

Works:
Sun Mill, Littleborough

Branches:
Liverpool—21 Leigh Street
Birmingham—20 Cannon Street
London Office—6 Milk Street, E.C.
Glasgow Office—40 Union Street
Sydney, N.S.W.—458 George Street

Hosiery Manufacturers

27 Dale Street,
MANCHESTER, ENG.

Agent for Canada, A. W. HOLTBY, Carlaw Buildings, 28 Wellington St. West, Toronto

Specialty: "OAK TREE" HOSIERY and UNDERWEAR



Why Not Feature

The "ILET" Birdseye

ELASTIC UNDERWEAR

in your underwear department this coming spring? Its coolness, elasticity, durability and comfort in wear recommend it to all particular people, and it has met with an enthusiastic reception from all classes.

We also make the "OXFORD" FINE SWISS RIBBED UNDERWEAR, a line you will find easy to sell at good prices. We can guarantee prompt shipment. Send your orders along and don't delay.

The Oxford Knitting Co.

Limited

WOODSTOCK - - - - ONTARIO

"Craftana."



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Let the public know that you sell TIGER BRAND Underwear and your Underwear Department will pay bigger profits

TRADE MARK REGISTERED TIGER BRAND.

The Underwear of perfect fit and finish

The Galt Knitting Co., Limited
Galt, Ontario

Why Stanfield's Underwear Does Not Shrink



Perhaps you have thought that getting Woolen Underwear that *would not shrink* was more or less a matter of luck or chance.

We have made it a *certainty.*

Stanfield's Unshrinkable Underwear is made absolutely *unshrinkable* by a special process *discovered* and *perfected by Stanfield's.*

The "shrink" is taken out of the wool *before* garments are knitted. As there is no "shrink" in the wool, it is impossible for the woven garments to shrink.

The Stanfield's process, which makes the wool unshrinkable, does not affect the natural softness, pliability and wearing quality of the underwear.

This is why *we* can honestly *guarantee* every Stanfield's garment to be absolutely unshrinkable.

This is why *you* can *sell* Stanfield's underwear with an unconditional guarantee of "*money back if it shrinks.*"

Made in 3 standard weights, and 17 other weights and qualities to suit every man and woman. Write for samples and prices.

STANFIELD'S LIMITED, - TRURO, N.S.

St. George Brand
Underwear for Men



made in various weights and textures

WOOLNAP

(For extra warmth)

Also bears the St. George Trademark for your protection and ours.



Health Brand Underwear

For Spring, 1910, we will sell HEALTH BRAND underwear shipped and charged direct from the factory.

We are in a position to offer you better values than any other manufacturer in Canada.

It will pay you to see samples before placing Spring orders.

Sole Selling Agents

Greenshields Limited
MONTREAL

SOUTHALLS'
SANITARY TOWELS

The Original and Best.

Modern science and the spread of Hygiene made the invention and manufacture of Southalls' Sanitary Towels possible. Since 1880 they have become widely known and appreciated as an indispensable article for ladies' use, possessing advantages which recommend them to every woman.

Apply for full particulars and samples to the Agent for the Dominion, J. M. SCHEAK, Canada Buildings, Wellington Street West, TORONTO

Southalls' Accouchement Sets (containing all Requisites, in 3 sizes).
Southalls' Sheets for Accouchement and other Sanitary Specialities.

Manufactured by
SOUTHALL BROS. & BARCLAY Ltd., Birmingham, Eng.

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager.
DRY GOODS REVIEW
Montreal and Toronto.

Reached Z in the Pattern Alphabet But Began Studying at the Wrong End

Suppose your Pattern maker knows the particular designs the American women will call for this season—Will the Pattern he makes Sell?

Without the right designs you can't sell patterns. With the right designs you can sell patterns and stick your customers.

And this your pattern maker is doing for you, unless he has learned how to make a pattern that the home dressmaker (not the skilled dressmaker) can use and make fit.

This is the fundamental of pattern making.

The man who knows the design that will sell, but can't make a pattern that will fit, has in his pattern education reached the Z in the alphabet, but began studying at the wrong end.

If the sales of the pattern you carry have not grown enormously this Spring just past over last Spring, it is because the maker does know or make the pattern the women can use.

Why wait for him to get the knowledge—**and prove he's got it?**

Why not apply to one who's already proved to have it?

That is, to us. And, if you have no pattern why not apply for one that's proved to be a good one? That is, for ours.

Standard Fashion Company

33 Richmond Street West **Toronto, Ontario, Canada**

Follow up Holiday Trade by White Goods Sales

Two Features Essential — Genuine Bargains and Garments of Fine Quality and High Grade Workmanship — Importance of Proper Display — Time for Cleaning out Goods that Have Hung Fire.

JANUARY white goods sales have become so much the custom that women wait for then to purchase their season's supply of goods. This applies particularly to white cotton underwear. At the sales of these garments in January, women expect to find two features—genuine bargains and garments of fine quality and high-grade workmanship.

The merchant who properly prepares his sale will have both kinds of goods on hand, and frequently he will find his customers buying both kinds. They will buy bargain garments for every-day wear, and dainty garments of sheer goods, trimmed with high-quality embroideries and lace for special occasions.

Stock Special Values.

In selling muslin underwear, it is a good thing to stock two or three numbers on which special values are given to use as leads. Certainly, one or two of these should be skirts, and also gowns.

The merchant should display these prominently, and ticket them so as to attract attention. By so doing he will induce shoppers to look over the stock, and very probably make sales. These special-value garments will give confidence in values in better goods where it is not so easy for customers to judge of the actual value. The garments should be carefully chosen for, while they must not be of the cheapest grade, they should not be too high in price.

If the merchant covers cost on these lines, he should be amply satisfied, but even if he loses money on them, he will not be out of pocket in the long run.

Most manufacturers make up all but their very cheapest numbers in sets now—that is, drawers, corset cover, skirts, gowns, etc., are trimmed to match, so that they can be sold separately or as many pieces together as the customer wants. This fact gives extra selling scope to the clever saleswoman, and she will, if really is up-to-date, try to sell more than one piece of a set to the customer, This idea of having her garments match appeals to most women, and it is a comparatively easy matter to sell her more than one garment. Salespeople should always be instructed to show other numbers in the same set.

Drawing the Crowd.

If the merchant would want to draw the crowd to his January whitewear sale, he must study the display end. The store trimmer will have the windows in hand, but there is no doubt that he will gladly co-operate with the merchant, in making the department attractive. A department is very far behind the times that has not an ample supply of glass show cases for the display of fine goods. These should be carefully cleaned, the glass polished, and the floors covered with white, blue, or pink crepe paper. In these cases the finest and daintiest pieces of underwear should be arranged.

Should pink crepe paper be used for trimming cases, the ribbons used to trim the whitewear shown should be of that color. In getting up a case display, it is often good policy to add an extra bow or so to the ribbons already used on the garments. Sometimes, indeed, it will pay to replace a cheap ribbon with one of better quality. While the new ribbon may cost 25c, it will add more than 50c. to its appearance and will, because of this bow, often sell for the higher figure. This improvement does not come out of the merchant's pocket, as the customer pays the difference. Also, the extra bit of trimming adds to the attractiveness of the department and makes things sell quicker.

Bring Sales on Early.

The tendency in the large stores is to bring the January sales on at as early a date as possible after the holiday trade is over. The windows are dressed out with whitewear early in the week between Christmas and New Year's, though the selling in the department does not begin until the day after new Year's day.

Much may be done in this way to make the January sale a success and some very harmonious color schemes may be evolved by clever fingers in the beautifying of both cases of department.

Every department for the January white sale puts out all its white goods, and every white fabric and white article is legitmately featured. This gets trade going in all the departments and prepares the way for a general pre-inventory January sale.

It takes something besides cut prices and extra values to get customers into the store, and the January sale should be as carefully thought out and planned as Spring openings later on will be.

Value of Special Leads.

It is an excelent thing to have some special leads to start business going in January. One of the very best lines to use for this purpose is smallwares and notions. These are always in use and every woman knows the price of them, and cuts in these prices always tell, and result in quick sales. Moreover, a very considerable cut can be made and prices can drop even below cost and yet the loss will only be small. This can be entirely eliminated if special goods are bought for the notion sale.

There is one point that should be borne in mind. When it is getting near inventory time, stocks of perfectly staple goods which are as salable as bread or salt, and in their way just as necessary, are allowed to run out. What is more annoying to regular customers to ask for goods of this class, only to be told that they are out of stock. Customers know little of store management, and care less. It is the fact that the merchant has the goods they want when wanted and at the right price that makes them patronize the store. Nor are customers unreasonable; they do not expect the merchant to have novelty goods between seasons, but when he allows his stock of goods in every day demand to run out, he is running the risk of losing good customers.

January days are frequently dull and dreary, therefore the merchant should not spare light. A brightly lighted store is a big attraction at this time of the year. Some sort of decoration should be used, and bright lights should play an important part in the scheme.

If, during the holiday rush, you should find yourself short of a line - write us

You will get it by return - if it is in Montreal

The W. R. Brock Company (Limited)

Montreal

GREATER SUCCESS

in your

LADIES' NECKWEAR, BELT *and* BLOUSE DEPARTMENTS

can be secured by discriminative buying from a firm whose reputation for high-grade goods and true novelty is beyond question.

And that we have acquired this reputation is proven by the fact that many of the finest stores in the Dominion depend almost exclusively upon us for the latest novelties in Neckwear, Belts and Blouses.

A volume of talk would be far less convincing than a few minutes spent in examination and comparison of our goods.

When our traveler presents himself at your store we recommend that you give his samples close inspection. Note the nattiness of style; newness of design; perfection of finish; then give him your order for an assortment and note how well they sell.

Ladies' Wear, Limited

64 Wellington St. West

Toronto

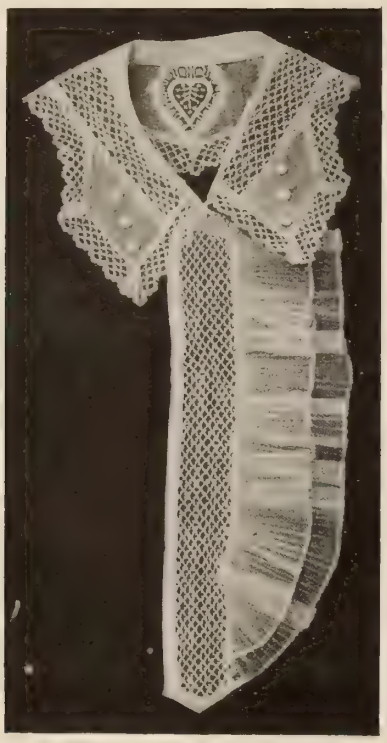
DRESS ACCESSORIES AND NECKWEAR

Good Holiday Business in Neckwear, Gloves and Belts

Importance of Proper Display of Accessories in the Department — Veilings and Ribbons in Demand for Christmas Gifts — Spring Showing of 54-inch Embroidery — Black a Favored Spring Belt Color.

THERE is always a very heavy demand for neckwear for Christmas gifts, and at this season of the year the call for dainty effects is particularly strong.

Neckwear in individual boxes always proves a desirable feature, and as a rule the way most merchants do is to give a box with every piece of neckwear sold above a certain price, the attractiveness of the box being governed by the price of the article.



Dutch collar with jabot, made of lawn, net and insertions — Shown by R. D. Fairbairn Co., Ltd., Toronto.

The wise merchant seldom permits the placing of any advertising matter on these boxes—just the compliments of the season, or some other appropriate motto should be used. This is because many people do not as a rule wish their friends to know where the article has been bought.

It is not a good plan to show too much stock on the counter. It only means at this time of the year that neckwear shown there gets so much handling that it loses its fresh appearance, and no person will buy such goods for gifts.

Neckwear, as a rule, is shown in glass counter cases, and at all seasons, but particularly now, these cases should receive the most careful attention as to dressing, etc.

From the standpoint of fashion, among the leaders in neckwear are the maline bows, long jabots and cord ruchings, and these are big sellers, especially in the larger centres. In all centres there has been a heavy demand for fancy stock collars, particularly those having a long jabot.



Separate jabot made of Swiss muslin, trimmed with wide guipure lace — Shown by R. D. Fairbairn Company, Limited, Toronto.

Stiff turn down collars are a big selling line, and to wear with these are sold bows and jabots of Irish crochet and lawn, net and lace bows, and satin and silk bows in endless variety.

Veilings.

Veiling lengths made desirable Christmas gifts. Offering the better grade goods in individual boxes will assure a heavier sale of higher grade goods, for the majority of customers, who find that by paying a little more than they had planned upon can obtain the goods in an ap-

Xmas Umbrellas

Letter and Catalogue Orders receive special attention and can be shipped same day as received. : : : : : : :

The
Irving Umbrella Company
MANUFACTURERS Limited
79-83 Wellington Street West
TORONTO

Pewny's Kid Gloves

THIS IS THE TRADE MARK



WE HAVE IN STOCK
a fine line of Men's, Women's and Children's
Unlined, Silk-lined, Wool-lined, Fur-lined
Mochas, Capes, Kids, Suedes
at moderate prices for Christmas Trade.
PROMPT SHIPMENTS
GREENSHIELDS Limited
MONTREAL

propriate box for giving, will not hesitate at paying the difference.

The coarse hexagon mesh veilings are proving popular with the trade that does not take kindly to the rather striking veilings now in vogue. However, the square mesh with the square spots, in the more modified sizes, has been taken up readily by city trade.

Because of the vogue of the black hat, black is the selling color in veiling. The novelty in veilings show a leaf, etc., on a fine net ground. These patterns are very large and only two or three are reproduced on the veil.

Scarfs are increasing in favor and those with embroidered ends, with dull gold beads, bugles, etc., are proving ready sellers. Scarfs are something new and are very handsome, therefore they should be featured for the holiday trade. Not only are the fancy chiffon, crepe and ninon scarfs selling for evening wear, but scarfs of crystaline, of soft satin veiled with chiffon, etc., trimmed with lines of marabout, are shown for day wear. Some of these scarfs are very wide and they are draped so as to form wraps. Many have the wide flat muff to match a set.

Ribbons.

Ribbon business at present is only fair, but importers are looking for much better business for Spring, 1910. Indications are for an increased use of ribbons, and should this materialize, all branches of the trade will profit by it. As a matter of fact no one is suffering at the present time.

The most popular ribbon this season is undoubtedly the silk moires in the wide widths. The demand for velvet ribbons is good, and the holiday trade in fancies is opening up well.

Spring lines contain many beautiful samples of fancy ribbons, and it is expected that they will prove a stimulation to the ribbon trade.

During this month there is certain to be a marked increase in the sale of ribbons at retail. Sales may be made by displaying in the ribbon department fancy articles made of ribbons, or in which ribbons play an important part. Some stores have the salesladies in the department prepare these, so that the cost aside from the materials used, is small.

There is always a good demand for baby ribbons for Christmas trade, particularly red, for holly, red and green striped, and greeting ribbons. To push sales of these, it is a good idea to place baskets upon the counter containing lengths of different colors, to be sold at so much for each length. The price and length should be plainly given. This will often attract a shopper, who has not had the purchase of such ribbons in mind. Not only should the ribbons suitable for wrapping gifts be shown in this way, but ribbons for fancy work and the wash ribbons for muslin underwear purposes will prove ready sellers when shown in this way.

Embroideries.

Holiday trade should see semi-made embroidery robes in good demand for Christmas gifts. Attractively boxed these should sell readily, as they retail in such a wide range of prices.

Madeira effects in embroidery are particularly strong, floral and leaf designs being most favored.

The Spring showing of 54-inch embroidery flouncings contain some particularly desirable patterns, and should prove big sellers, owing to the expected vogue of lingerie dresses for next season's wear. Very elaborate matched

Send us your Repeat Orders
for
Frillings and Handkerchiefs

Try
"Sanderson"
Service
for
Speed!

Our stock is exceptionally large and well assorted, so that we are in excellent shape to attend to your "Rush Order" Repeats for the Christmas trade.

Order any way you please—mail, telephone or telegraph. We guarantee prompt delivery of the right goods at prices which leave you a worth-while profit.

Try
"Sanderson"
for
Novelty Neckwear

Sanderson's, Limited
66-68 Wellington Street West, - Toronto
Veilings, Nets, Laces, Jet Buttons and Trimmings

Christmas Orders for Ribbons

In Stock—Baby Ribbons and all Narrow Widths

We want to wish you a Merry Christmas and to let you know we can absolutely be depended on for RUSH ORDERS up till the last minute. We have the stock waiting for you.

Walter H. Barry & Company
THE RIBBON HOUSE OF CANADA
Cor. St. James and McGill Streets, Montreal

HUMAN HAIR and SILK FRINGE and BACK NETS
ALSO GREY, WHITE AND DOUBLE HAIR NETS.
Direct from the Actual Makers.
Each net in separate envelope if required.
PROMPT DELIVERIES. PERFECT GOODS. LOWEST PRICES.
Also all kinds of Hair Goods, Puffs, Tails, Pads, etc., etc.
J. H. NAGELE & CO., Boston, Lincolnshire, England, and Jglau, Austria.

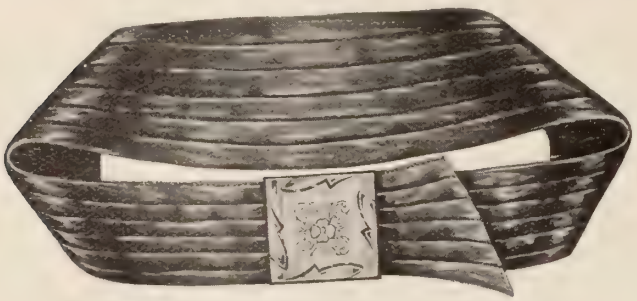
sets showing the flouncings with matched insertions and galloon bands, are featured in the Spring showings.

Corset cover flouncings are big sellers. These are now



Good quality, elastic trimmed, with jet nail-heads and jet trimmed buckle — Shown by R. D. Fairbairn Co., Toronto.

sold with the ribbon beading bands to match. The new samples include the striped dimity as well as the cross-barred. Bands to match these are also shown. A new feature of this class of goods is that some of the new lines are really all-over embroideries, instead of having the work all at the edge, the pattern being graduated to dots or small sprays, covering the entire width. This, when made up, makes a most attractive garment. Rather bold patterns are good sellers.



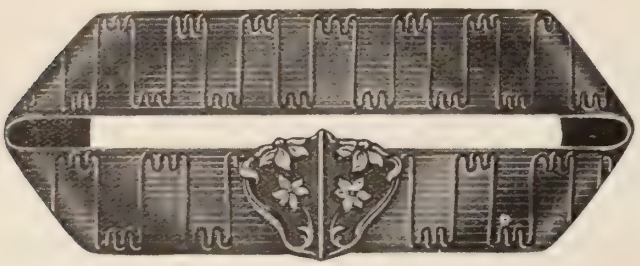
Folded taffeta silk belt in all colors, with fancy buckle in gilt or black — Shown by R. D. Fairbairn Co., Toronto.

Importers of embroideries are very enthusiastic regarding Spring sales and it looks as though 1910 would be a record year for embroideries.

Belts.

The outlook for belts for the Spring, 1910, trade is very good. The fact that two-piece suits will be well worn, makes the belt a necessity.

Plain black elastic is probably the best seller in elastic belts, though jet trimmings are favored. Patent leather



Silk elastic, trimmed with silk soutache braid and fancy buckle — Shown by R. D. Fairbairn Co., Toronto.

belts are meeting with a fair demand. Fancy belts are also selling.

Gloves.

There seems to be no evidence of a return to lower prices, and while the consumption of skins increases the supply is, if anything, decreasing.

Considerable interest is being shown in suedes, and chamois gloves are growing in demand, chiefly in the natural colors.

As regards fabric gloves, they are being affected by the high cotton prices and importers have been advised of higher prices. It is likely that repeats will command a higher figure.

Laces.

Irish and Venise laces are still in high favor, the real goods for the high-class trade and the imitations for those who cannot afford the higher priced goods.



Dutch collar made of linen, trimmed with Swiss medallions and edging — Shown by R. D. Fairbairn Co ;Limited, Toronto.

Among the novelty goods all metallic effects have met with marked favor and give evidence of continuing in popularity for some time. Gold and silver, separate and in combination, are big sellers, and are used with all kinds of imitation jewels, both for all-overs and trimming bands.

It is a

Fownes

That is all you require to know about a glove.

Display and Push

Fownes Gloves

For Xmas Gifts

Wishing You
The Compliments
of the Season

Fownes Bros. & Co.

Coristine Building,
MONTREAL

Our aim this month is to co-operate with you in every possible way, so as to make

Your Holiday Sales

more profitable and easier to handle



It's a question now of getting the goods
Order to-day. Good assortment in

Laces	Trimmings	Hosiery
Embroideries	Handkerchiefs	Ladies' Neckwear
	Corsets	etc.

We wish you a profitable
Holiday Trade and
a Very Merry Christmas

KONIG & STUFFMANN

Victoria Square, Montreal

READY FOR RUSH ORDERS FOR GLOVES

We were short of stock during the fall, but are now well prepared to fill your hurry-up wants for holiday trade.



Reminders for the Holidays

Good Stock of the Standard qualities of **Ladies' Perrin Gloves** to retail **$1.00, $1.25, $1.50**

Wishing
the Customers of Perrin Gloves
a
Record Holiday Business
and a
Very Merry Christmas

You

Should keep your stock of PERRIN GLOVES particularly well assorted during this month. As a Xmas gift

Perrin Gloves Stand Alone.

Time's Getting Short. Send Your Order To-day.

PERRIN FRERES & CIE.

Mark Fisher Building, 28 Victoria Square, : : : MONTREAL



Merry Christmas and a Prosperous New Year

R. D. Fairbairn Co., Limited

Rhys D. Fairbairn, Pres.
E. J. Knight, 1st Vice-Pres.
W. C. Cliff, 2nd Vice-Pres.

—It doesn't matter how big or how small a business a merchant is now doing on Suits and Dresses for Women—S-H- & M- garments will increase it.

They're quality garments—made from better cloths—better linings—better canvas—every Suit hairclothed.

That last means something to the woman who buys. It means that an S-H- & M- Coat or Jacket will keep its shape.

S-H- & M- Garments will be advertised in your local papers.

S-H- & M- Suits and Dresses can be sold by you for—

$13.50, $15.00, $18.00, $20.00, $23.50, $25.00, $27.50, $30.00, $35.00, $40.00, at a splendid profit.

One merchant only in a town.

Write or wire when you would like to inspect Spring, 1910, samples. They'll be ready December 15th.

The Stewart, Howe & Meek Company

Limited

New York Paris Toronto

Established 1898

Best Vogue in Ready-to-Wear Garments

Delay in Delivery of Piece Goods Setback to Spring Lines — Are Deliveries Unreasonably Early? — Authoritative Indications are that the Long Sleeve will be Selected for the Early Spring Selling.

Suits for Spring.

MANUFACTURERS are now busy with Spring lines. The chief controversy is about the proper length of the suit coat. The long coat has been so much favored for a comparatively long period that it is felt there will be some trouble in introducing the shorter coat. Shorter coats will certainly have a strong representation, and many buyers believe that they will sell well in the coming Spring. About 36-in. is the length general accepted.

Russian effects will be shown, but the coat with the long narrow collar and fastening low in front, will be the best selling style, at any rate for the early season. Plain-tailored suits with the braiding confined chiefly to the fastening, forming frog effects, are used on the more dressy suits. Fewer buttons will be used, but these are of a handsome character.

The plain coat sleeve is the one used, and skirts are in some form of the pleated model.



No. 1—New one-piece dress trimmed with wide braid and with the cap sleeve, showing net extension.



No. 2—Late season model with medium length coat, sailor collar edged with Persian lamb. The fastenings are novel frogs in braid made to simulate a bow. Pleats are let into the back and the skirt is also pleated, the pleats set on under a wide band, giving a tunic effect.

Dresses.

Many authorities are predicting a greater vogue for dresses in the coming season than they have enjoyed during the Summer of 1909. Sample lines are by no means complete and, therefore, only the general tendencies can be spoken of.

One style change that is sure to influence Spring styles materially, is that the waist-line has lowered, and is now

down to the normal line, though it is by no means an elongated waist that is worn. Another feature is that the position of the waist is now defined with a girdle or some



Mull dress, sky pink, white and helio. New princess, daintily trimmed and tucked as illustrated — Shown by R. D. Fairbairn Company, Toronto.

trimming put on so as to give a belt effect, but not interfering as a rule with the becoming panel in the front.

Another feature that will influence Spring lines is the introduction of the round yoke, and for Spring wear this will often finish at the throat with a tucker of lace. Lingerie dresses and tub dresses of heavier fabrics promise to show the new three-quarter sleeve, save where the dress is of the plainly-tailored variety. For the early season, the new sleeve has a fitting cap top with a puff and cuff below.

Linen dresses and dresses made from cotton suitings are of the princess type, with pleats let in to give the proper fullness to the skirt. Braiding promises to be much used to trim washing one-piece dresses.

Novelty one-piece effects show simulated tunic and over-skirt effects, and these styles are expected to be very popular.

In two-piece suits, shorter coats are to be featured, 36-in. being the popular length. Though the Russian blouse coat is shown, it is felt that the coat with the long, narrow collar and fastening low down at the waist line will be the seller. The skirt models are almost all pleated, and many have the over-skirt effect, or the long yoke, finished with a fold.

There will be a strong feeling for novelty colors and helio will rival blue and pink. The natural shades and tans are also indicated as good selling colors.

Waists.

Though quite a large amount of business has been done in Spring waists, the merchant has given his order with the usual proviso that the sleeve the manufacturer puts in shall be the fashionable one. This places the responsibility on the shoulders of the manufacturer. From a careful canvas, not only of the manufacturers, but also of the retail trade, The Review finds that the long sleeve is universally regarded as the proper sleeve for the early season. Many authorities are inclined to favor the long sleeve for later selling, but there is a decided feeling that the three-quarter and elbow sleeve will be prominent for mid-summer wear on fancy lawn waists. It should be borne in mind that for the tailored waist the bishop sleeve will be the one adhered to.

Russian styles will influence tailored models, and this brings into prominence side fastenings. On more fanciful waists, side frills are what fashion favors, though this style has not been taken up to any great extent by Canadian buyers.



Two-piece suit made in the new diagonal chevron wool cloth. Coat collar and cuff of imported Swiss embroidery; pleated panel skirt in all popular shades — Shown by R. D. Fairbairn Company. Toronto.

Models with side frill have been included in almost every sample line, but up to date these models have not sold.



THE HOME OF STAR BLOUSES

Keeping pace with the trade!

The above cut shows our present Factory — the largest Factory in Canada making exclusively Ladies' Blouses, Whitewear, Dresses, and Wash Suits!

So favourably have these garments been received by the Trade, that, since 1908, no less than three additions have been made to our factory, the last one more than doubling the floor space

"STAR" BRAND GARMENTS

through their exclusiveness of design, perfection of workmanship & quality of materials have built up the enviable reputation they possess!

How about your Spring Stocks? No line on the market is a readier seller, or a more profitable one to handle than "STAR" brand.

The Star Whitewear M'f'g Coy,

BERLIN - Ont.

THE SUNNY SMILE of SUPREME SATISFACTION

invariably indicates the Dry Goods man who has made a feature of

Home & Watts'

CHILDREN'S & MISSES' DRESSES

What these goods have done for many retailers throughout the Dominion they will do for you—they will build up for you a children's department which will be second to none in your store in point of profit.

WAIT for our travellers, if they have not yet called on you; they have quite the best selling and snappiest line of children's Spring goods!

We are putting fabrics into these that will not be seen elsewhere till *six months hence — the other manufacturers are six months behind us!*

Can we not send you a sample selection? They will give you some idea what profit is in store for you if you feature our children's dresses. Write us *to-day.*

Home & Watts, Limited
Adelaide and Duncan Streets
TORONTO

The Label as a Merchant's Advertising Medium

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THE ECLIPSE WHITEWEAR CO., LIMITED, TORONTO

Some designers are showing waists trimmed with medallions on one side, the effect being evidently taken from the side frill, as these are both new and pretty, and, as this fashion has none of the disadvantages of the frill, there is little doubt that the idea will take.

Though the greater number of blouses for early selling have the high neck, Dutch necks and round collarless



Waist of extra good quality chiffon cloth in black and all the newest shades. Front prettily braided and elaborately trimmed with silk insertion and fancy soutache buttons; back to match. The new semi-bishop sleeve. Shown by R. D. Fairbairn Co., Toronto.

necks are shown. There are some models also that have separate collars so that the wearer can either wear or discard the collar at will.

Even the shape of the long sleeve does not seem to be as yet definitely settled for the fancy lawn waist. Many buyers favor the modified leg-o'-mutton sleeve puffed over at the elbow, and with a long cuff as a finish. Then there is a sleeve that has a puff between the elbow and the cuff, as well as other styles of puffed sleeves. The long Directoire sleeve, but without the point, is also shown. In short, it looks as though there would be more than one good seller in sleeve styles in the coming Spring.

✠

Whitewear.

The increasing favor with which sales of whitewear are regarded by the trade is indicated by the largely increased number of stores that are planning to hold January whitewear sales. So anxious are some of them to have all in readiness, that they are advising manufacturers that they wish deliveries of garments ordered to be made as soon after the first of December as possible, and that the shipments shall not as usual be delayed until the 15th of the month.

Combination garments and princess slips are being stocked by all merchants, as these garments are now so much asked for that the manufacturers are finding it to their interest to bring them out to sell at popular prices. Women are finding that combination garments are exceedingly comfortable to wear and their sale is rapidly increasing.

✠

Juvenile Wear.

This is becoming a big department with all stores that give proper attention to buying, location and selling.

For school and general wear, the young miss needs simple dresses, neatly and simply trimmed. The newest are the long Moyen Age dresses finished with a pleated flounce. Many mothers favor the sailor models and these styles, either with the blouse separate from the skirt or in the one-piece, are always safe sellers.

Suits made upon much the same lines as mother's, only in modified styles suitable for a young girl's wear, were never more fashionable. This means that the smartly dressed little miss will wear a plainly tailored suit, consisting of a coat and skirt, or of a pinafore dress and coat to match.

✠

Broadcloth Capes for Spring.

For more than a year now capes and wraps have been increasing in favor. During the latter part of the past Summer, broadcloth capes in fancy colors were worn as street wraps in New York, and were only reluctantly given up when the colder weather arrived. Handsome wraps in draped cape effects have been a striking feature of all evening functions of the winter, and there is every indication that the broadcloth cape will be given consideration as a Summer wrap. The colors will be varied with the



New effect in voile skirt, with soutache braided panels on each side—Shown by R. D. Fairbairn Co., Toronto.

darker and quieter tones for street wear, with pastel shades and the high colors for dressy wear.

✠

The Queen Dress and Waist Mfg. Co., 40 St. Antoine St., Montreal, is the style of a new garment firm. I. Mishkin, of the firm, will look after the manufacturing end of the business. B. Sommer, also of the firm, will look after the selling end

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The McElroy Manufacturing Co'y Limited
47 Simcoe Street, TORONTO

Russian Blouse Effects Will be Spring Feature

Already Apparent in Winter Suits and Separate Effects – Radical Change in Coat Lengths — Great Variety in Material and Style for Capes and Coats – Dresses Have Trailing Skirts and Short Sleeves.

Staff Correspondence.

Office of The Dry Goods Review,
160 Broadway, New York, Nov. 26.

THAT the short coat is gaining in vogue there is no doubt, although the majority of the new ones that one sees remain of good length. It will take until Spring at this rate to establish the style of the shorter jacket, but unless a contrary current sets in it is sure to arrive.

It is a foregone conclusion, however, that the most conspicuous feature of the Spring garments will be the Russian blouse effects. Already this tendency characterizes several of the winter suits and separate coats that are now being worn by the ultra fashionables. These models have been well received and there is every belief based on the fact that the Spring will show many suits of the Russian type.

There are many models brought over from Paris that are made with short blouse coat, in many instances hardly more than hip-length, the round neck and the frequent use of the belt sleeve of elbow length with a close-fitting forearm continuing the sleeve to the wrist.

In most of the suits, the present form shows a favor for tunic effects without the actual tunic cut. In other words, the skirt has, usually, a deep border of contrasting material, thus giving the tunic of double skirt suggestion.

The New Coat Lengths.

The coats of these suits are particularly interesting. They are cut from twenty-six to twenty-eight inches long ; in fact, they are short coats, shorter than we have known them for a long time past. However, these lengths are only noted among those models brought over from abroad, New York manufacturers are copying them and making the coats from four to six inches longer than the originals. With it all, however, it is believed that by Spring the shorter length will be the most fashionable choice, as it will accord with the season and also be a radical change and relief from the coat of exaggerated length.

It is likely that with the return of Russian models, the tunic idea will be accentuated and that many charming conceits, such as rosette-finished belts, slashed bell sleeves, round, collarless necks and the like, will be in pronounced evidence in later models.

Especially appropriate for misses are the Russian effects, because they are youthful in style. There will of course be a variation of styles in these effects as soon as the new samples are brought forward.

Separate Coats in Big Demand.

The styles in capes and separate coats seem to be legion. One garment suggests another only in so far as length is concerned, for in other details there is a wide style diversity. The fabrics therein employed are extensively varied.

The models that are inclined to drape are perhaps the most modish this season. This effect is not only shown in wraps of supple fabrics, but also in heavier woolens. The line of drapery is most frequently confined to the shoulder or the sleeve, especially in the coats designed for street wear. In those for evening wear, the draperies are more voluminous and placed well down toward the hem.

The shoulder line is long without exception in the coats this season. The effect of many of the models is as though the sleeve started out with the intention of maintaining kimono lines, and then changing its course, finished with half the width completed in a sleeve section and the other elongated and incorporated with the draperies of the body of the garment.

Perhaps the smartest coats lately noted on one of the favorite avenues in New York, are the smart blanket coats primarily made for motor wear ; they will doubtless be employed for street wear before the season is over. There is a very wide range of colors from the darkest tones to the lightest.

Circular capes are enjoying a great vogue, being shown in a variety of fabrics and colorings, mostly of light weight materials and used for evening or dressy purposes.

Many of the new wraps combine the cape and wrap idea, which is indeed very attractive. The front of such models fastens over to one side with a heavy ornament made of some contrasting fabric or trimming.

Simple Styles in Dresses.

There was never a day when the simple little afternoon gown was in higher favor than now. For it is there in a host of materials of real beauty at small prices. The wools, fine and coarse, come in dozens of variations and the silk and cottons which lend themselves to house wear throughout the season are of countless number and style.

Colors are more than ever many and rich. The muddy tones of the last season have cleared, and although there are still many tones, mellowed by the intermixture of gray and brown, the general trend is brighter than for several months.

The suppleness of all materials lends itself to the hugging-in effect about the feet, which is a shibboleth of to-day's styles. If it were not for this limp quality, the present gowns would be decidedly bouffant. The cuirass gown is still seen among smart models although it is fitted in at the waistline, where last season it dropped over it with less clear definition.

The "Middle Age" gown is passing, but the two-storied model of substantial vogue seems to be just at hand. Many of the gowns this season have a two-piece look, even though they may be of actual one-piece order or cut.

The smartest models in dresses have employed the draperies which are becoming to the majority of women. A great number of the afternoon dresses have trailing skirts and abbreviated sleeves. Both the skirt and the sleeves have increased their respective widths since last season.

The McAlpine-Richardson Co., Toronto, incorporated with $40,000 capital, will manufacture and dispose of clothing of all kinds by wholesale and retail. The incorporators are, A. W. Briggs, H. R. Frost and H. P. Edge.

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New York Horse Show Fashion Fete of the Season

Plain and Sombre Colors, with Trimmings of Velvet, Ottoman, Silk or Fur—Simple Tailored Costumes - Metallic, Crystal and Bead Effects — Trained Skirts — Rich Fur Wraps — Shoes to Match Gown.

Staff Correspondence.

Office of The Dry Goods Review,
160 Broadway, New York, November 29.

AS the first great function of the fashionable season, the Horse Show, held at Madison Square Garden, in New York City, holds its own. For years it has been regarded as the time and place for the authoritative display of the fashions for the autumn and winter.

This year there was a great exhibition of fashionable toilettes. The interior decorations of the garden harmonized well with the beautiful gowns. It was a gathering together of dark colors, with black in the lead. Practically every well-dressed woman and even girls as young as sixteen, wore a black gown or suit one day of the week's performance. The simplicity of these gowns or garments also added to their attractiveness.

Plain-tailored Morning Costumes.

For the early morning attire, plain-tailored costumes of coat and skirt to match were the prevailing mode. There were several different styles, but there was no one length of coat considered obligatory. The medium lengths were worn by the most practical dressers. The longer coats were mostly separate wraps and resembled tailored costumes, with their pleated skirt effects, and fancy cuts under the arm and at the back. All coats fit closer to the figure this year than they did last. The lines are still long, however, and the back is still loose from the shoulders.

The rougher materials were by far the smartest for the plain costumes, but the best materials were those that look heavier and rougher than they really are, and among the most expensive were some delightfully light weights, while looking almost like fur.

Velvet, Ottoman, Silk, Fur.

Plain and sombre colors were chosen for these costumes, with trimmings of velvet, ottoman, silk or fur. Braid and buttons were used as trimmings, but not so many braided suits were evident as heretofore. Simple effects were more conspicuous, with fancy braided ornaments instead of buttons on many of the garments.

A number of Russian blouse suits were in evidence, made up in velvet, corduroy, and fancy suitings. They were ornamented with braids and buttons and fur, and while the models looked rather extreme when contrasted with the tailored suits with their long lines, they were very smart and attracted much attention.

In the afternoon a more elaborate style of dress was worn than during the morning. There were noted a number of simple tailor gowns, but the majority of women wore the same sort of gowns that they would wear to an afternoon reception, or for calling. Velvet and cloth costumes, most elaborately fashioned, or the gown complete in itself and a long coat of cloth, velvet, satin or fur worn with it, were noted.

Favor for Fur Trimmings.

Fur trimmings are fashionable this winter and the long coats with fur were most effective. There were also many suits and costumes with fur trimmings, skunk being the most popular. It was used to border the costume or coat at the hem, around the sleeves or cuffs, and the collars made entirely of it, and fur was cut and shaped as though it were piece velvet. Sealskin also proved a popular fur trimming, and one very handsome coat was made of gray satin with pointed basque effect at the back and front, the material gathered in at the hem, and the hem bordered with sealskin. The collar, revers and sleeves were also of the sealskin. It was worn over a grey velvet gown made in the 1830 style with draperies.

Odd little garments seen on the young girls were subtle suggestions of their grandmother's old-time dolman. Fur cloths of silky face were seen in some of the becoming evening wraps worn by the misses, and among other more costly but comparatively inexpensive coats, white coon played a leading part for girls' evening wraps.

Metallic, Crystal and Bead Trimmings.

The evening gowns worn by the fashionable comprised all sorts of flimsy stuffs, elaborated with metallic effects, crystal and bead trimmings, hand embroideries, and rich laces. There were any number of beautiful dresses with entire over-skirts of metallic effects. Gold and silver, chiefly in the dull effects, were the most prominent trimming noted on both hats and costumes.

The bodices of most of the beautiful gowns were made in surplice effects and except where a costume was strictly evening attire, this was the most noted feature of the new costumes. With the surplices, the natural waistline comes into its own again.

It might be said that no one type of sleeve prevailed. The sleeves for tailored garments were all long and closely fitted. Dressy sleeves were made with caps of the same material as that of the gown, and a lace or net sleeve broken by bands or puffs of scant widths, or having deep fancy cuff trimmings. Over the cuffs were worn long white gloves, making them appear as though they were short sleeves.

Gloves and Scarfs.

White gloves ruled both for afternoon and evening wear. There were a few colored long gloves, but these were in the minority. Black and colored two-button lengths were worn with tailored suits and dresses for the afternoon, except where the costume was elaborate, then white prevailed.

Everybody wore or had a scarf of some description. Those in metallic effects predominated for evening wear, while chiffon and lace scarfs edged with fur or marabout were draped loosely over the afternoon gowns. The new feature in scarfs were the fur broad flat scarfs. These were worn over evening gowns.

Moire silk proved to be the most popular silk for trimming purposes. It was seen to trim costumes, also hats; and used extensively on collars and cuffs of suits. Some entire coats of moire silk were also noted.

The All-black Hat.

It might well be said that the all-black hat predominated and the most noted feature in this connec

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DUNLAP MFG. CO., 525 St. Paul St., MONTREAL

tion was the simplicity of trimming, many of the models being almost entirely untrimmed. There were small and large turbans, large picture hats with high crowns and drooping brims, but the tricorne styles predominated. They were mostly of the broad, picture shape, and most becomingly worn. Many beautiful fur trimmed hats were in evidence, mostly turbans. The large hats were either trimmed with fur skins, such as white fox, mink or coon, or had rich willow or French curled plumes or aigrettes, in combination with some other elaborate feather trimming. The large hats were worn encircling the head and drooping down almost touching the shoulders. There were a number of bonnet hats, which resembled the motor bonnets considerably. These were mostly worn by young girls.

It might well be said that black was the dominating factor in all hats, as well as costumes. Besides black was noted dark colorings of all descriptions, especially worn at the afternoon functions. In the evening the lighter tints were more in evidence in gowns and wraps. There was a new shade that might be described as bright tomato red. A touch of this color was noted on several of the hats, as well as trimming some of the tailored costumes, and one daring individual wore an entire tailored suit of rough texture in this color, with hat to match. It was indeed attractive and one never lost sight of her for she could be sighted among the hundred gathered there in groups.

Striking Evening Costumes.

Many of the rich costumes worn in the afternoon were of chiffon, velvet, voile, moire and the soft fabrics, which accommodate themselves to lace, velvet, braid and fur trimmings. Such a costume was of black chiffon cloth combined with chinchilla. A bronze green costume was of French broadcloth, over which was worn a long coat of black satin, embroidered and trimmed with passementerie ; with this was worn a hat of absinthe green satin beaver faced with black velvet and covered with green willows.

Another striking costume was of cedar colored moire, embroidered in dull gold braid ; large hat of brown velvet with cluster of gardenias at the side. Artificial flowers, such as gardenias, orchids, violets, lilies-of-the-valley and maiden hair ferns, were worn by all the fashionables, either on their costumes at the waist, or on their fur coats. This is a chic idea of style in New York's fashionables for this season.

A costume of rose, or the new shade known as "amboisle" cloth, embroidered in self colored braid, was an attraction one evening during the show. Black velvet costumes were noted in great numbers, most of them being trimmed with furs. Some were in Russian blouse effects, while others were on the drapery style with panniers and fancy cut skirts.

Shawl Effect Muffs.

Large shawl effect muffs were carried both in the afternoon and evenings. These were of ermine, mink, lynx and white fox. A number of opossum sets were seen and these so closely resembled chinchilla that only an observant person was able to distinguish it from chinchilla.

Veils of Large Mesh.

The veils worn over the faces were of large meshes and a new idea is to have a fancy design such as a bird, leaf or flower on the one side, over the right or left cheek. These veils were drawn tightly over the face, with the ends at the back falling quite long.

Side Effect Jabots.

The neckwear comprised all the latest styles in which the side effect jabots prevailed. With the tailored suits these jabots were much in evidence. Fancy satin bows, maline bows with gold and silver trimmings, velvet bows and all sorts of little novelty neck-pieces were worn, which added very much to the beautilul lace and lingerie, and silk blouses worn with the suits.

Trained Skirts.

Trained skirts were in evidence on all the evening costumes as well as many of the cloth suits, which were meant for dressy wear. Aside from this the walking length skirts prevailed. They were mostly in the pleated style, the over-skirt effects taking first place.

Braids in Hair Dressing.

Hair dressing was low in most cases, which harmonized well with the styles in which hats were worn. Braids over the front of the head and around at the sides were also noted. When the hats turned up at the one side these braids were much in evidence and made the wearer look very smart. The hair parted in the middle or else flat pompadour effects are the prevailing types of hair-dressing with the smart set. While many of the hats so entirely covered the heads that the hair was not visible at all, in most cases the hair could be seen to be plainly and simply dressed with only a barrette at the back of the head holding the puffs, braids or large puffs in place. Fancy large pins of jet or pearl were noted at the sides of the head, either stuck in the braid or puffs whichever was worn.

Slippers to Match Costume.

Slippers were worn when evening dresses were donned. These comprised satin, suede, patent leather and in many cases kid slippers, in matching colors with the costume. In the daytime cravented shoes, suede or cloth topped patent leather shoes were worn for dressy wear, usually in black, although some greys, tans, blues and greens were seen, in corresponding colors with the suits or dresses.

Rich Fur Wraps.

There were never so many beautiful fur wraps worn as those noted at the Horse Show this week. Entire coats of mink, ermine trimmed with mink, chinchilla, white coony and sealskin were all noted. These wraps in the voluminous styles were very handsome. They were lined with rich brocaded satins. One particularly striking coat was of white coony, with sailor collar and extended revers of mink. The low waist fastening was evident. There was no shoulder seam for the sleeves and body of the coat was cut in one with the other. The sleeve were large and full gathered at the elbow, forming a sort of puff. Deep cuffs of mink finished off the sleeves.

Open-mindedness is the willingness to take suggestions. The man who knows it all is standing on a banana peel placed there by the fool-killer, who is waiting just around the corner. The man who is not open-minded will get into a rut, and, after all, gentlemen, the only difference between a rut and a grave is the width and the depth. We should be all willing to receive suggestions. The day is not long past when salesmen used to resent suggestion. Most salesmen accept them nowadays, but the man who is doing the work every day is the man who is best able to tell you how to improve it. If we are to progress we should solicit and gladly receive suggestions.—Hugh Chalmers.

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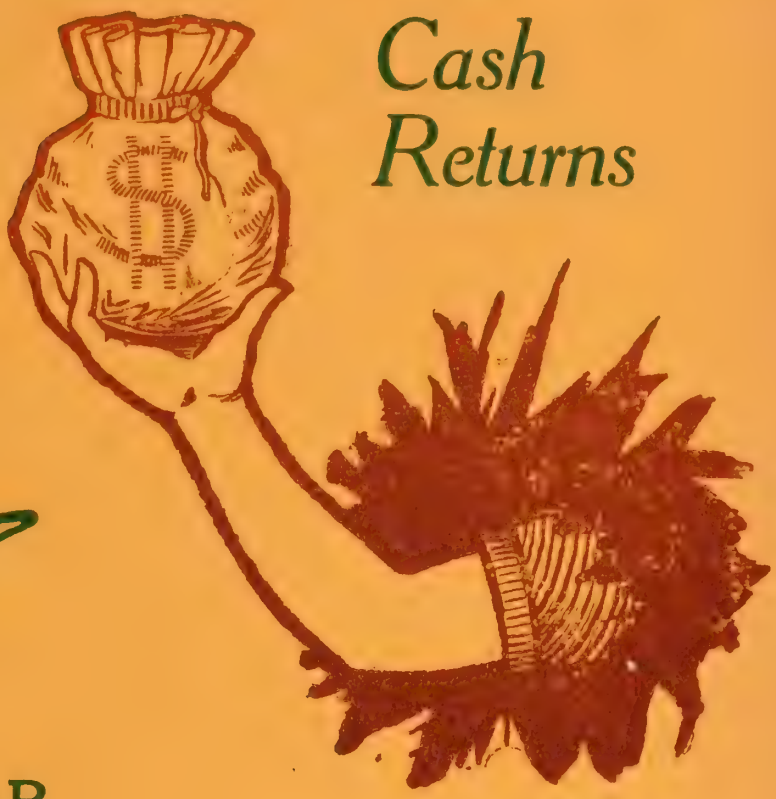
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Hamilton Canada

Please mention The Review to Advertisers and Their Travelers.

Infant's Wear Section Important Adjunct of Retail Store

Many Stores Now Being Remodeled Give Greater Consideration to Proper Handling of Lines for Juveniles — An Elaborate Department in Which Whole Variety of Stock is Displayed to Customers.

IN connection with the growing importance which attaches to the children's department, the question that suggests itself to progressive merchants is, how to properly arrange and carry such a stock in order that the essentials of salesmanship, as embodied in display, may be effectively carried out.

It cannot be denied that, in the well-planned ready-to-wear department of any kind, no equipment will be overlooked which will not only attract customers, but likewise sell the goods. That a children's section will repay any special effort that is applied to it is being demonstrated daily, not only does it prove profitable in itself, but it assists other departments. Not a few stores, where no great amount of room is available, have found it advisable to devote one counter, generally somewhat apart from others, exclusively to children's wear. Certain it is that many stores now being remodeled are being designed with a view to the better establishment of the children's section.



Elaborately fitted department for children's wear, Strawbridge & Clothier, Philadelphia. Glass-fronted show cases bring the whole variety of stock before the customers.

An Elaborate Department.

The Review here gives two views of the children's wear departments in the store of Strawbridge & Clothier, Philadelphia. This is undoubtedly the most elaborate department of its kind on the continent, and a description may be helpfully suggestive to Canadian retailers.

All of the woodwork of this department is finished in soft ivory tint. The chandeliers are globes of diamond-shaped cut glass. The carpet is a neutral grey, and the chairs are in keeping with the rest of the furniture. The side walls and all of one end are completely filled with glass-fronted show cases, above the level of the two rows of stock drawers, and these cases bring the whole variety of stock carried immediately before the eyes of every woman entering the room.

Just to the left of one of the entrances these cases extend to the floor, forming a deep display cabinet. In this is an ever-changing display of the large "show items" of the stock, as they may be termed, including bassinets, cradles, go-carts, toilet stands and the like.

Deep Drawers Beneath Cases.

All of the counters have glass fronts, ends and tops. The bases are equipped with a double row of deep drawers, that pull out on either side, and are so constructed as to move easily to the touch of the finger and never to stick.

Dolls' figures of various ages are used freely for display. There is a complete series of these lifelike figures, representing all ages, from the newly-born infant asleep in its small, blue-canopied, enameled basket to the spirited little girl of five years.

In this luxuriously-fitted room is now carried the whole range of infants' wear stocks. Almost one-half the room is given to head-wear and cloaks. Adequate space is also provided in the bases and in the drawers back of some of the counters for a large stock of misses' and children's underwear.

Clean Out the Shelves.

As January is the closing month of the store year the January sale should be conducted as much as possible from the stock on hand, and rather than pick up new goods for this sale the shelves of the store should be rigidly searched for goods that have hung fire, and for lines that will be better closed out before the opening of another season—goods which, if not sold this month, will have to be carried over to the next fall. To clear out the goods with the season is the best store policy a merchant can adopt.

Once in a great while there may be a season when it will pay to carry some classes of goods over. As a rule, the merchant will get all the goods required to do business with, and will be in a better position to buy if he has the cash in hand. Remember, the cost of goods is added to by carryng them over, for there is the interest on money invested, as well as the space they take up to consider. Then, there is the money he might have made with the price these goods would have brought, had they sold at the proper season. Taking it all in all, it pays to clean stock whatever are the market conditions.

Then there are goods that must be sold that will have almost no value, if kept over the summer season. Some of these will require a very keen cut in price to drive them out. There is no merit, however, in half measures, and the first cut should be one that will give the merchant a reputation among the buyers of his community.

There must be many lines that will only require a moderate price reduction to start something, and these, together with the lines on which regular profits are made, will about square matters up, and it will be found that after all the loss has not been so large. On the other hand, the merchant will have increased both his reputation and the value of his stock on hand, as when January ends, it will be thoroughly clean and in the best of shape and worth fully 100 cents on the dollar.



Doll figures representing various ages are used for display in this infants' wear department. All counters have glass front, ends and top. Strawbridge & Clothier, Philadelphia.

Nothing sells goods like properly displaying them, so the merchant will study how most effectively to display the lines he has in the store, and he will find sales showing a corresponding increase. It is not possible to show all the stock at once, but by changing the displays frequently, he can show each item in turn. Remember, it is not the kind of display that shows an article in the same old place in show case or counter until customers would know it if they saw it a mile away. It is the showing of a series of goods so that customers daily see something new and fresh and become convinced that the merchant carries not only the novelty, but the staple lines that the trade requires.

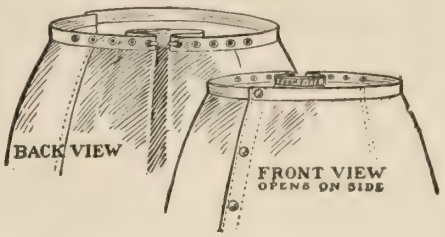
What Is It?

Opportunity knocks at your door with the "Kaybro Form Fitte" adjustable petticoat

THE FORM FITTE
Patent applied for
PETTICOAT



THE FORM FITTE
PATENT APPLIED FOR
PETTICOAT



Hundreds of women are wearing the "Form Fitte" petticoat throughout the Dominion of Canada, and acknowledge it to be the most perfect fitting petticoat on the market.

By means of the solid hook and eyelets, immediate and permanent adjustment can be made to any figure. No rubber. No draw strings. Adjustment necessary only once.

Assortment—Silk Taffeta, British Cotton Taffeta, Princess Taffeta, Moirette, Sateen.

Prices—$9.00 per doz. to $72.00 per doz.

MR. E. H. RICE, Representative for Ontario
MR. W. A. McARTHUR, Representative for Western Canada, will call on you for your spring orders during this month.

MANUFACTURED BY

McKAY BROS., LIMITED

1229-1231 Queen Street West - - Toronto, Canada

You will be tempted to double your orders for our spring line of "Quiet Elegance" garments and "'Twere best done quickly."

FROM EAST TO WEST THEY SELL! THEY SELL!

WATT & SHAPIRO MNFG. CO. 507 St. Paul Street MONTREAL

BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

GOLD MEDALLIST DYERS
JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also

FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED.

MONTREAL TORONTO OTTAWA QUEBEC

BRODY & FUNT

MAKERS OF

TAILORED WASH SUITS

The greatest capacity for turning out Tub Suits in the World :: :: ::

58-60-62 WEST 15th STREET

NEW YORK

Most Important Thing to do is to Please the Customer

How John Wanamaker Came to Adopt the Principle of Paying Money Back when Goods Were Unsatisfactory — Playing Fair with the People—Proceeds of First Day's Business Went for Advertising.

AFTER the ceremony of the laying of the cornerstone of the Wanamaker Building in Philadelphia had been completed, states the New York Mail, standing on a plank on the main floor of the new structure, with mortar on his shoes and on his clothes, surrounded by a few friends and some of his trusted employes—not a bit tired after the strenuous day's work, with sparkling eyes and a smile—John Wanamaker became reminiscent and talked freely and interestingly to those near him.

He spoke of the difficulties that his organization, as a whole, had to meet, in carrying out the principles he had established more than thirty-three years ago.

For fifteen years he did business as everybody else did it. The custom in the clothing business was to have men on the sidewalk usher prospective customers into the store; then they passed along a long line of salespeople and looked at suits of clothes and asked the question, "How much is this suit?"

Bargain and Haggle.

When answered that the price was $20, the customer would invariably say: "I will give you $10 for it—or $12." The salesman could not think of it, of course, to sell at $20 suit at $10 or $12, consequently customers and salesman would bargain and haggle, and the customer would finally offer $13.50, and then would probably compromise on $15.

If one salesman could not sell the customer, he was passed along the line to another salesman.

This was considered regular, decent, reputable business, and all people did business that way in the old days.

Finally Mr. Wanamaker made up his mind that this method of doing business did not seem honest on the face of it—it made the customer suspicious of the firm, and the firm suspicious of the customer. Neither seemed to be playing fair.

A One-price Store.

One Friday night, after the day's business, Mr. Wanamaker called a counsel of his big men and he said that he proposed to start a one-price store, to which almost every man in his employ objected, saying that it was revolutionary—that it would be a failure, but Mr. Wanamaker was determined to have his way, so he announced in the following Monday morning papers that thereafter Wanamaker & Brown would be a one-price store.

Soon after banking hours on that Monday, Mr. Wanamaker was called upon by the bankers with whom he had been doing business, and he was told that he would ruin his business if he pursued such a policy, and that they would withdraw from him their credit if he persisted, but he was determined to go ahead on these lines, and he did—with what result everybody knows.

Adhered to Principle.

So firmly impressed is Mr. Wanamaker with this plan of doing business that only recently he was compelled to let out of his organization a very valuable man for this cause.

This man, a buyer, secured some very desirable merchandise at a price lower than the actual market value, and after securing the merchandise he marked the price up, justifying himself on the grounds that the goods were worth the money. Then, after selling them at a higher price for some time, he announced a reduction. This man was able to persuade the advertising that he was telling the truth.

Mr. Wanamaker discovered what the man had been doing, and immediately discharged him, because, as Mr. Wanamaker himself said, the man was departing from the principles which governed the business.

If an article was bought at a lower price than the market value then to that price was to be added only the legitimate profit, which is the basis of all successfully conducted businesses, and then if the article should be advertised the truth must be told as to why it could be sold at such a price.

It is also related how Mr. Wanamaker adopted in his business the principle: "Your money back if goods are not satisfactory."

A Fundamental Principle.

In his younger days he had to work very hard, and it was hard to save money. One particular Christmas he wanted to make his mother a present. He went into a store and selected an article that he thought would please his mother. While the clerk was wrapping it up he espied something else he thought he would like better and he asked the clerk to exchange the article, which the clerk refused to do. Whereupon Mr. Wanamaker said to himself, "The most important thing to do is to please a customer—when I go into business for myself, the plan I am going to adopt is to give the people what they want, and after they get it, if they don't like it, they can get their money back."

It is on this principle that the business has been conducted ever since Mr. Wanamaker has been in business.

Invested in Advertising.

In 1861, at Sixth and Market Streets, Philadelphia, the Wanamaker business was started. The first day the sales amounted to $21.61. The entire sum was sent to the "Public Ledger" office in Philadelphia, to pay for an advertisement next day.

At the rate of $24.61 per day for twenty-six business days, the first month's business would have amounted to $639.86.

It was probably more, but it will serve the purpose of a comparison with one month's business in the Philadelphia and New York stores, which amounted to six and one-half million dollars. This was the business of a banner month.

More than one-half billion of dollars of merchandise has passed out of the Wanamaker stores since the business started. During the next ten years the retail business will probably go more than that, and at 72, Mr. Wanamaker thinks that his career as a merchant is just opening up to him. One million dollars a year is spent in advertising.



This is not an idle boast—it is a truthful assertion based on the knowledge of our goods, prices and methods and what they have accomplished for Retail Dry Goods Merchants.

We neither make nor sell goods of a "trashy" nature. Our business is the manufacture and importation of goods that are sound in quality, attractive in finish and graded to meet all demands.

Our prices are such as to leave you a generous margin of profit.

**Window Shades, Curtain Poles, Draperies,
Bobbinet Curtains, Silks, Burlaps, Plushes,
Lace Door Panels, Velours, Wall Coverings,
Furniture Coverings, Tapestry Curtains,
Lace Curtains, Chenille Curtains,
Table Covers,
Upholstery Supplies and Hardware.**

Many of the above are from our own looms.

Write for our Catalogs and Color Books.

Mail Orders Promptly Filled.

Geo H. Hees & Son Co., Limited

Cor. Peter and Recollet Sts.,
MONTREAL

52 Bay St., TORONTO



A "Made in Canada" carpet exhibit by Jos. McNicholl, for Richard Hall & Son, Peterborough.

Furnishings and Decorations for the Home

Wholesalers Express Satisfaction with Season's Business — Houses Across Line Announce Advances — New Designs in Linoleums and Oilcloths Rugs as Xmas Favors — Particularly Good Wall Paper Season.

HOUSEFURNISHING departments are now pushing holiday lines, wholesalers are taking stock and there is the usual between season dullness. In wholesale and retail quarters, however, reports show satisfaction with the past season's business, and with advance orders for Spring. The demand has been pretty evenly distributed throughout all sections of the carpet department, and it is evident from this that stocks throughout the country were in readiness for replenishment. There is some talk of advancing prices, but from what can be learned there is little likelihood of these reports being immediately substantiated. There is little if any change in Spring lines as placed.

In the United States market the opening of Spring lines, early in November, was accompanied by announcements of slight advances, particularly in Wiltons and Brussels. Some of the houses sprung a surprise, however, by stating that prices on these weaves would be the same as for Fall, although most of the buyers in the market came prepared for advances all along the line, owing to increased cost of wool and yarn.

New Linoleum Designs.

Among Spring lines of linoleums and floorcloths in the Canadian market are many new and ornate patterns. One order consists of an all-over weave-like pattern in plain color, relieved by a single floral in natural color. There is a good range of plank and block designs, and it is stated that there has been a good demand for these during the past month. Weave effects are prominent and florals are strong. There is no accounting for tastes, and hence the range of patterns and designs carried by the well stocked department is necessarily great. Many designs are in fact somewhat exclusively representative of a certain part of the country, and, as in clothing, there are patterns which take more readily in the country than in the city. There can therefore be no fixed rule worked out in wholesale departments, although the retailer will have a pretty fair idea of the effects likely to be preferred by his class of customers.

With regard to the United States linoleum market it is stated that manufacturers are practically taking orders for Spring at the same prices that prevailed during the Fall, although there are some special instances of advance. Linseed oil is selling at over 60 cents per gallon, against 42 cents during a period since last Spring. The farmers are holding back flaxseed for higher prices, and the oil crushers say it is difficult to get enough seed to crush into oil and meet the demand. It is certain that any linoleum maker who has to pay 60 cents for his oil would find a loss in present selling prices of the manufactured goods, and therefore it is problematical as to how long present prices of the manufactured goods will prevail.

Demand for Rugs.

Among the retail departments it is stated that there has been a very good movement recently in rugs, both of the machine made and the genuine oriental varieties. This is accounted for by the fact that small rugs make a very acceptable Christmas gift. In fact the head of one department told The Review that he had recently sold two large and rather expensive Oriental rugs for gift purposes and that he always looked for good business in smaller sizes at the present time of year. For the college girl's or boy's room, for the boudoir, for the library or den, a good rug must be considered as an acceptable favor.

A great deal must depend upon the manner in which the stock of the department is displayed. Some of the

It's Good Policy
On Your Part

to handle only goods which meet the requirements of your particular trade! Stock

Brinton Carpets

which are expressly designed to meet the Canadian demand, and are manufactured at Peterborough, Ontario. They are equal in quality to the British-made article, and are woven from best-quality English yarn.

Moreover, think what you save on ocean and long rail freights if you sell BRINTON CARPETS, to say nothing of the saving in Customs Duties.

Let us send you samples, which will speedily convince you that our carpets are the equal of the best imported lines. *Write to-day.*

The Brinton Carpet Co.
of Canada, Limited

Peterborough, : Ontario

SALES AGENT

W. E. Whitehead, 28 Wellington St. W., Toronto
Also Kildare Irish Handtufted Carpets.

best sales have been attributed to arrangement of choice selections from stock in such a way that people coming into the store could examine. The fact that a person has seen a likeable carpet somewhere remains impressed upon the memory, and will not be forgotten when a new floor covering is being considered.

✠

Wall Paper.

There is not a great deal to be said about wall paper at the present time of year. There has been a wide endorsation of the new plan of pricing borders, and wholesalers state that so far as they can learn, retailers are having no difficulty in applying them on their part. Requirements have been well looked after and while reports from some sections of the country would seem to indicate that competition from the other side of the line has been very keen, manufacturers in other sections state that they have encountered nothing unusually aggressive.

✠

Activity in Curtain Cloths.

Some of the drapery departments report a very strong demand for brown and green curtain cloth of silky effect. This material is being used for portieres, and coverings, and is selling at 75c a yard to the retailer. By many it is used in place of velours and is very effective when made up with border. There is no doubt but that all lines of draperies and curtains in which cotton is employed will continue to ascend in price, and that this fact is accepted by the trade is evident from the demand during the past month.

✠

Irish Linen Markings.

Through the efforts of the hand-loom linen weavers of the Belfast district, a law for the compulsory marking of hand-loom woven linen goods was enacted by the British Parliament, to go into effect Jan 1, 1910.

Every piece of linen damask produced upon a hand loom must have woven in the selvedge the words "Irish woven linen damask."

Every piece of cambric or linen diaper goods must have stamped or printed thereon in legible characters the words "Irish hand woven."

Any person weaving in a hand loom in Ireland any linen goods of the classes above mentioned who fails to carry out the requirements above shall be guilty of an offense under the act.

Any manufacturer, agent, or any other person who causes or procures any person to weave in a hand loom in Ireland any linen goods of the classes above mentioned without the proper marking shall be guilty of an offense under the act.

Any person selling or exposing for sale any goods being, or purporting to be, linen damask goods or cambric, or linen diaper goods, having woven therein or stamped or marked thereon the words "Irish hand woven" or "Irish hand made," or other words representing that the goods were woven in the hand loom in Ireland, shall, unless the goods were in fact so woven, be guilty of an offense under the act.

Any person guilty of an offense under this act shall be liable on conviction for a first offense to a penalty not exceeding £10 ($50), and for the second or any subsequent offense to a penalty not exceeding £20 ($100) or to imprisonment for a term not exceeding six months.

To the Trade in Eastern Canada

To meet and fill more satisfactorily the requirements of our patrons in the Eastern Provinces, we are opening early in the New Year a warehouse in Montreal, where we shall carry a complete stock of

Down and Cotton Comforters and Cushions.

Meanwhile, please continue to address us in Toronto.

OUR PRICES WILL INTEREST YOU

THE
HARVEY QUILTING CO., LIMITED

33, 35, 37 PEARL STREET TORONTO

KING'S
Established 1775

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Sole Selling Agent:
SYDNEY MOSS,
Empire Bldg., 58 Wellington St. W.
TORONTO

Go in for a Higher Grade Wall Paper Business

The higher the grade of wall paper business you develop the more money there is in it for you.

Wean your customers from the notion that they must buy cheap wall papers. *If you handle*

STAUNTON WALL PAPERS

you can do it, for they include the most salable high-grade wall papers in the country.

The dealer who assumes that his customer wants a high grade paper, and shows it to him at the start-off, nine times out of ten will sell him a higher grade than the man intended to buy.

Staunton Wall Papers include the biggest range in Canada of papers at *all* prices, but the point is: You can charge a first-class price and sell high-class papers with big profit to yourself if you push high-class goods. Staunton rapid sellers will help you do it. Write us and we will see that our 1910 line is put before you for inspection.

Stauntons Limited
Wall Paper Manufacturers
941 YONGE ST. : TORONTO

Prolonged Season Indicates Better Buying Ability

Furniture Departments State that the Demand for General Lines has Run Further than Usual into the Holiday Season — Good Request for Gift Chairs, Tables, Stands and Desks — Importance of Display.

THE general demand in retail furniture departments is reported to have extended further into the holiday season than usual and this is regarded as an indication of improved financial ability. The better grades have been in good request throughout the season.

Now that holiday trade is opening up there is activity in gift lines. Leather-cushioned chairs, den tables, desks, and other accessories of the home comfortable have been selling well, the early English and fumed oak effects being in particular request. Choice pieces, in mahogany and walnut, have also been selected out of consideration for the period tendency in the drawing room or parlor.

Rattan Furniture.

Some prominence is now being given to rattan furniture, particularly chairs. These are made up in effects which rival comfort-qualities of the wooden designs. In fact they are built on cosy lines and certainly look like good property. Natural wood colors and dark greens and greys are prominent.

Displaying Gift Goods.

There are many dainty pieces of furniture apart from gift chairs, and tables which may be carried effectively in the department at this time of year. Small smoking stands for the den, vase pedestals, revolving book racks and the like, are asked for by the generously inclined.

Too often the furniture department is not made the scene of any particular merchandising effort during the holiday season. A display of pieces suitable for favors will be valuable from a suggestive point of view and may cause sales which otherwise might have been lost. If the furniture department happens to occupy a top storey or other obscure part of the building, a few gift pieces may be brought forward into the general store with good results. At the same time the department must not be neglected in the advertising.

Handling Samples.

The question is very frequently raised in upholstery departments as to whether samples should be given to customers direct from the piece by the salesman, sent through the mail or in some other way, states the Upholsterer. Granted that samples and sampling are a necessary adjunct to an upholstery piece-goods business, there seems no good reason why the customer should not be able to obtain samples without the trouble of going to any second person or department for them.

To permit salesmen to cut samples from the piece indiscriminately makes not only an untidy stock but leads to a serious waste of materials. Many stores because of this waste refuse absolutely to cut samples of their goods. On the other hand, to cut and classify samples from all fabrics carried in the department would not only entail a great deal of work but would with some fabrics be entirely unnecessary.

Perhaps the most satisfactory method of handling samples is to have in each section of stock a sample-filing cabinet so divided and classified that every individual fabric of the stock can be readily located. Thus, for instance, velours might be filed under the letter A, with each different quality designated by figures as A1, A2, A3, A4, and so on with places in the cabinet to correspond. The ticket on the piece should also be marked to indicate whether or not the piece has been sampled, and samples should be cut only as they may be required. For instance, a customer requests a sample of a certain pattern. By examining the ticket on the piece the salesman would immediately determine by the X check mark placed after the word "Sampled" on the ticket that samples will be found in the cabinet. Should there be no check mark after the word "Sampled," he knows that no samples are to be found in the cabinet and is then at liberty to take a sample two inches wide across the entire end of the piece. From this strip he cuts the length he requires for his customer and the balance is turned over to the head of the stock to be by him cut into uniform sizes, ticketed and filed in the sample cabinet. As soon as the salesman cuts the piece for samples it is incumbent upon him to mark the ticket showing that he has done so.

This method would not only prevent the unnecessary sampling and mutilating of fabrics, but would provide samples, when such were required, in a convenient place accessible to all. It might be well to place all requests for samples by mail in the hands of one salesman whose duty it would be to see that the same were gotten out without delay, for otherwise the head of the stock, on whom this duty would naturally devolve might, because of press of other work, neglect these requests and the department lose business thereby.

W. H. MacBeth, dry goods and men's furnishings, Saskatoon, Sask., is retiring from business, and a closing-out sale is now being held.

The plant of the Ontario Spring Bed & Mattress Co., London, was destroyed by fire, Nov. 11. The loss was estimated at $25,000, partially insured.

Samuel J. Barrett, dry goods merchant, Guelph, died suddenly at his home on the evening of Nov. 9. He had been seventeen years in business in that city.

The W. A. Murray Co., Toronto, have been awarded the contract of carpeting the new Shea's theatre, on the corner of Victoria and Richmond Streets, Toronto. A rich Axbury carpet, of Turkish design, has been accepted. Between 1,200 and 1,300 yards will be required.

The Shawinigan Cotton Co., Montreal, have been incorporated with $1,000,000 capital to construct, purchase, sell, lease and operate cotton and woolen manufactories, the incorporators being A. C. Calder, T. E. Gadbois, O. Gagnon, L. Boulanger and J. M. Mantle.

Arnolds, Limited, of Montreal, have been incorporated with $20,000 capital to manufacture and import clothing and house furnishings. The incorporators are: D. Levi, L. Levi, J. H. Thornell, H. Weinfield and C. Olsen.

We Specialize on QUILTS

For a great many years "DEARDENS of MANCHESTER" have been the acknowledged leaders in the manufacture of Quilts and Bedspreads and to-day the name is known in all the markets of the world.

Those who want Quilts of any kind should make a point of seeing what our samples now represent. We make the ordinary as well as the high-class article supplying every class of trade with honest goods of guaranteed quality.

Make a note of these in your buying list.

Alhambra Quilts in the usual and new combinations of colours.

Tapestry Quilts Excellent Patterns in new weave.

Honeycomb Quilts White and Coloured.

Grecian Quilts

White and Coloured Satin Quilts

Beautiful Satin finish, with heavily raised figures.

Mercerised Honeycomb Quilts

In White and Choice Art Shades.

Mercerised Damask Quilts

Our new illustrated Catalogue in colour, is in the hands of our Canadian Representative for distribution amongst the wholesale trade.

Jon'n Dearden & Co., Ltd. Gibraltar Mills Bolton, Eng.

11 and 13 Bridgewater Place MANCHESTER, Eng.

Canadian Agent, R. H. COSBIE, - TORONTO

SPRING, 1910

New Samples of Canadian-Made

Linoleums
Floor Oil Cloths
Table Oil Cloths

are now in the hands of the Wholesale Dry Goods Trade.

It is to the interest of every dealer in the country to see our excellent range before placing any orders for Spring.

We also manufacture

Prepared Decorative Burlaps

the modern wall covering

ECONOMICAL **SANITARY** **DURABLE**

Write for samples and prices of this line.

MANUFACTURED BY

The Dominion Oil Cloth Co.

Limited

Montreal

January Coming-of-Age Number

Coupled with Spring Special Issue of

Dry Goods Review

Will be the Most Valuable and Practical in the History of the Paper



Will You Advertise?

Your advertisement will show your customers your appreciation of 1909 business and outline your preparations for 1910.

A SOUND REASON FOR YOUR ADVERTISEMENT

You have good sound reasons for holding the customers you now have.

Isn't it reasonable that if you present in the right way your arguments for business before many additional merchants you will pave the way for close business relations?

The *Review* is read regularly by 90% of the entire retail and wholesale general dry goods trade, and the Coming-of-Age number will have an extra sample copy circulation.

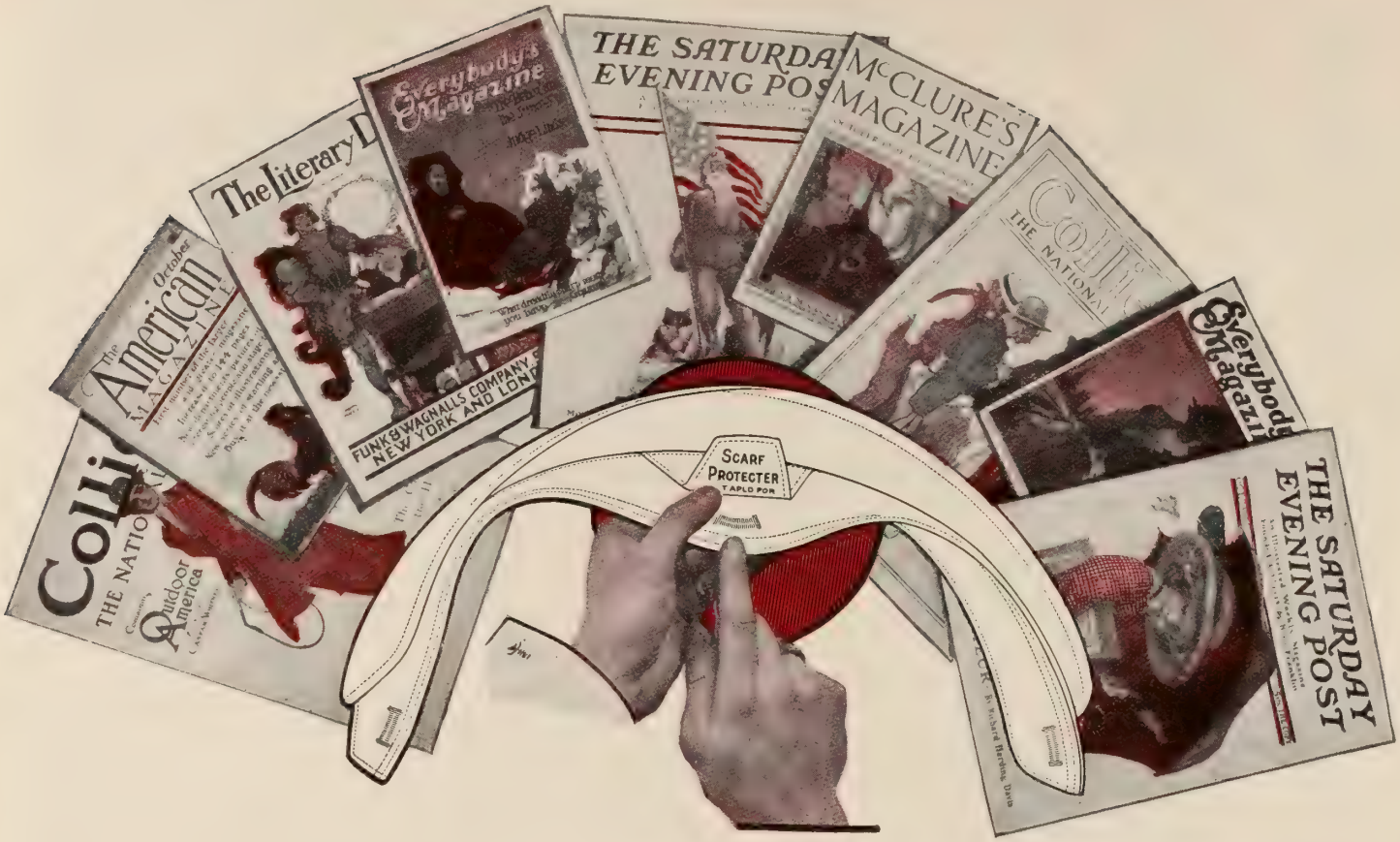
Advertising rates are unchanged for this number: *Full Page*, $35.00. *Half Page*, $20.00. *Quarter Page*, $12.00.

Send your copy not later than December 23. The earlier the better.

DRY GOODS REVIEW

WRITE OR PHONE NEAREST OFFICE

701 E. T. Bank Building, Main 1255, Montreal; 10 Front Street East, Phone Main 7324, Toronto; 511 Union Bank Building, Phone 3726, Winnipeg; 88 Fleet Street, E.C., Phone Central 1296, London, Eng.; 1109-1111, No. 160 Broadway, Phone 1111, Cortlandt, New York.



You have already seen in the November Numbers of The Big Monthly and Weekly Magazines the Opening Shot of the National Advertising Campaign on SLIDEWELL COLLARS

The November magazines carry the first direct SLIDEWELL message to the millions of collar wearers throughout the country. Before this advertising appeared a demand aggregating thousands upon thousands of dollars had already been built up for SLIDEWELL collars.

But now that we have entered into this most aggressive and extensive advertising campaign—now that we are telling every collar-wearer in America just what the SLIDEWELL COLLAR is, the enormous advantage of its exclusive SLIDEWELL SHIELD which protects the scarf and saves the time and temper of the wearer every day, the demand for SLIDEWELL COLLARS is certain to be doubled—trebled in every town and city in America.

SLIDEWELL COLLARS

Prepare yourself. Put in a stock of SLIDEWELL COLLARS now. This big SLIDEWELL demand must find an outlet in your town. Let yours be the open SLIDEWELL door.

This picture shows you what the SLIDEWELL COLLAR is and where its big advantage lies. Our advertising to you has told *you* much about the SLIDEWELL *just as our consumer campaign now tells it to your trade—the collar-wearers.* The SLIDEWELL will be the most popular, the quickest, easiest selling collar of the year, because it offers the consumer the SLIDEWELL SHIELD, *the first real collar improvement of the last ten years.*

The SLIDEWELL has all the points of style and strength any other collar has. It retails at two for 25c. (in Canada 3 for 50c.) *Jobbers in every city distribute SLIDEWELLS. You know what that means—no money tied up in big stocks and deliveries on the day you order.*

Send us a postal now for a free sample collar, for our Style Book, and the list of jobbers who carry a complete stock of SLIDEWELLS in your city. Watch the mails for our big bulletin to be delivered to you very soon. It's important.

HALL, HARTWELL & CO., TROY, NEW YORK

E. H. WALSH & CO., Agents for Canada, Toronto and Montreal

Men's Clothing and Furnishings News

Retailers Not Yet Confronted by General Advance in Woolens — Season Said by Some to Have Tapered Off as Result of Mild Weather—More Attention Being Paid to Boys' Clothing by Retailers.

AS they are now in the midst of stock-taking and making preparations for the arrival of Spring goods, wholesale woolen men have not a great deal to report at the present time with reference to materials, as next season's effects have been pretty well described, and the passing season's selections fully discussed.

Upon the price situation, however, one hears frequent comment. Although wholesalers have had to meet increases, the retailer has not yet been confronted by any extensive range of advances. By some this is regarded as one result of competition, and by others it is attributed to the traditional hesitancy in making a radical change in price lists.

Does Retailer Get Best of It?

"In a market such as this the retailer always gets the best of it," said a buyer. "One has to seriously consider, especially at a time when merchants are still cautious. There is this to say, however, that the man who has taken care of his Spring requirements to anything like a reasonable extent, has certainly taken a wise course."

While there are those who state that this season has seen a steady run in business, others declare that while at the outset it was exceptionally good, trade has shown a tapering off towards the close. For this, the continued mild weather is held accountable. There has been a growing demand, however, for better grades, and this is regarded as one of the undeniable indications of an easier financial condition.

Faddish Day is Passing.

Clothing houses report a good season. Retail departments state that a strong business was done in rubberized or rainproof goods, during the early Fall, and that later the heavy ulster with close-fitting collars, has had a particularly strong run.

For Spring, the lines selected show the growing favor for the more conservative effects in suits. The faddish day is passing, though there are reminiscences in the shape of unobtrusive pocket and cuff embellishments. There are very plain effects, however, which in themselves suggest the desirability of the change. These are absolutely devoid of any mark of novelty, and buyers, who watch the daily demand in the retail departments, state that they are being taken largely by better class trade. One buyer predicted a decided return to plainness and saneness.

Scarcity of Help.

Clothing factories in Montreal, Toronto and other centres, specializing on the better grades, are having marked difficulty in securing sufficient operators. An increase in help in one factory simply means a decrease in another, and the net result is higher wages for operators. The supply of trained help is limited.

This is partly the result of the modern system of manufacturing clothing. The passing of the sweat shop and the farming out of clothing all over a city, has given way to modern sanitary factories. This has greatly benefited the industry, in fact, revolutionized it. Nevertheless there is the one serious drawback, of securing sufficient help.

More Attention to Wee Men's Wear.

There can be little doubt that the small boy is going to receive greater consideration than ever before in the ready-to-wear department. In many stores it is now noted that where, perhaps, the wee men's lines were confined to a table or two, the up-to-date range in fabric and knitted lines requires greater accommodation, and in almost every case the merchant has been wise enough to grant the concession.

One large city store, whose departments are being remodeled, is planning for a large, thoroughly equipped department, devoted exclusively to juvenile goods. The growing enquiry for neat, dressy effects has warranted, they say, such a department.

Frequently one hears of instances which would seem to indicate that Canadian manufacturers or buyers have not developed juvenile lines to any degree consistent with possible business. Parents have been taking advantage of trips across the border to purchase boys' outfits, which they declare they could not obtain at home. It may be that they did not make sufficient investigation among their home stores, but the very fact that they have known where to go to get what they wanted should suggest to home buyers the advisability of concentration and publicity on these goods, if they are to make good.

Tactful Salesmanship Necessary.

A great deal undoubtedly depends upon salesmanship in the department. Suggestions and a willingness to facilitate inspection will do a great deal. In some departments a record of individual sizes is kept, and it is known that when the parent is assured that any one store has a record of the last sizes required by his boy, he will return, feeling confident of satisfactory fit. It is not often that a clerk can depend upon his memory, but one instance is related of a parent who on going to a store across the border for a suit similar to that which he had secured the year before, met the same salesman, who not only recalled the previous transaction, but had the size at his finger ends. Of course, a boy grows some in one year, but last sizes are a good guide in present selection.

Because a department may be devoted to juvenile wear, there can be no excuse for a careless salesmanship. In fact, to please a particular parent sometimes requires the most tactful kind of treatment.

✠

Good Season in Furnishings.

Christmas business in men's furnishings is now assuming its proper swing, and the neckwear section must come in for considerable attention. There has been a good demand for fancy boxes containing one or two ties or combinations of tie, handkerchief and scarf. While the vertical stripe is still a strong style factor it is evident

Don't jump to the conclusion

that all waterproof collars are alike! They're not!

XYLONITE-LINEN

(Pronounced Zy-lon-ite.)

WATERPROOF CUFFS AND COLLARS

are different, and are superior to all others. They not only return you a good profit, but they give absolute satisfaction to your customers.

XYLONITE-LINEN Collars and Cuffs have the *same dull finish* as the ordinary linen collar. They will not crack, wilt, nor lose their colour. They are perfect in fit and style, and may be cleaned with a damp cloth. Write for prices.

STOCKS CARRIED AT

MONTREAL - -	123 Coristine Bldg.
WINNIPEG - - -	56 Albert Street
TORONTO - - -	77 York Street

SOLE CANADIAN AGENTS

Geo. Ridout & Co'y

Toronto

that plain colors in subdued tones are well considered. There can be no doubt that black and white combinations will play a prominent part in Spring business. In fact the tendency is already making its appearance, and some of the more recent Christmas window displays have made it the basis of a special study. One house featured a novelty window, consisting of shirts in plain helio with black ties, relieved by a self-toned swivel design. Therein is noted another Spring feature, the swivel pattern. This latter has a crocheted-in effect and sometimes assumes the form of a small square, diamond, triangle, or circle with a tiny contrasting spot in the centre.

Among the novelties in derbies is a plain bengaline tie in which the cord runs up and down instead of across. Neat foliated designs are also taking good place.

Silk neck scarfs in plain colors to match ties have been selling well, as they make desirable gifts. Knitted and woven mufflers of different materials have in fact all figured well in the season's selling.

✠

Good Demand for Soft Hats.

Hat manufacturers and wholesalers report a steady inquiry for soft hats, and it cannot be denied that this class of headwear is not only figuring prominently in vogue at the present time, but will be a strong factor in Spring business. Styles are multiplying each season, and the neat, fedora-like shape, with crush crown and convertible brim, are now a feature. Rough effect in felts are making their appearance in materials used, and greys, greens and browns are particularly good colors. Blacks, stone grey, and cinnamon brown are good shades in stiff hats.

A big straw season seems now assured, and manufacturers state that the demand is pretty well represented in all sections of this department.

Children's goods are receiving special attention. One house is showing a considerable range of hats of this class, some in felt, others in straw, with deep turn-up brim almost of the same depth as the crown. The brim may be snapped, producing a very natty effect.

It has been a good cap season, and there are excellent prospects for Spring. Driving golfs have been in good demand. Among those which have taken particularly well is a gold shape with elastic earband lined with eiderdown. The band is light, has no bulk when turned in, and when adjusted for use fits the back of the head and ears very snugly.

✠

Advancing Shirt Prices.

The gift season generally calls out the novelty shirt, sometimes because the inexperienced customer who doesn't have to wear it, is investing in that sort of thing, and again because novelty is often considered a proper feature of the gift shirt. The garments now on the market, however, are not to be despised because of their novelty. The designers may be credited with having an excellent idea of the fitness of things. There is evidently no limit to the versatility of the present-day shirt maker, when it comes to the manipulation of tucks, cords and stripes, and in the latest styles shown, these have been worked out in individual effects and combinations.

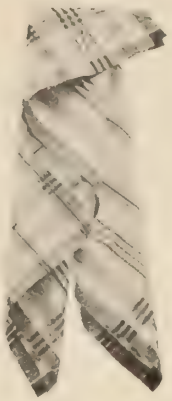
The advance in cottons will undoubtedly have its effect upon shirt prices and that retailers are cognizant of that fact is indicated by the demand for goods, while lower levels ruled.

"PYRAMID" Handkerchiefs

Display Them Now For Christmas Trade.



PYRAMID
HANDKERCHIEFS
REGISTERED No 118700



Pyramid Handkerchiefs

attract the best class of buyers to your store. Tempting window displays are worth while. Show cards furnished by your wholesaler.



What PYRAMID HANDKERCHIEFS are:

A soft, durable fabric. Tasteful and original patterns, every one registered. Absolutely fast colors.

A Moderate Price. A Staple Seller

PYRAMID
HANDKERCHIEFS

Be the first to show them in your town.

Carried by the Leading Wholesalers of Dry Goods and Men's Furnishings.

PYRAMID
HANDKERCHIEFS



Stop Wondering Why

your Collar Trade is not that booming success your neighbor's seems to be !

If you are handling the old-style waterproof collar—the kind that loses its color, cracks easily, smells unpleasantly, and never can be mistaken for a linen collar—then **that's** the reason !

QUIT handling this kind, and get to work selling

CHALLENGE

BRAND

WATERPROOF

COLLARS AND CUFFS

They are the same dull finish, the same texture, and the same comfort in wear as linen, and are perfectly correct in style and fit. They are absolutely waterproof, and can be cleaned with a rub !

The Arlington Company of Canada, Limited

54-56 Fraser Avenue, TORONTO

Western : Representatives *Eastern :*

J. CHANTLER & CO., TORONTO — DUNCAN BELL, MONTREAL

Stripes in Hosiery.

The vogue of stripes is evident in hosiery as in ties, and the color range is somewhat the same. The stripes are for the most part grouped in threes or fours, and raised effects are among the novelties shown for the new season. While it is evident that elaborate embroideries are not in favor, the small, neat pattern is still in favor, and among Christmas lines they have considerable vogue. The plain colored hose is, of course, one of the strong features. High-class houses state that there has been some enquiry for silk goods, but that it indicates nothing unusual at this time of year.

✝

The Glove Season.

Gloves have, of course, been very active in the retail stores during the past month, capes, glace and suede, in medium weights, were chosen in good quantities for city trade, and the country merchant took a particularly good supply of lined goods. The chamois glove is frequently seen, and high-class departments state that they have not only met with a fairly good sale, but will do better. There has also been some demand for the knitted and fabric glove in grey effects.

Gloves specially boxed make a desirable gift, and salesmen in retail departments state that the fact that they have boxes available for that purpose very often decides a customer to select gloves, where probably he or she would have otherwise selected something cheaper.

✝

Winnipeg Retail Clothiers Organize.

Staff correspondence.

Winnipeg, Nov. 28.—As an outcome of the organization of the Retail Merchants' Association, a few months ago, the retail clothiers of the city have formed a strong section to act in harmony with the larger organization.

W. T. Peace, manager of the Semi-ready, Winnipeg, was elected president, and Tony Beliveau, secretary.

One question that is occupying the attention of the greatest number of merchants in every line is that of the local civic taxation.

For some years the taxation question has been a source of trouble to the merchants, and although the civic authorities have made several attempts to make a satisfactory levy, yet the majority of merchants feel that they are manifestly discriminated against.

Last year, the taxation was based upon the floor area, irrespective of the location. The complaint was so general, however, that the basis was reverted back to the former system of taxation according to rental value; and the civic authorities seemingly have not succeeded in making more satisfactory arrangements. The clothiers' section purpose taking up the question, with the possibility of assisting the tax commissioners in the matter.

Complain of Discrimination.

The clothiers are of the opinion that they are being discriminated against when traveling tailors are allowed to come into the city and take orders for goods to be made in Ontario or other outside location. The local merchant has a business tax to pay, and feels that, in return, he should be protected by the corporation. This is manifestly a question in which every clothier will be interested.

A New Idea in Men's Wear

The "THATsALL" Garter is a new idea in men's wear—only on the market a few months. Yet already it is tremendously popular. Already it has proved itself one of the best-selling articles of men's wear the year has produced.

Hundreds of energetic, up-to-date haberdashers, aided by our national advertising campaign, are selling "THATsALL" Garters everywhere. Why aren't you getting some of these profits?



"THATsALL" Garters

(Copyright, 1909)

are so popular because they do away with the faults of other garters.

For they need no band around the leg. They can't bind the leg or interfere with the free circulation of the blood. They can't slip and let the wearer's socks wrinkle. Yet they don't pull, and soon the wearer forgets he has them on.

They're clean and sanitary. Other garters bind the leg and stop circulation. "THATsALL" allows free circulation of the blood and keeps you warm. They are easily put on and taken off, they won't come undone.

Many Profits for You

"THATsALL" Garters are big sellers. They have many profits for you. Every sale you make means other sales. And the garters bring new customers to your store—customers who will stay to buy other things.

Write for sample of the "THATsALL" Garter to-day. Judge its selling possibilities for yourself. Then, give us a trial order. It means **big** profits. Write us a letter now.

"THATsALL" GARTER CO., 41 Union Square, New York

Smart Gauntlets

There's a good demand on any store that is known to carry a good stock of really smart gauntlets. We guarantee our gauntlets in every particular—material, make, fit and finish. Have you a copy of our illustrated catalog? If not, better write us today for a copy, as it shows a line of high-grade gloves, mitts and gauntlets that is unexcelled by any maker on the continent.

Imperial Glove Co.

Limited

Hamilton - Ontario

$ $ $ $ $ $ $ $ $ $



TRADE MARK Reg. U. S. Pat. Office

The Presto Collar Is a $uccess

It gives the wearer the option of an ordinary lapel collar or the military pattern, at will. He just turns it up for harsh weather or bitter cold, and keeps it turned down for fair winter days.

$ $ $

The Presto is the essence of style and neatness, laying smoothly, without bulkiness, and it is as practical as it is simple in construction. It is a patented *idea* and not an attachment. It is just as much a part of the coat as the sleeves.

$ $ $

The Presto Collar Coat means $ales for you and $atisfaction for your customers. You can readily see the reason in the above illustration ---but if you had a Presto Collar Coat in your hands so you could look into its construction thoroughly, you'd soon have it on your customers' backs.

$ $ $

Ask us on a postal to send you names of the best manufacturers in Canada who are putting Presto Collars on the overcoats and raincoats they make. Any of them will willingly send a Presto Collar Coat so you can see its worth for yourself---that's *proof*. Send for the list *now*.

$ $ $

THE

PRESTO COMPANY

699 Broadway NEW YORK

GLOVES

CANADA

TRADE MARK.

Sign of Glove Quality

—To Mr. Retailer—

If you wish one of our 1910 Art Calenders let us have your name at once. We will have a limited quantity to spare. First come first served.

Make a point of asking your Jobber to show you our line.

THE ROBERT RYAN CO.

THREE RIVERS, QUEBEC

SELLING AGENTS:

E. H. Walsh & Co. Toronto — Montreal — Stuart M. Campbell Hammond Block, Winnipeg

Wreyford & Co.

TORONTO

WHOLESALE MEN'S FURNISHINGS

Sole Agents in Canada for following manufacturers:

YOUNG & ROCHESTER—Shirts, Neckwear, Etc.

TRESS & CO.—Hats and High-class Caps.

CELLULAR CLOTHING CO.—"Aertex" Underwear, Etc.

T. H. DOWNING & CO.—Hosiery and Knit Goods.

We have received three repeat orders for our well-known

"CARDIGAN" COAT SWEATERS

in 20 different shades and combinations.

Prices—Slr., $27.00; Men's, $30.00; O.S., $33.00; Ex O.S., $36.00

Boxed singly. Best sellers for Christmas trade.

Can ship at once

CHRISTMAS NECKWEAR, DRESSING GOWNS, ETC.

Globe MAKE

SUSPENDERS

BEST SUSPENDERS MADE IN CANADA

GUARANTEED TO GIVE PERFECT SATISFACTION TO THE WEARER

Globe Suspender Co

ROCK ISLAND, P.Q.

The last call for

Holiday Suspenders

Open orders requested

Give prices, and we'll send you sellers.

Globe Suspender Co.

Rock Island, Que.

Wishing all a Merry Xmas and thanking our many friends for past favors and soliciting a continuance of their confidence.



Price 50c.

The Berlin Suspender and Button Co., BERLIN ONT.

Advertisers Cannot be Overlooked

BEING in the background of a milliner's mind, at a moment which decides the direction business shall take, may mean serious losses. When you advertise you cannot be overlooked---you always receive consideration---a consideration above that accorded the house that does not see the benefit of talking to the milliner when she has time to listen---when she sits down to read THE CANADIAN MILLINERY REVIEW.

Other Grievances.

The bogus cheque fiend, swindler and dead-beat has been quite active in local circles, and no doubt every clothier has at some time in his business career come in contact with this smooth personage. Last week a local clothier was the victim of an individual who had suddenly struck hard times, and, although formerly he was considered prompt in paying bills, yet when reverse circumstances came his way, he could not sacrifice his neat appearance, and so ordered a suit. When the suit was delivered, he issued a worthless cheque in payment.

This is an instance of what is continually occurring, and the merchants are of the opinion that they should take steps to remedy this condition.

Slow Delivery.

Another feature with which the clothiers expect to deal is one which will undoubtedly be interesting to Canadian manufacturers of textiles and gents' furnishings. The majority of them are more anxious to handle a larger line of Canadian-made goods. For some reason, which cannot readily be explained, merchants cannot get orders filled, and goods remitted as satisfactory from Toronto or Montreal, as from points south of the boundary line.

The difficulty is apparently in the transportation facilities or the inability of Canadian houses to take care of this valuable trade. There are said to be, for example, vastly more American-made collars on the market than the Canadian make. They are no cheaper to buy, they are not more popular with the trade, and, moreover, there is a 35 per cent. duty against the American collars.

It would seem strange, then, that the Canadian product does not have a larger place on the local market. Just why it does not will be discussed by the local merchants.

These are some of the questions which the organization has before it, and the dealing with these grievances will surely make for the betterment of the retailers' condition.

✝

The Henderson Manufacturing Co., makers of overall clothing and shirts, will erect a $40,000 building in Winnipeg.

W. H. Payne & Co., importers of woollens and tailors' trimmings, formerly 86 Bay St., Toronto, have removed to their new warehouse, 20 and 22 Wellington St. W., Toronto.

A. K. Devett has leased the knitting factory building in New Hamburg, and will manufacture collars. He will start with 15 hands.

The Brandon Shoe Co., whose factory in Aylmer, was wrecked in a recent boiler explosion, will locate in Brantford. The new factory will be ready within six weeks and 50 hands will be employed.

Peterman Shoes, Limited, Montreal, have been incorporated with $40,000 capital to manufacture and deal in boots and shoes, the incorporators being J. M. Peterman, H. Doyle-Bennett, T. B. Gould, T. J. Coonan and T. Hollway.

A man might have honesty, health, ability, knowledge of the business, tact, sincerity, industry, aod open-mindedness, and without enthusiasm he would only be a statue. Enthusiasm is the white heat that fuses all of these qualities into one effective mass.

"You cannot afford to sell anybody anything which she does not need, nor can you afford to sell it at a price above what it is worth. When I sell a woman anything, I try to leave the transaction so that I can go back next week and sell her more."—George Peabody.

GOOD COAT LININGS

ARE ESSENTIAL

if you wish to please your customers.

The BEST Linings

whether Alpacas, Mohairs, or Italian Cloths, bear the

KIRK

stamp, as below:



BDA

KIRK'S PERMANENT FINISH

THERE ARE TWO FINISHES WITH THIS NAME AS A GUARANTEE OF EXCELLENCE IN BRILLIANCY, PERMANENCY and STRENGTH

(1) The Original

'Permanent Finish.'

(2) 'Velper'

(Reg.)

The Velvety Permanent Finish for those who prefer a soft handle.

BDA (Copyright)

PATTERNS SHOWING EITHER FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD.

39 WELL STREET, BRADFORD, ENGLAND

Present-day Styles as Epitomized by Parisian Stage

Beautiful Renaissance Gowns Worn by Madame Braudes — Model Houses Featuring Brocades—Lace and Plain Nets Supersede Tucked Net for Yokes and Guimps — Velvets and Serges for Day Wear.

Staff Correspondence.

Paris, France, Nov. 22, 1909.

THE theatre season is opening up and the fact that the dresses worn on the stage often introduce some leading fashion, accounts for no small portion of the audiences on the premier nights, as those interested in matters of dress and fashion are flocking to the theatre to see what the actresses' gowns are like. Not only is there the dress show on the stage to note, but there are many interesting gowns worn in the smart audience.

The fashion world seems to have been most struck by the toilettes worn in "La Rampe," at the Gymnaise. Madame Braudes, the leading actress, wears five lovely gowns in the course of the play. These gowns are delightful copies of some of the prettiest mode's and are also such that they can be copied and worn, as they are not too stagey or extreme. This actress, as a rule, is dressed by Doucet, and all the gowns worn in this play come from that house.

One scene is laid in a Constantinople hotel, and Mme.



Russian suit trimmed with wide braid.

Braudes enters down a long hall, wearing an almond green velvet cloak, slightly draped at the sides, and weighted with a heavy silk pendant. When this wrap is discarded, a handsome restaurant gown is disclosed. This is made in the Princesse style, and of dead white satin, with a wide square train, almost entirely veiled with a tunic of fringed gold lace. This covers the satin



Manteau de promenade, of moire antique and Ottoman trimmed bands of skunk and embroidery-passementerie in gold and silver.

undergown almost completely, and, as its wearer moves, gives a glimmer and sparkle of dull gold that is most effective. The waist is draped by the metallic lace, which also forms a narrow waistband. The elbow sleeves, the inner vest and collar are of transparent white lace. Mme. Braudes wears with this gown a flashing diamond chain and pendant, that imparts the high note required to complete an otherwise rather subdued toilette effect.

Dainty Reception Gowns.

In the second act is worn a most charming reception gown, which is a clever combination of plain and embroidered golden-brown soft satin and mousseline de soie to match. The mousseline forms the pleated bodice and sleeves, and continues over the skirt, in a Moyen Age tunic that reaches to the knees in front and covers the whole of the train. The embroidered satin skirt shows

dimly through the mousseline, and a band of plain satin borders the tunic and outlines the waist. A corsage bouquet, consisting of a large red cactus dahlia is pinned above the waist, and gives a finishing touch of bright color that is most fashionable.

A pink brocaded evening gown worn in one scene is a modern reconstruction of a renaissance gown, and, like many of the prevailing modes, is a composition of many periods happily blended. The bodice is tight-fitting and is cut square, with short sleeves, and the semi-trained skirt is slightly gauged around the waist. The skirt opens back and front over a panel of gold lace, the straight effect being broken by broad tabs of the brocade at intervals fastened with jeweled buttons over the lace. There is a narrow vest of the lace adorned with the same tab trimming.

Use of Brocades.

The new feature of stage dressing is the use of brocades, and it should be noted that both the leading model houses and the manufacturers are featuring these fabrics. Brocades accord with the Italian and Venetian renaissance periods, to which dressmakers are going for inspiration, and also with the Russian and some of the Louis periods. Not only are rich satin brocades used, but mousselines, crepes, grenadines, etc., are also brocaded. Rich gold and silver brocades are seen, as well as brocaded patterns which are usually of 14th and 15th century design.

Lace Much Used

The new gowns show a small, round yoke and high collar, but without points. Few are of tucked net, being made of either net or lace stretched perfectly plain and transparent, and the lace people will be glad to know that lace is the most used. Large corsage bouquets of artificial flowers are worn either at the breast or at the waistline. Orchids, violets, gardenias, lillies-of-the-valley, etc., are the most seen, but any flower that will finish an effect or give a contrast is worn.

The new turban method of dressing the hair will be a good thing for the hair-dresser, as it will mean an increased call for false hair, few women having long enough tresses for fashioning the long braids and twists that are a feature of this style of head-dressing.

Handsome headdresses are worn with the hair in this fashion. Sequin bands are shown with a smart bow at the side, or bands of pearls are seen interwoven with tinsel and finished with stars of the same. Head bands of gold or oxidized berries are worn, and there are pleated bands of metallic braid with ears of bearded wheat braided in. Ropes of gold beads or of pearl are twined in with the long braids and there are pins of shell, pearl, or jet made square at the head for the ornamentation of the new coiffure. As a rule, six pins are required, three on either side. These pins are new and pretty and promise to take.

Vogue of Velvet and Velveteen.

The chic suit here shown is fashioned of serge, but its popularity as an exclusive fabric is certainly cut into by the vogue of velveteen and velvet. These velvet suits all show a touch of braiding. The new braids are very wide. A velveteen frock seen recently was trimmed with a braid that was fully six inches wide. It was placed just below the knee on the skirt and the line it formed was cut by panels, both back and front.

Paris is given over to gowns of black, especially of black velveteen, and, for the moment, this fabric and color seems to have set aside every other. There are some novelty colors, one of the newest of which is marroon, which is not brown, but just the shade of a horse chestnut when the shell is just newly broken.

SPRING
1910
Francois & Co.
LONDON PARIS NEW YORK
are NOW showing
Novelties
in Millinery,
Flowers and
Feathers,
Straws, etc.
also French Blouses
and Costumes
AT
13 New Burlington St.
(Regent St.)
London, W., Eng.

FLANNELETTE

If purchasers of this useful material for underwear all the year round would buy the best English make they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

HORROCKSES'

Flannelettes

(made by the manufacturers of the celebrated Longcloths, Twills and Sheetings)

are the best

SEE "HORROCKSES" *Stamped on selvedge every 5 yards.*

Horrockses'

Manchester and London



London, Eng., Office, Dry Goods Review, 88 Fleet St., E.C.

The Month's Review of Trade Activities in British Markets

Staff Correspondent

Office of Dry Goods Review,
88 Fleet Street,
London, E. C., Nov. 20.

THE colder weather has benefited the wholesale trade, and though stocks are still a little large, there is less talk current of heavy jobbing to be done than a few weeks ago. Broken lines are being offered at the usual reductions, but most stock consist of clean salable goods. Christmas business has started, and in another week the buyers from the provincial centres will be in town.

The near approach to Christmas is foreshadowed by the fact that the question of Christmas closing is now under consideration. It is believed that, as usual, when Christmas day falls on a Saturday that the majority of firms will close from the night of Friday, 24th, to the morning of Wednesday, 29th.

Act to Restrict Sweat Shops.

A new Government measure known as the Trade Boards Act comes into force with the new year.

The provisions of this act so far apply only to certain trades, but the Board of Trade can apply its provisions by means of an order to any branch of the trade. At present the act applies only to the ready-made, and the wholesale tailoring trades, the making of cardboard boxes, machine-made lace and net finishing, lace curtain finishing and chain making. The object of the act is to prevent sweating, and when evidence produced satisfies the board that wages in any trade are unduly low, an order will be made bringing such trade within the scope of the act.

An Amalgamation.

It is announced that an amalgamation will take place in the beginning of the year between the linen and drapery sections of Capper, Son & Co. and Debenham & Freebody. The Capper business was founded in 1779, at 19 Grace Church Street. The firm received the royal warrant of appointment from William IV., and from Victoria, when she became Queen, in 1837. They also hold royal warrants from King Edward, the Prince of Wales, the Queen of Sweden, the Queen of Holland and other royalties for the supply of bed and household linen.

Bradford.

The powerful bear movement, originating on the continent, has been successful in so far that it has forced wool values down from 7 to 11 per cent. The onslaught came so suddenly that the trade was taken by surprise, and for the time being its effect was almost to suspend trading, as the very high level of prices made buyers cautious.

With the manufacturers the effect was not so apparent, about the only result being to stop all trading in merino futures and to stop contracting for the supply of merino tops for the coming year.

It is needless to say that Bradford was fully in accord with the movement to lower prices, as the great majority in the trade will gain so greatly if wool values can be maintained at a reasonable figure. Therefore, they were disposed to welcome rather than resist any effort to reduce the cost of the staple at the opening of a new selling season. This fact explains the willingness to reduce prices for a wanted article.

The point in question is, can the reduced level be maintained? for the consumption of merino wool, not only in Bradford, but also in the States, and on the continent is going on at a high rate.

Manchester.

Raw American cotton values are on a higher level than for quite a number of years back, and the tone of the market is distinctly bullish.

The short-time movement is not confined to Lancashire, but is wide-spread now. In spite of all efforts the quantity of cotton going into consumption is very large. Egyptian cotton is advancing as reports of damage to crop from fogs and worms are being received.

It is predicted here that the short-time movement will last throughout the winter, as spinners, particularly those making coarse counts, are finding it hard to get their money back at the present yarn prices. There is more doing in the finer counts, but here, also, orders are being worked out.

Manufacturers are quoting higher prices, and in consequence, buying is less active. Merchants and distributors are feeling the advance severely, the uncertainty as to the future is the hardest feature to contend with. If present values keep staple for the next two or three months, a good business could be done. It is the fact that there might be a drop in prices that makes the situation so trying.

Greenshields, Ltd., Montreal, have opened a new branch at 14 St. Peter's Square, Manchester.

Wishing

All our Customers a

Joyous Christmas

and a

Prosperous New Year

The SMITH-RUNCIMAN CO., Ltd.

WHOLESALE MILLINERY

TORONTO OTTAWA HAMILTON WINNIPEG ST. JOHN, N.B.

The Millinery Trade Review

Coronets and Fillets as Hair Ornaments—Corsage Bouquets of Artificial Flowers Fashionable — Style Indications for the Spring.

WHOLESALE millinery houses are very enthusiastic regarding indications for Spring, 1910. Travelers already on the road with early Spring samples report satisfactory first orders.

While it is, of course, too early to give very much that is really definite regarding Spring styles, millinery houses have wisely chosen a good range of the styles shown by European milliners.

Indications are that the large toque or turban will be highly favored, also that the tricorne or Colonial shape will continue to hold a place. There seems to be more faith placed in these styles, particularly for early Spring or Easter wear, than any of the other shapes shown.

The very large hat is not neglected, and it seems likely that the large crown, with the broad brim, turned up either at the side or the back, will again hold a prominent place. Flops of course, are always staple sellers.

The coarse Ramie straws promise to sell extremely well. Some of the very large hats look particularly smart in this class of braid. Crinoline, combined with fancy silk Ramie braid is featured. Some of the smartest turbans are made of this combination with a draped crown of crinoline, and a fancy bandeau effect of the silk Ramie straw.

Tuscan straws and braids are sure to meet with a big demand, and it is expected that fancy covering nets, particularly those with a silk spot outlined in gilt, will be liberally employed in Spring, 1910, millinery. Advance orders for tulle for millinery purposes indicate that it will be to the fore for trimming purposes, while there seems to be an increasing demand for chiffon.

Gilt trimmings of all kinds are favored. The new season's trimmings include gilt roses, grapes and other fruit, also gilt sequin wings, bandeaux and other ornaments.

Jet sequin trimmings and jet and iridescent cabochons and ornaments will be utilized. The vogue of the turban favors the use of cabochons. A unique feature of the 1910 trimmings is the use of buckles representing the fancy hair ornaments now in use.

Showy osprey effects, sometimes combined with gilt ornaments or with jet, fancy feather mounts, and other flowing effects promise well for Easter trade.

Flowers will be used, particularly roses, which are shown in all shades with leaves of the same color as the rose itself, instead of the usual green foliage. The new shapes, and braids come in a wide range of colors, practically all of the new shades shown in dress goods being used in the actual shapes and not merely in the trimmings.

Milliners who are endeavoring to close out stocks for the present season should go carefully over their flower stock and also spangled and tinsel goods. There may be material here that will work up nicely into fashionable hair ornaments that will sell well during the coming social season.

Coronets and fillets of metallic tissue and spangles with a bunch of tinsel wheat or a rose and foliage at one side are worn. For this purpose wheat in either gold or silver is particularly good. One head-dress noted was of gold ribbon braided and mounted on a wire, and formed with a coronet. On the left side, well to the front, five wheat ears of gold tissue with gilded beards were braided into the ribbon. The gold, it is stated, is as a rule of the dull antique variety. Another pretty coronet was formed of silver berries fastened to a coronet made of wire and covered with a silver net finished with a bunch of berries on the left side.

Braided coronets of gold or silver net end with a metallic rose or foliage. Stiff bows of wire are covered with spangled fabric and are mounted on pins for the hair.

These come in black, gold, aluminium silver and iridescent colors.

Another fashion that is almost universal is the wearing of a corsage bouquet of artificial flowers. Gardenias are the favorite but they are often combined with other flowers. Gardenias and orchids are very much favored, and so are Palma violets and gardenias, lillies-of-the-valley and violets, pansies and violets, etc., are all worn. Carnations are another fashionable flower. The bouquets range in size from very large ones to just a buttonhole composed of a single flower.

These lines of hair and corsage ornaments should be made up and shown, as there will undoubtedly be a demand for them during the holiday season.

Spring Colors in Dress Fabrics.

Judging from Spring orders now placed, the Spring of 1910 will see a continuance of the vogue for the soft art colors that are now selling. During the present Fall season colors of this class have been very active. As a fact, colors of this class have sold in preference to staple shades. Staple shades being the colors now left in stock after the season's selling.

One reason given for this is that it is as a rule in lower priced lines that the greater part of the stock carried is in staple colors, and it is in this section of the trade, where the ready-made garment department competes so strongly.

The tendency of Spring colors is towards soft pastel shades, and strongly towards neutral tones. Many greys are favored in the metallic shades, running from silver greys to the deeper lead tones. The fur tones with taupe are not expected to be fashionable, buyers taking only a piece or so of this color just to keep it in stock. Bluish greys and green greys come as novelty shades.

Amethyst tones, and rose tones tending to the faded neutrals, has been given a strong representation by all buyers.

Next to these colors are placed the reseda, and lichen greens, while the mustards, gold and tan shades are regarded as the novelty colors.

There is also a feeling for blue. The staple navy is only selling fairly well, as most buyers are well stocked with this color. Blue greys and the new French blues, and also some of the brighter tones are being fairly well stocked as novelty shades.

Black and white checks in sizes, about ½-in. square, and in medium and small sizes have been taken by almost all buyers.

Next Season's Colors Trifle Lighter than Present Vogue

New Card is Garish in Very Few Instances — Pole Norde a Series of Cold Blues — Spring Suggestions from Midwinter — Hats Worn at the Horse Show in New York — Models of Elegance and Simplicity.

Color Card for 1910.

The card for 1910 offers on the whole some very beautiful colors, clearer and a trifle lighter than those now in vogue, but in no sense of the word garish or even bright, except in some instances.

Pole Norde or North Pole blue; Toison d'Or, or golden fleece, and Douvres, a series of metallic greens, six shades of grey; Acanthe or three yellowish greens.

Lutin—series of six rose shades; Corneille—three deep sapphire blues; Parfum—six Parma violet shades—Papillate sugar plum pinks.

Citron—series of six greens; Aveline—range of browns from golden tan to seal; Althaia—six pinkish purple shades; Bleriot—three green greys.

Neptune—six water green shades; Cyprin—three brilliant scarlet shades; Gaiac—six pink fawns and browns.

Lido—a series of green blue shades; Fluorescent shades, practically pastel.

Office of The Dry Goods Review,
160 Broadway,
New York, November 26.

MID-WINTER hats in all their glory have descended upon our heads and they are very lovely—much more so than one might have been led to expect from the earliest Fall showings. The hats seen at the Garden during the week of the Horse Show can be regarded as criterions and the consensus of opinion of those who attended the show with its millinery offerings in view is that the hats affected were models of elegance and simplicity. Large hats, contrary to the expectations of many, were in the majority morning, noon and night, especially the latter, and to those of black velvet must be awarded the blue ribbon, since the smartest women present affected black velvet hats, not of course to the exclusion of all else, but ahead of all else, unless one might except fur, which was worn more during the day than at night.

Turbans, principally of fur, were of course conspicuous in the throng, but nowhere nearly as prominent as they would have been at a similar gathering earlier in the season.

Large Hat Safest.

Manufacturers who cull their ideas for early Spring hats at the horse show with one accord decided that the large hat was the safest. There are some salient features to be considered, notably the direction of the brim line which now has a decidedly upward tendency. The side roll, while by no means passe, has taken second place, for the latest is the direct front roll. This style of hat requires little trimming; in fact, the present fashion calls for a minimum of decoration, the grace of outline and beauty of the materials chosen being considered sufficient.

There is an exception to this rule, however, for when ostrich, paradise or aigrettes are used they are heaped on the hat with a total disregard of monetary consideration. Aigrettes, rather more than paradise, must be given first place in favor, even above ostrich, for when ostrich was used it was in the majority of cases in combination with aigrettes. White aigrettes are the favorites, and black hats trimmed with white predominated. There were flashes of vivid scarlet and cerise used in dark hats, particularly those on which fur was used. There were many sealskin faced hats, the upper brim and crown being either of metallic cloth or satin which in many cases was veiled with lace or coarse net. There were a goodly number of lace hats seen, the lace used being Spanish, Oriental or Chantilly allover and wire flouncings, the escalloped edge coming over a brim facing of material lace, like other materials, is cut to fit and put on without shirrings or pleats. Of course, there are hats that are draped, but lace is rarely used for this style hat.

Metallic cloth was very much in evidence, both uncovered and veiled, with transparent materials. The tarnished effects are much more elegant than the bright ones, consequently there is oxidized silver, Etruscan and Roman gold, old steel, copper and bronze effects, as well as platinum and gun metal. All of these are very much in vogue particularly in combination with black, which really must be reckoned with in every phase of the present fashion situation, since it is immensely popular alone and in combination with white or a color. Black and blue is one of the smartest combinations, the new North Pole blue and the intenser blues are most favored. For evening wear, these blues from the pale silver variety to the most royal lapis lazuli are the newest change and at both the dedication of the new theatre, and the premiere of the Metropolitan, shimmering blue gowns veiled with jeweled and spangled nets were the dominant note.

Much Grey Used.

There is also much grey in the costume world, but with both grey and blue gowns black hats are usually worn. There may be a touch of grey or blue in the feathers trimming these hats, for colored ostrich, particularly in nacre effect, is strong.

In regard to the colors that are interesting to millinery manufacturers and allied lines, the new Spring color card just received from Paris is the best guide, and for the benefit of our readers it is described herewith in full.

Color Card for Spring, 1910.

The publication of a new color card is always an important event, and on the receipt of the Union des Syndicats Spring Card, much that was guesswork became certainty, for this card is the one most universally used in the millinery and kindred trades in America.

It is interesting and rather unusual to note that the colors leading, as well as the two that follow, are the shades that were most greatly in evidence at the horse show, the dedication of the new theatre and the opening performances at both the Metropolitan and Manhattan opera houses. These are first Pole Norde, or North Pole blue, Toison d'Or, or golden fleece, and Douvres, a series of metallic greys. There are six shades in the first series, all of which are light and cold in character, as their name would imply. As French blue and various other names these shades have already proven strong on this side of the water.

Millinery for Spring

Eleven of our salesmen have started out in the Maritime Provinces and Quebec with our Millinery selection for Spring, 1910.

Will you wait and see our line before placing your order?

We can interest you profitably, and if our salesman has not been in the habit of calling on you, he will, if you will advise us.

The range is immense in quantity, and as to the quality you may judge, but the samples are selections made from the offerings of the leading manufacturers of the world, and there is no sample shown that has not been selected but for a reason, either in style, value or desirability, or all three combined.

EXPECT OUR SALESMAN. HE CAN INTEREST YOU.

MAIL ORDERS OUR ESPECIAL HOBBY.

BROCK & PATERSON LIMITED
WHOLESALE ONLY

ST. JOHN, N.B.
HALIFAX, N.S.

STREHL'S HAIR GOODS

are recognized as the standard of quality. If you want to make a trial of this line, all that you will have to do is to put in a few samples. This will enable you to show the different sizes to your customers, and if an order is taken by you send same to us with sample of hair, the exact color, and we will forward goods by mail or express. We will cheerfully take back goods if not satisfactory. You run no risk.



We are Headquarters for Switches

Wavy Switches, Pompadours, Curls, Wigs, etc., at lowest prices. Send for Illustrated FREE List.



All-over Real Hair Nets, now so fashionable, $1 50 per dozen.

A "SPECIAL" SWITCH

A good seller and a money maker, made of second quality WAVY hair in good assorted colors.

No.	Weight	Length	Each	Dozen
500	2 oz.	24 inch	$2.25	$24.00
450	2 oz.	22 inch	1.75	18.00
425	2 oz.	20 inch	1.50	15.00
400	1½ oz.	18 inch	1.15	12.00

STRICTLY FIRST QUALITY

Assorted Colors Short Stems

No.	Weight	Length	Each postpaid	Dozen
11	1½ oz.	16 inch	$1.50	$ 15.00
12	2 oz.	18 inch	2.00	21.00
13	2 oz.	20 inch	2.75	30.00
14	2 oz.	22 inch	3.25	35.00
15	2½ oz.	22 inch	4.00	45.00
16	2½ oz.	24 inch	5.25	60.00
17	3 oz.	24 inch	6.25	72.00
18	3 oz.	26 inch	7.75	90.00
19	3½ oz.	28 inch	9.00	102.00
20	4 oz.	30 inch	11.00	126.00
10 Sample Switches				$49.75
Less 6 per cent. for cash				3.00
				$46.75

SECOND QUALITY HAIR

Assorted Colors—Short Stem

No.	Weight	Length	Each postpaid	Dozen
21	1½ oz.	16 inch	$ 0.50	$ 5.00
22	2 oz.	18 inch	.65	7.00
23	2 oz.	20 inch	.90	10.00
24	2 oz.	22 inch	1.10	12.00
25	2½ oz.	22 inch	1.35	15.00
26	2½ oz.	24 inch	1.50	16.00
27	3 oz.	24 inch	1.75	2..00
28	3 oz.	26 inch	2.40	27.00
29	3¼ oz.	26 inch	3.00	33.00
30	4 oz.	28 inch	3.50	39.00
1 Sample Switches				$15.33
Less 6 per cent. for cash				.92
				$14 41

THE CORONET PUFF

A group of puffs, made of soft natural curly hair. The latest style of coiffure, easy to arrange and universally becoming

Per set of 7 puffs, $1 75 Per dozen, $18.00
Per set of 6 puffs, 1.50 Per dozen, 15.00
Per set of 5 puffs, 1 25 Per dozen, 13.50
Per set of 4 puffs, 1. 0 Per dozen, 11.00

Shades of gray, blonde, drab and auburn are more expensive, according to the scarcity of color. Any size and number of puffs made to order.

NOTICE—Cut Hair made into switches, 35c oz. Combings made into switches, 40c oz.

WILLIAM R. STREHL CO.

34 MONROE ST., CHICAGO

VEILINGS—NETS

WE HAVE JUST RECEIVED A SHIPMENT OF

SPECIAL 42" BLACK SILK DRESS NET

OF EXCEPTIONAL VALUE. WE WILL BE PLEASED TO SUBMIT SAMPLES OF SAME.

ASK TO SEE OUR

36" "CHRISMORT" CHIFFON

WITH 1½" BORDER.

WE CARRY AN EXTENSIVE RANGE OF THE NEWEST AND MOST UP-TO-DATE PATTERNS IN **VEILINGS** AT POPULAR PRICES.

WM. C. MORTIMER CO. LIMITED

MANUFACTURERS AND IMPORTERS

117 WELLINGTON STREET WEST, TORONTO

The North Pole has been discovered

by Dr. Cook, whose claim is disputed by Commander Peary

No one disputes the claim that the

BEST HAT FASTENER



BEST HAT FASTENER
Patented November 10, 1908
Patent No. 903237

Is the Best on the Market

Both in Quality and Price

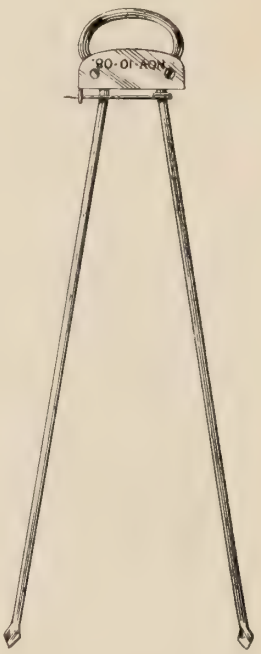
Best Hat Fasteners

Are cheaper than other Hat Fasteners because the manufacturers have better facilities for manufacturing than their competitors. Same kind of Brass Wire and material used as the Highest Priced Hat Fastener on the market.

We sell as many Best Hat Fasteners as all our competitors combined.

All the leading millinery departments in the largest stores throughout the country are selling and highly recommending The Best Hat Fastener.

Every woman wants this Fastener. Every live dealer should supply her with it. In every section where dealers have displayed it, enormous sales have resulted.



Caution! The "Best" Hat Fastener is the only practical article of its kind on the market. Don't judge it by imitations that cannot be so good.

Stock the "Best" Hat Fastener only and you are sure of quick sales and large profits.

Write your jobber to-day for samples.

For sale by all leading

MILLINERY JOBBERS

Throughout Canada

Does Knowledge of Cost Affect Salesman's Backbone?

Manufacturers, Wholesalers and Retailers say That it is Bad Policy to Have a Wide-Open Cost Mark—Salesperson is in no Position to Estimate Expense—Backbone Stiffened by Co-operation and Personality.

"I NEVER allow my travelers to know the cost price of the goods," said a manufacturer to The Dry Goods Review, the other day. "It is not that I am afraid to let them know the price, for the knowing of the price sake, but I believe it takes the backbone out of them when they know the cost price and when the selling price shows what appears to them a good margin of profit.

"I will tell you why I am so particular about this. When I was in the retail trade and knew the cost price of an article which I was trying to sell to a customer over the counter, it was always more or less difficult for me to get the selling price which we had fixed, particularly if the customer was disposed to try and beat down the price. I always think that when a man is ignorant of the cost price it is not so difficult for him to get the selling price fixed by the firm. We finally adopted a system of numbering so that when it was necessary for me or any of the clerks to ascertain the cost price we could refer to these numbers and get the desired information at once, but we kept the cost price off the goods."

The manufacturer's statement will have general endorsation among wholesale and retail houses, more particularly where ready-to-wear garments, millinery, dress accessories, and knitted lines have been strongly featured.

Would Know Reason Why.

"If a traveler cannot sell the goods, whether he knows the original cost or not, we want to know the reason why," said a general wholesaler. "If one of our salespeople asks the cost of an article for any good reason, he is given the information. In staple lines, when a man has been handling the same class of goods year after year, he has a pretty good idea what the original cost is and what is added for profit. The merchant should be discreet in matters of this kind, however, for while the salesman seldom has a correct idea of the various expenses which enter into business, he will compare, draw deductions, discuss it with clerks on the outside, and very soon you hear about your own secrets from other people. Wherever possible, the merchant should keep such information to himself."

The head of a ready-to-wear store stated that while the ladies in charge of the different departments knew the cost of certain lines, since they were frequently consulted in buying, the majority of his salespeople knew nothing about the cost from manufacturer to dealer.

"A selling price would seem only reasonable to me," said he, "but the girl who is trying to sell it would think the difference enormous if she knew the cost. There are salaries, rent, insurance, advertising, light, and other things to be taken into consideration in figuring out the cost of doing business, and the salesperson is in no position to properly proportion these.

"When a traveler comes in with a line of garments, I look them over and ascertain prices. I call in the lady who has charge of the department and ask her opinion as to whether she can sell this or that garment at such a price—naming a figure which I know represents a fair advance on selling cost. The department head will be experienced enough to know what she can do with that garment and her judgment is frequently taken into consideration in fixing the final price, though she may not know the cost.

The Merchant's Duty.

"While I agree that it might be a cause of discouragement to a saleslady to know the difference between cost and selling price, when she meets a somewhat difficult customer, I maintain that it is the merchant's duty to pay the closest attention possible to the selling end of his business, no matter what the inside knowledge of his clerks may be.

"The great varieties of dispositions she meets with in a day will often break down the tact of the most resourceful salesperson. It is then that the merchant may often save the day by a little co-operation. Mind you, I do not interfere. If a merchant cannot depend upon his clerks when his back is turned, his business will worry him. I generally pay my girls from $10 to $15 a week, but I do not consider that my obligation to my business is lessened thereby.

"In a specialty store such as this, the merchant has to see that his customers have a little better treatment than in the large department store. I would rather pay a customer the full amount of her purchase and let her take the goods with her, than permit her to leave the store discontented. In the large department store the real head is seldom seen. In the small store the merchant can the better apply his personality.

No Accounting for Dispositions.

"Here is an instance. A few days ago a woman left an order for a suit in a particular kind of cloth. We discovered, however, that we could not get the fabric desired, and so had the suit made up in another and better material. We did not increase the cost to the customer, but she was inclined to be cross-grained. She came in on a black, rainy day, and one could tell that she was about ready to take her deposit back. She had been informed that a different material, somewhat better than the original, had been selected, but that the cost to her would be the same. The day had apparently got on her nerves, and she was in that mood where no salesperson could very well hope to put her in good humor. She was inclined to be curt, but hardly knowing what best to say, I remarked, by way of introduction, upon the generally depressing effect of the weather. She was inclined to agree with me, but followed the remark with an outburst of laughter, which was as good as saying, 'Not much reason for it, is there?' Whether she read between the lines, as it were, I can't say, but she left a few directions about her suit and went away in the best of humor. There is no accounting for some things."

While the salespeople, therefore, should never be encouraged in knowing anything that would dishearten them, the merchant can, by his presence in the store and by giving his clerks to understand that he is always easily available for consultation, do wonders towards developing a sympathy and a co-operation.

None of His Business.

"No; it is never good policy to tell a traveler the cost price," said the sales manager of a firm of ready-to-wear manufacturers. "In the first place, if he is the

right kind of man and your goods and prices are right, he will not want to know. It's none of his business, anyhow. What does he know about the different items of expense? What is more, the shrewd salesman who has had any experience, knows pretty well what a thing costs, but he is not going to bother his head about it for fear it may prove a means of temptation. It doesn't aid salesmanship if a man gets the erroneous idea that he has a margin to come and go on. It is my opinion that very few ready-to-wear houses clear more than eight per cent. on their output. The expenses are greater than the average salesman has any idea of. Give a man every reason for confidence in his goods and he will sell them. If a house takes on a man who doesn't believe in his line, even though they be without fault, it is making a grave mistake.

"If the traveler is asked to take an order for a suit, he can figure on cost of material and fix his price by comparing with goods of the same class which he may have in his possession.

"Different people have different methods for maintaining the secrecy of their cost price. One plan is to adopt a cipher system, by which to represent first cost plus a margin to allow for end-of-the-season rebates or clearances."

Canadian Fur Shipments.

For a number of years Canada has been exporting to the United States about $1,400,000 worth of furs annually, or about half the Dominion's output, the balance going mainly to Great Britain.

Consul M. R. Sackett, of Prescott, reports as follows concerning the fur trade of Ontario:

Shipments of raw furs from this district for the season 1908-9 were over 100 per cent. in excess of the previous season. The prices paid to the individual trapper were the highest for years, dealers stating that the keen market was due to the strength of the European demand. For a prime red-fox pelt the trapper realized the record price of $6, or even more—about double the rate paid last year. The advance in mink was not so marked.

Fashion demands longer, bushier fur, such as the fox, lynx, and better grades of skunk, the latter being largely used by the expert furrier in the manufacture of fluffy articles of wear, but which would hardly sell at the prices asked if called by its right name. Mink was again the fur of greatest value shipped; its hold in the market is due to its intrinsic beauty and durability.

The best of the cheap furs is muskrat, and for this there was a sharp demand during the past season at greatly advanced prices. The best of these pelts are secured in early spring, while the best mink fur is obtained in early winter. Mink caught late is too faded to command the best price.

Muskrat fur is generally worn here by those who are well dressed, but can not afford the higher grades of fur garments. It is used for ladies' coats, muffs, and neck pieces, and in great quantities as linings for overcoats for men. A coat lined with the best grade of muskrat, properly made and fitted, is far from being a cheap garment, even in Canada, and is worn by well-dressed men who can afford the best in the market. Muskrat is largely used as a counterfeit for other fur, even the costly seal being so closely imitated as to deceive connoisseurs.

The values of the raw furs shipped to the United States as invoiced through this consulate during the 1908-9 season was $36,892, against $19,605 the previous year. This does not imply any real increase in the game supply, but rather a demand which sends the buyers farther afield. Dealers see no marked diminution in the supply of fur in this section of Canada, but naturally it must be lessening. It is a wonder that any marketable quantity still exists. Shipments invoiced here have included, in addition to those mentioned, marten, fisher, bear, wolf, weasel (known in the trade as ermine), and otter.

The Christmas Background.

The set, elaborately-prepared, one-line display is not so much a feature of the few weeks before Christmas that it used to be. The trouble with displays of this kind was the time required to prepare and put them in place and the keeping of the window dark for a lengthy period at night, the best selling time of the year. The way with most trimmers now is to put in a Christmas background in the latter part of November or the first week in December, and to use this background for all the different lines put on display. By this means the change from one holiday line of goods to another is quickly made, and every department gets its window show right at the time when the most good will be done.

Christmas colors of red and green are favored by some trimmers, but, as a rule, the up-to-date man is now using white as the background. White throws up the many bright colors of toys, fancy-work, and other gift lines, as no other color can do, and brings the numerous colors used into artistic harmony that is the big feature of the present day window trimming.

The windows put in recently by H. Hollingsworth, for the R. Simpson Co., show fully how useful backgrounds of this class are. They are built up on the simplest architectural lines of square pillars, covered plainly and smoothly with white felt against a mirror background. The chief trimmings being holly vines with white foliage and red berries, combined with vivid scarlet poinsettias, and natural holly wreaths, finished with a bunch of poinsettias.

Against a background of this kind any line, whether of strictly holiday goods or of any other class, will look well. It is equally good when rich robes are placed against it, or when used to show up toys, or handkerchiefs, art needle work, or fancy linens, or the very numerous and gayly-colored lines that are specially for holiday selling.

"The man who handles other men will succeed just in proportion as he keeps his mind on the important things he has to do. I want to give you a suggestion as to what I have done for many years to keep my mind on the most important things. I keep before me at all times the ten most important things, and I have these in a folder on my desk, and as the things are attended to they are marked off and my secretary keeps making a clean sheet of the ten most important things, because I only want to keep my mind on important things. Transfer to some one else the details, because we men who handle other men succeed just in proportion as we can intelligently direct their efforts. The actual work we do ourselves doesn't amount to anything; it is what we can succeed in getting others to do that counts."—Hugh Chalmers.



Canadian Patent,
112770

WE HAVE CREATED THE DEMAND

FOR THE

Bradley Full-Fashioned Muffler

by our extensive consumer advertising, and the V-Neck has proved such a popular feature that repeat orders are a certainty.

¶ Why bar yourself from this splendid chance of profit-making? We protect you by not allowing the BRADLEY MUFFLER to be sold for less than 50c. See that you get the genuine article with the V-shaped neck, and send along your orders to-day.

THE MONARCH KNITTING CO.

LIMITED

DUNNVILLE, - - - - ONTARIO

The Ad. Man's Monthly Talk on Good Advertising

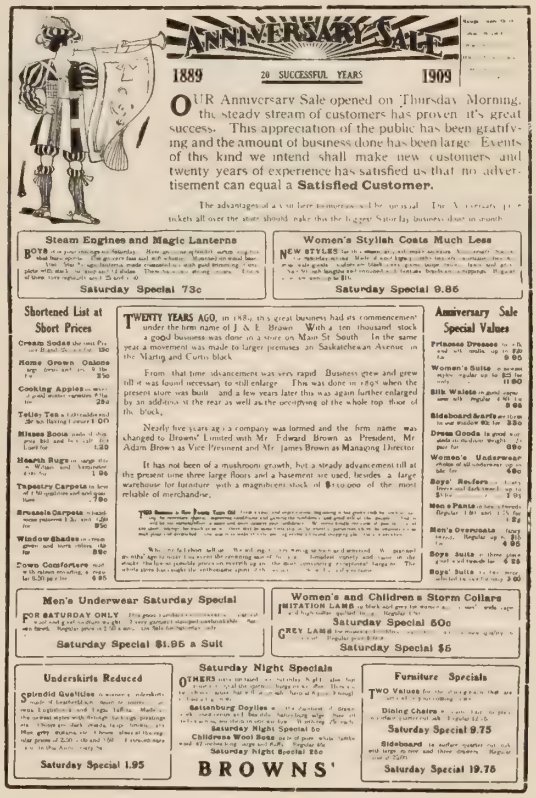
How two Progressive Stores in East and West Celebrated Their Anniversaries by Special Sales Events—The Instructive Ad. of Henry Morgan & Co., Montreal—Excellent Descriptive Matter in Lindsay Ad.

TWO good anniversary addvertisements came to us last month, one from the far east, Sydney, C. B., and the other from the breezy west, Portage la Prairie. One store celebrates its 40th anniversary, while the western ad. exploits a sale, celebrating the 20th anniversary of Brown's store. In the six column ad. of McCurdy & Co., Sydney, the illustrative feature is not only attractive, but appropriate. The growth of the giant oak from the acorn of 40 years ago is suggestive of the dependable character of the McCurdy store. The man who wrote this ad. informs us that it brought business and that the sale was a success, which we are quite ready to believe. The ad. gets right down to business; talks prices almost from the start and the woman who reads it will be able to form an opinion instantly as to whether she wants any of the goods advertised. The importance of mentioning the price of articles advertised cannot be too strongly impressed upon advertisers. A woman sees an article in an ad. with the price in print; her mind is at rest on the point of cost. The great question, "How much?" is answered to her satisfaction. Often when she does not see the price she lays aside the paper with a feeling of dissatisfaction, unless she is so rich or so careless that price is no object with her, and the number of women to which this applies is very small.



Attractive anniversary ad. from Sydney, C.B.

In the ad. of Brown's, the feature which stands out strongly is the "story" in the centre. It gives some mighty interesting facts about the business and its splendid growth. These are facts in which the people of Portage la Prairie will be interested, and it gives the "reason why" of the sale, which is an important consideration in advertising a special sale. If the ad. had been illsutrated with a few cuts of the goods, in addition to the stock cut at the top, its appearance would have been improved



A Portage la Prairie, Man., anniversary ad.

and also, we believe, its effectiveness, which, is of course, always first consideration.

* * *

Speaking of Brown's advertising, it is pertinent to refer to the last Fall and Winter catalogue issued by that store. Evidence of the progress being made by that department is furnished by this latest catalogue which is about one third larger than that issued for Spring. In this store the mail order houses in Winnipeg and Toronto are being met by their own methods. The catalogue for Fall and Winter is a credit to the store and the advertising manager, A. M. Bunt.

* * *

The five page ad. of Henry Morgan & Co., Montreal, is reproduced mainly to show the splendid and effective use which may be made of the news feature in advertising. Advertising should be news, ,and news of the most absorbing interest to women, who form the largest class of readers of store ads. The writer of the ad. shown here has appreciated this fact. Here is a sample paragraph which proves this:

"Fashion has decreed this to be a "color" season, and the many bright dashing colors now being shown in dress goods must necessarily be duplicated in hosiery for evening wear. A feature of this Department is the care given to matching the hosiery with the gown, and special efforts

are made to procure a shade when same is not carried as a regular stock. From the many lines carried by this Department the following have been selected for their exquisite beauty and finish." This is matter which women will read with interest.

* * *

In the six column ad. of J. Sutcliffe & Sons, Lindsay, there are not as many items mentioned, but there is enough said on each to give the woman who reads it a good idea of the goods she is reading about, and the descriptions are given in such a way that a desire is created for the goods described. This is the true function of an advertisement—not to be merely a catalogue of goods in stock. The clever ad. writer, like the good salesman, will suggest a want and then tell in an appealing way how it may be supplied.

Christmas Ad. Phrase Suggestions.

Boxed Holiday Hosiery Gift Hints.—Because of their utility no less than the spirit which prompts the giving of such a desirable gift, hosiery occupies a prominent place on holiday list just now. Get the good kind by supplying your needs here. These are mostly boxed for the holiday trade.

Coat Sweaters for Women and Girls.—In casting about for an appropriate gift for a lady don't overlook Coat Sweaters—they are very popular this season and useful as well. We have a line of Coat Sweaters made of all wool, finely knitted and come in white and gray. These sweaters are 26 inches long, double breasted, have patch pockets and pearl buttons. They come in all sizes and we sell two much wanted numbers at $3.98 and $5.90.

Don't Delay Buying Your Toys.—Just two weeks until Christmas—and what a lot of things yet to be bought in that time. Let Toyland be your source of inspiration in



Good sample of store and fashion news ad.

buying playthings for the youngsters. Come as early as you can for selling is brisk these days and goods are going fast. See the splendid assortment of toys, dolls, games, sleds, wagons, etc., including the latest craze, the Pastime Picture Puzzle, consisting of blocks cut up into small and irregular pieces to be put together forming pictures of many kinds. We have a good line of these puzzles from 25c to 98c.



Lindsay ad. in which descriptions are excellent.

Embroidering Holiday Gifts.—No form of a gift gives greater pleasure to an appreciative recipient than something the donor has made with her own hands. For this and other obvious reasons embroidered pieces are very popular as gifts. Those of you who have something of the sort in mind still have time to take the matter up and finish some dainty article that will bring joy to the heart of a loved one. At the Art Department we are showing many new and effective ideas not likely to be duplicated later on.

Give Mother a Nice Luncheon Set.—Many a good housekeeper would appreciate a linen luncheon set from son or daughter or any other friend or relative for that matter. At the linen counter we are showing beautiful luncheon sets consisting of a 27-inch centre, six-plate, six glass and six butter mats, all embroidered overlocked edge on the best quality linen in a range of prices from $3.00 to $6.75 a set.

Holiday Gift Handkerchiefs.—Choice of literally thousands and thousands of handkerchiefs for holiday selling—a bigger, better and broader line than ever before and you know we have been handkerchief headquarters in Wheeling for over 60 years. Some extra good values, too, among them.

Sensible Gifts For Housewives.—Many a good housewife would appreciate a sensible gift like a brass bed, mattress or bed set more than an equal amount of money spent on some "trifling trumpery thing," as she would be very likely to express it privately. Let us call your attention, then, to an exclusive line of brass beds for the holidays. Have just one of each, all new, fresh, perfect, beds and built on simple lines—no scrolls, na unnecessary knobs or buttons to lose. They are massive, durable beds and our guarantee goes with every one. Note these exceptional values.

Shop early in the month, in the week, in the day and save time, save worry, save money.

Just hints—the space won't hold all we could tell of. Take time by the forelock and find answer here to the great question: What shall I give?

Every demand for ribbons, incident to the Christmas season can be supplied here. The patterns and colors are among the most desirable for basket bows, table bows,

Dry Goods Buyer Wanted

I want to get in touch with a bright, energetic young man who has served several years in a general dry-goods store and who has had experience in buying.

The man I want is not simply a department buyer. He must have a general knowledge of all the departments in a first-class drygoods store.

This is a splendid opportunity for the right man. If he makes good he will in time become one of the best-paid men in the textile industry in Canada.

The right man is not now out of a position, because he is too valuable.

To one who has the qualifications mentioned I am prepared to make a splendid offer, and all communications will be strictly confidential.

Address "OPPORTUNITY,"
Care of The Dry Goods Review,
Toronto.

hair bows, corsage bows, fancy bags, coat hangers and holiday packages.

The desirability of fine hosiery for gifts makes these the busiest days of the year. The assortments could not be placed in better condition for the holiday season.

In our department of toys you will see all the old favorites—the dolls, the Noah's arks, the building blocks—and all those of modern demand—engines and fireless cooking stoves and so on and so forth.

Don't be one of those who leave choosing until the rush develops. Come now while choice is greatest and choosing easiest.

Our prices will make your Christmas money go farthest. Come early.

Tuesday we make our initial showing of new model waists suitable for Xmas. They are made up in novel design of lace and net, chiffon and soft brilliant silk effect.

Our women's neckwear department is the embodiment of daintiness with an individuality of design such as will suggest each piece to be a creation in itself.

As a gift these splendid pure linen initialed towels, either in full dozen or lesser quantity, are ideal. They are beautiful quality, nicely hemstitched and initials are handworked.

Now that Christmas is so close at hand nearly everyone is looking for ribbons to finish a gift or make up one, therefore, we offer a line of Liberty Satin 7½ to 8 inches wide; taffeta and moire ribbons 6 and 7 inches wide, in sky rose, mauve, turquoise, Nile, cream, white, black and other popular colors, regular 60 to 75 cents a yard; Tuesday 50 cents.

Arguments for the Ad. Man.

"Eleven years of business in Peterborough and this is our "birth week." Year after year has seen us grow. Our methods have not been materially changed but they have been enlarged on and have grown in public favor with every year. Our aim for the future is to give even better service than in the past—better accommodation, better values. With the enlarged business comes bigger buying and consequently better values for us and for our patrons. Come and enjoy the "Feast of Bargains" to-morrow and the two following days. A fresh bill-of-fare for every day. Bargains unprecedented on strictly new, seasonable goods—bargains from every department just when they are mostly wanted."—Cressman, Peterborough.

"We invite a comparison of prices with any catalogue, or any out-of-town advertisement, and we feel confident of the result. No more need to send out of your own town, you can't get any better goods anywhere than you can procure right here, and we can meet any price of any store—and why should we not? When you compare our cost of doing business with that of city stores the reason is very apparent."—Jeffries & Clark, Strathroy.

"We can fit you out from head to foot in the choicest raiment. In style, our merchandise is always right up-

CHAS. MORIN
89 Dalhousie St., - - QUEBEC
Specialty Manufacturers' Agent
18 years' experience; three travelers calling upon retail trade in Quebec district. Open for good lines in Dry Goods Specialties.

to-the-minute. At the end of each season we absolutely close out all of that season's goods. At the beginning of each season our stock is entirely fresh. Visit our store, and you will find the newest styles and best quality of everything you need, from head to foot."—G. B. Ryan & Co., Guelph.

"Each season we're improving our clothing for boys, and you'll find them as up-to-date in every particular as men's clothing, and why not? The boys of to-day are the men of to-morrow. Now, if that boy of yours is not as well clothed as he would like to feel and you would like to see, bring him in here at the first opportunity—the rest will take care of itself."—The John White Co., Woodstock.

"There's every reason why you should come to this store for hosiery for the whole family. We offer values not matched by any other store in western Ontario. Our range of qualities and style is very large. You can get the kind, the size, the quality you want and you will pay less for them here. Over 12,000 pairs of hosiery for men, women, boys, girls, children."—The Anderson Co., St. Thomas.

"This is the keynote that we wish to strike—Fashion—the very word is dear to every woman's heart and especially so to Cobalt women, who are above all things fashionable. It stands to reason that a store like "The Fair" specializing for women and children alone, can keep up with fashion's vagaries to a greater extent than a store handling other lines."—The Fair, Cobalt.

"The dress goods world—a realm of its own, with its own artists dreaming of exquisite shades and colorings: with patient workers weaving dreams into realities. In many parts of the old world, and the new, they work with the art of the whole world and of all time for their inspiration. Our expert buyers have compassed the world to pick of their treasures, and the better productions are here."—Hudson's Bay Store, Calgary, Alta.

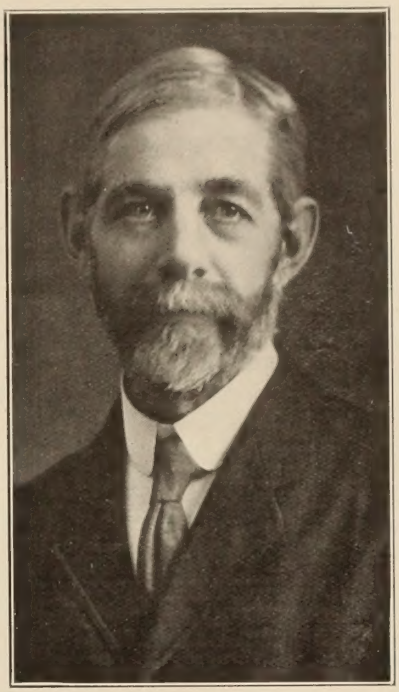
"Prices that talk, values that preach."—Bradley & Tuck, Calgary, Alta.

"When we have anything especially good we like to tell you about it. And it always pays to investigate the lines we call "special" for this never happens if there is not a decided saving for you. We never tell you of imaginary merchandise—'we have the goods.'"—The Northway Co., Tilsonburg.

Bought Up Oxford Knitting Co.

Woodstock, Dec. 1.—J. N. Greenshields, C. R. Whitehead, of Montreal, and others who control the Shawinigan Cotton Co., have acquired the capital stock of the Oxford Knitting Co., of this city, for $50,000, paying, it is stated, $150 a share. The Oxford Knitting Co. was started here three years ago by local capital and has been very successful. K. Harvey, formerly managing director, becomes general manager, and W. Barraclough, formerly secretary-treasurer, is retained as manager of the local mills.

David Shaer and Hyman Israel Eliasaph were found guilty in Montreal, Monday, on the charge of selling and concealing goods to the value of $25,000, with the intent to defraud their creditors. The two men became part-



C. D. CHOWN
Representative of the Dry Goods Review in Quebec Province.

ners in 1908, and afterwards carried on business in Montreal as manufacturers of ladies' wear, for about one year. Principal witness for the Crown pointed out that while the firm had done about $50,000 business during the year, there should still, according to the books, have been a large quantity of goods on hand at the assignment. No trace of these, however, could be found. According to the same witness, relatives of the members of the firm had been paid $9,000 in the three months previous to the failure, and payments to creditors had only amounted to $3,000 for debts amounting to $23,000. Eliasoph claimed that the payments made to his relatives were for loans received from them.



PROCURE PATRONAGE *and* PROMOTE PROFIT

by handling the "DEACON SHIRTS"—you will run no risk. Every Shirt double stitched throughout, made of the best material obtainable for the money. Guaranteed against any defect. Immense variety of cloths and patterns. :: :: :: :: ::

THE DEACON SHIRT CO.

Belleville Ontario

Some Seasonable Hints to Buyers

From information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

ROBERT RYAN CO.'S CALENDAR.

The Robert Ryan Co., Ltd., Three Rivers, Que., have issued a very elaborate calendar for 1910, which is even more attractive than those of previous years. The supply is limited, but as long as they last, retailers asking for them will be gladly supplied.

SAMPLE CUTTING REFORM.

Quite a revolution is taking place in the manner of making up samples in textile fabrics of all kinds.

Formerly these were mounted in books or folded up so it was impossible to get at a single thickness of the fabric, to test quality or "feel the goods" in any way.

Sample cut with gimped edges will not fray or ravel, and look very much neater, and are pleasing to the eye whether simply loose in swatches or mounted on cards.

Makers-up of both men's and women's ready-to-wear garments are now putting out samples cut in this manner instead of carrying garments of each pattern as heretofore, thus making a great saving in excess baggage charges.

Walter Williams & Co., 525 St. Paul, St., Montreal, are Canadian agents for the "Easicut" machines, manufactured by J. T. Hardaker, Engineer, 99 Crowther St., Bradford, Eng.

WASHABLE HAIRPINS.

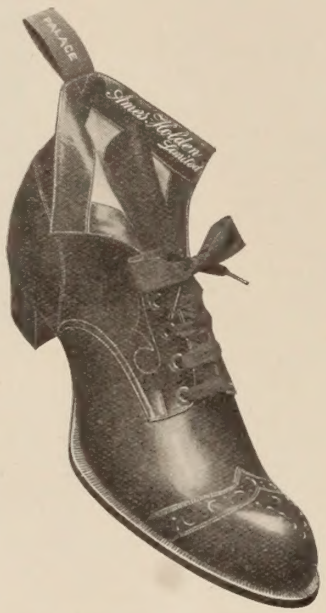
J. Palmer & Son, Ltd., 5 and 7 Desbresoles St., Montreal, are agents for the "Everbrite" washable hairpins, manufactured by Earl, Leominster, Mass. These pins are sanitary and indestructible, and when washed with water and soap retain their original brightness. They come in a wide variety of styles and sizes, and are attractively boxed.

FORM LIMITED COMPANY.

Burnet & Temple, specialists in laces, lace collars, fancy boas, hairpads, combs and nets, announce that owing to the enormous increase in their trade and with a view of still further extending their operations they have formed their business into a private limited company, and Herbert Johnson, who has been with the firm for a number of years has been made a director in the new company, the directorate now being composed of Alexander Burnet, managing director; Herbert Temple, director and secretary; Herbert Johnson, director.

THE PUNCHARD LINE OF HATS AND CAPS.

Charles C. Punchard & Co., 130 Wellington St. W., Toronto, manufacturers of hats and caps, have in their different lines for Spring and present business several features



Men's glazed Kangaroo Blucher Bal — Spring line.

which will be of decided interest to the trade. This firm, it will be remembered, extended their activities during the past summer. They had been specializing in men's cloth caps and children's hats, but added to their line men's stiff and soft hats, straw hats and felt millinery shapes. They have equipped themselves with every modern facility for designing and manufacturing, and the originality and style destinction which has always characterized their goods, is evidence of the fact that they are close students of best selling essentials.

Notable among their caps is the patent elastic-band golf shape, which has had a very heavy run. The band is lined with eider-down, and when turned in gives no appearance or feel of bulkiness, nor does it impair the poise or head-size of the hat in the slightest degree. When adjusted for use, the hat fits comfortably about the ears and back of the head and is an excellent weather protector for walking, driving or auto wear.

Selling merit as embodied in style, workmanship and individuality featurizes the Punchard line.

ENLARGING FACTORY.

McKay Bros., Ltd., 1229 Queen St. W., Toronto, have recently enlarged their underskirt factory by the addition of 2,000 sq. feet of additional floor space to accommodate the rapidly increasing business of this firm. They are now in a much better position to deliver orders promptly. Since this firm started in the manufacture of Knit-Top and Form-Fitte petticoats a few months ago, their business has increased very rapidly and the difficulty experienced in filling their orders in the original capacity of the factory has resulted in the recent large addition to their premises. Considerable new machinery has been installed and as stated before they are in a splendid position now to give prompt delivery on all orders entrusted to their travelers.

Southams, Limited, manufacturers of tickets, tags, labels and specialties, Montreal, have added a new department to their business, a folding box department which includes a full assortment of machinery for the manufacture of folding boxes or cartons, candy boxes, raisin boxes, jelly powder boxes, millinery and whitewear boxes, etc., etc.

LET US COLLECT
YOUR OVERDUE ACCOUNTS

During the year we've been in business we've collected a heap of money for our clients. Send us your slow collections, and we'll make your slow-paying customers hustle to pay up.

Send Them in To-day

The Beardwood Agency
313 New York Life Building - MONTREAL

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St. Toronto — 465 Temple Bldg. Montreal

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal
MERCANTILE REPORTS AND COLLECTIONS
Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985

LEGAL CARDS.

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal; Chas. A. Duclos; Henry N. Chauvin.

Cable Address "MACKER," Winnipeg — Office 511 Ashdown Block
McRAE & WALKER
Manufacturers' Agents and Wholesale Jobbers, WINNIPEG.
Correspondence solicited from manufacturers desiring live, up-to-date representation in the West.

J. SPROULE SMITH
Manchester Building - TORONTO
Representing: Paris Wincey Mills Co., Flannels, etc., Paris, Ont.; John Bright & Bros., Ltd., Carpets, etc., Rochdale, Eng.; Wm. Clark & Sons, Canvas, Hollands, etc., Upperlands, Ireland; Albert Godde Bedin & Cie, Chiffons, Laces, etc., Paris, France; Perret Gros & Million, Malines, Veilings, etc., Lyon, France; Melrose Knitting Co., Socks, etc., Glenwilliams, Ont.

Dieckerhoff Raffloer & Co.
OF CANADA, LIMITED
DRY GOODS COMMISSION MERCHANTS AND MANUFACTURERS' AGENTS
Montreal—525 St. Paul St.; Winnipeg—400 Hammond Block; Toronto—154-160 Wellington Street West, cor. Simcoe Street—Head Office.
Importers of Buttons, Smallwares, Laces, Tailors' Trimmings, Linings, Velvets, Felts. Stock carried in Montreal and Toronto.

HOTEL DIRECTORY.

HALIFAX HOTEL
HALIFAX, N.S.

THE GRAND UNION
The most popular hotel in OTTAWA, ONT.
JAMES K. PAISLEY, - - Proprietor

WHOLESALE HOUSES.

BROCK & PATERSON
ST. JOHN, N.B. HALIFAX, N.S.
LIMITED
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY

Condensed Advertisements

AGENTS WANTED.

AGENT WANTED—Calling upon the wholesale trade, to show fringe nets and hair goods. A splendid line. Business done direct with the manufacturer. Address "Hair Net," care DRY GOODS REVIEW, 88 Fleet St, London, E.C., England. (tf)

COMMISSION LINES WANTED.

2 SALESMEN want a line for Eastern Ontario, Quebec and Maritime Provinces. Good connection. Speak French fluently. Salary or commission. Address, P.G.L., care DRY GOODS REVIEW, Toronto.

MISCELLANEOUS.

ANY MAN who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged, or new order issued without further charge.

BEFORE buying office furniture, filing systems and supplies, see our catalog. Our modern goods at moderate prices will result in money-saving and satisfaction. Write to-day, stating your requirements. Benson Johnston Co., Limited, 8 John St. N., Hamilton. (tf)

CASH AND PACKAGE CARRIERS.—Better and quicker service in your store results from the installation of the "Gipe" system of Cash or Parcel Carriers. They are the latest, strongest, simplest and most effective on the market. Will centralize your business and more than pay for themselves in the first year. Write for catalogue. Gipe Carrier Co., 97 Ontario St., Toronto. (tf)

COUNTER CHECK BOOKS—Especially made for the dry goods trade. Not made by a trust. Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DO YOU WANT TO BUY OR SELL anything in England? Write to Barrand, 27 Hartman Place, Bradford, Eng. Agencies of all kinds undertaken. Excellent references. Enquiries solicited.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513, No. 83 Craig St. W., Montreal, and 129 Bay Street, Toronto.

HARRISON FISHER CALENDARS for 1910 make excellent Christmas or New Year gifts. Five pages in full colors. Size 14 x 22 inches. Pictures may be removed and framed at the end of the year as they are only "tipped" on the mounts. Price $3.00 boxed. Copp, Clark Co. Ltd., Toronto, are Sole Agents for Canada.

IMPORTANT TO TAILORS AND CLOTHIERS—Buy your cloths, tweeds and serges direct from Scotland. We supply pattern cards free, containing all the newest and up-to-date goods and the best value obtainable. Orders sent by post carriage paid. Patterns for 1910 ready in December. Write for them now to A. Oliphant & Co., Wholesale Woollen Merchants, 133 Trongate, Glasgow.

JUST NOW we are holding a special sale of second-hand typewriters. All makes are represented—Underwood, Remingtons, Olivers, Empires, Smith Premiers, etc. They have been carefully rebuilt and are in good workable, wearable condition. The Monarch Typewriter Co., Ltd., 98 King St. W., Toronto, Ont. (tf)

MISCELLANEOUS.

KAY'S FURNITURE CATALOGUE No. 36, contains 160 pages of fine half-tone engravings of newest designs in Carpets, Rugs, Furniture, Draperies, Wall Papers and Pottery with Cash prices. It brings you into close touch with the immense stocks and splenid manufacturing facilities of John Kay Company, Limited, 36 King St. West, Toronto. Write for a copy to-day. It's free.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Ltd., 424 Spadina Ave., Toronto. (tf)

SAVE 70% OF YOUR LIGHT BILL by using the "JUST" Tungsten Lamp. Fits any socket. Burns any angle. All candle-powers from sixteen up. Prices as low as 50 cents. Better write us to-day. Sterling Electric Supply Co., Ltd., 369 Yonge St., Toronto, Ont. (tf)

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable oor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

THE NATIONAL CASH REGISTER Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

The "KALAMAZOO" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible; writing surface flat; alignment perfect. It cannot get out of order. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter Ltd., King and Spadina, Toronto.

THE MERCHANTS RECORD AND SHOW WINDOW shows you how to get more money out of your advertising and show windows. The only monthly journal devoted exclusively to the selling end of retail business. Each issue contains 50 or 60 illustrations of the best window displays, specimens of show cards and practical sales ideas worth many dollars to any merchant. $2 per year. Special holiday number out November 5th. Price 25c. per copy. Merchants Record Co., 313 Dearborn Street, Chicago.

USE the best carbon paper. Our "Klear-Kopy" carbon gives clear, unsmudged copies of your letters and other documents. It has been selected by a leading government against 43 competitors. "Peerless" typewriter ribbons give clear letters and will not clog the type. Sold by all dealers. Write us for samples. Peerless Carbon and Ribbon Co., Toronto. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Ltd., 33 John St, Hamilton, Ont.

WAREHOUSE and Factory Heating Systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue J? Jones Bros. & Co., Ltd., 30-32 Adelaide St. West, Toronto. (tf)

YOU need the best possible protection from fire! If your valuables are in one of our safes, you can rest at ease; no fire is too hot for our safes and vaults to withstand. We manufacture vaults and safes to meet every possible requirement. Write for catalogue "S." The Goldie & McCulloch Co., Ltd., Galt, Ont, (tf)

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